

February 5, 2025; Meeting of the Board and Executive Committee of the Crystal Lake and Community Association, 7:00 p.m. Zoom format

**Present:**

John Fernandes, President  
Chris Brickman, Vice-President  
Carol Ing, Treasurer  
Linda Mielewczyk, Membership Co-ordinator  
Sharon Brickman, Secretary

**Absent:**

John Hubbard, Past President/Board member  
Rainey Weidauer, Board Member

John Fernandes called the meeting to order

**Minutes:**

-Minutes from the August 14/24 Executive meeting were adopted (moved by Carol and seconded by Chris, all in favour) and will be sent to Jim R. for posting on the CLCA website

**Budget/Financials:**

-2024 financial statements; have been closed off and submitted for CMA review  
-2023 financial statements; CMA review not yet been completed  
-Carol will follow-up to ensure there is still a willingness to carry out this review on behalf of CLCA, if this is not the case, we will have to find another review option

**Membership:**

-there is currently 106 prepaid members  
-Linda normally sends out membership reminders in late March - early April, this may be adjusted this year depending on how we proceed with Cottage Life Magazine (see below)

**Corporate Constitution update (ONCA):**

-Chris has submitted the required documents to file the Articles with Service Ontario – the status is currently “under review”  
-Chris will amend the Officers to ensure that all current Directors, Officers and corresponding e-mails are included

**Clam Lake Cottagers Assoc. inquiry:**

-John will follow up with some suggestions regarding increasing members ie; events, Social media, newsletter, blasts and reminders, comprehensive e-mail dist. list, draws and prizes, Cottage Life proposal, environmental initiatives

### **Cottage Life Magazine Proposal:**

- the details of the proposal were discussed as per e-mails received
- highlights;
  - 3 free issues for 2025 members (including pre-pays) – need clarity on which issues are being offered
  - Cottage Life will become a sponsor – Carol will invoice them, needs contact details from Chris
  - discount for spring Cottage Life show (Mar. 20-23); one free and one half off?; need to know cut-off date for this offer to advise members
  - paid members will receive a discount code and will manage the offers themselves through a Portal if they wish to take advantage of the offer,
  - there will be no additional burden on CLCA other than to advise members of the opportunity
  - they are prepared to offer prize support for events and draws – details to follow
  - there may be an opportunity to purchase Cottage Life merchandise at a discount – details to follow
  - CLCA will need to advise members early in order to give them the opportunity to get show tickets
  - the Executive team supports this proposal conditional on it being no additional burden on CLCA regarding data tracking, etc., no membership info. sharing
  - Chris will connect with Cottage Life staff for clarity on above points and to finalize the agreement
- Sharon will draft a message of our existing sponsors to advise them that we are getting a new sponsor that is offering a member discount program/prize and advising that this opportunity is available to each of them as well

### **Events/Activities for 2025:**

- Events Committee; Suzanne Olejnik, Allison Gorgichuk, Zina Bolak will be invited to our March 20<sup>th</sup> Meeting and provide updates on activities and ideas to date for 2025 events
- Linda will forward results of survey regarding events
  - Next meeting – March 20<sup>th</sup>, 2025 – majority of time will be dedicated to Events discussion

**On-going Items - provide updates as needed;**

**AGM:** speaker ideas; Cottage Life contributors, water quality expert

**Advertising:** no update

**Welcome sign repairs:** no update

**Emergency equipment/training:** no update

**Newsletter:** no update

**Lake Health/Environment/Water Levels:** no update

**Buoys: no update**

-Chris will complete the map and distribute it as soon as she is able

**Executive/Board:**

-communication within the Board and Executive Committee; this topic will be brought to a future meeting

**Policies:**

-Chris and Carol have developed an accounting and travel policy which Chris that has been shared with the Exec./Board– we will move this forward to a fall meeting

**Library Box:**

-consider south shore location in future (ie; store, boat launch)

**Welcome to Crystal Lake Brochure:**

-the original document that Sarah created is now in dropbox

-Linda is going to review this for required updates and get input for revision