



New York State Federation of Lake Associations, Inc.

Meeting of the Board of Directors
March 26, 2011
10:00AM
White Eagle Conference Center
Hamilton, NY

Present

Helen Sick, President

Walter Dutcher, Treasurer

Janet Andersen, Secretary

Donald Cook

James Cunningham

Rena Doing

George Kelley

Nick Klupacs

Dean Long

Theresa Mayhew

Bob Rosati

Jan Shields

John Slater

Absent

Bill Harman, Vice President

Matthew Albright

Jack Baldwin

Don Keppel

Barbara Marko

Kathleen McLaughlin

Rebecca Schneider

Robert Thill

David Wright

Also in Attendance

Nancy Mueller, Manager

Scott Kishbaugh, DEC

Nancy Craft

- 1. Call to Order.** President Helen Sick called the meeting to order at 10:00 am.
- 2. Minutes of the October 2, 2010 Meeting.** Theresa Mayhew made a motion to accept the minutes as written, Jim Cunningham seconded, and the motion carried.
- 3. Treasurer's Report.** Walter Dutcher reported on the year-to-date financial reports that he distributed at the meeting. Reviewing the balance sheet, Walter indicated we were \$14K - 15K ahead of last year, with total assets of \$193,444.55. The small A/R amount was from a CSLAP lake that had not paid for deep sampling, but this should be resolved. He also highlighted the inventory value of the Diet books. Reviewing the income and expense, Walter indicated that we have more CSLAP revenue, reflecting higher fees. Conference fees are lower to date, but with higher exhibitor fees so far. Membership fees are lower year-to-year, and Diet sales are lower. On expenses, we paid the UFI testing bill associated with CSLAP. Operations expenses include a new computer, Waterworks printing and mailing expenses. Walter noted that the Verizon plan had been changed, reducing that expense. To date, the net income is \$29,115. Bob Rosati moved and Nick Klupacs seconded to accept the financial report, and the motion was approved.
- 4. Office Report.** Nancy Mueller reported on the sessions she attended at NALMS in Oklahoma City. She will use this experience to provide content for Waterworks, FOLA's website and Facebook page, and as ideas for conference topics. She distributed the March copy of Waterworks, which is ready for mailing. Nancy also distributed the list of CSLAP lakes for 2011 and 2012. The 2011 list is almost complete, with the status of only one lake uncertain. The

number of lakes in 2012 is expected to be about the same as 2010. Nancy also distributed a membership list and highlighted late lake associations. The total, 341, consists of: 6 corporate members; 195 associations, of which 51 are large, 45 medium, and 99 small; 35 individual members; 100 lake association members; and 3 lifetime members.

5. 2011 Conference Update. Nancy reported about 60 people were currently registered for the conference, and the conference agenda went together easily this year. She reviewed a few changes from the agenda published in *Waterworks*. Nancy said last year's bags were popular and the giveaway will be another bag this year.

6. Diet for a Small Lake sales. Jim Cunningham reported that Walter had worked to get the book on Amazon, but to date no sales resulted. Various suggestions were made to improve the sales of Diet. Jim suggested making posters for use at conferences indicating availability from FOLA and Amazon. Dean Long suggested ads in some small newspapers and magazines. The board agreed to provide sample books to four regional stormwater training centers. We agreed to get posters and postcards made. Helen, Jim, Dean, and Nick will get cost estimates for postcards and / or posters, Dean will compare estimates and order. Nancy will email the cover art and a description to board members, who are encouraged to send a Diet description to various email distribution lists. Walter moved and Jim seconded that posters and postcards be produced in time for the conference, and the motion passed. Scott continues to work on getting Diet into the *Conservationist*. Scott discussed whether it was time to get Diet onto the DEC website. Janet Andersen moved, and Jan Shield seconded, that the FOLA board ask NYSDEC to have a softcopy of Diet on their website by September 1, and the motion carried. Nancy will send *Cabin Life* a copy of the book and ask them to publish a review.

Marketing Committee. As part of the Diet discussion, Jim Cunningham indicated his desire to set up a marketing committee at the next meeting to work on marketing FOLA and Diet. The board responded with enthusiasm. George Kelley moved that Jim be appointed as chair of the marketing committee, Janet Andersen seconded, and the motion carried. The initial committee members were identified as Jim Cunningham, Nancy Muller, Jan Shields, Nick Klupacs, Walter Dutcher, Theresa Mayhew, George Kelley. During the remainder of the board meeting, John Slater, Scott Kishbaugh, and Janet Andersen were added to the committee.

Media award. Jan Shields reviewed the two candidates for the media award and made a motion that the media award go to Aaron Curtis, *The Palladium Times*, Oswego, NY for the water chestnut articles, Jim seconded, and the motion passed.

[8]. NALMS 2011. Nancy reviewed that the 2011 NALMS conference will be in Spokane, and that the money is budgeted for her to attend. Rena Doing moved, and Theresa seconded, that FOLA fund Nancy's attendance in 2011. An extensive discussion ensued on how we can partner with NALMS to bring the benefits of attendance to the FOLA organization, including bringing back more detailed information about the presentations and topics that may be of interest to FOLA members. We discussed adding more reference information to the FOLA website. NALMS has a strong connection to the EPA, FOLA has a strong connection to NYSDEC. As part of figuring how attendance at NALMS was a benefit to FOLA members, the board discussed that we needed more information about what FOLA members needed. John Slater volunteered

to call some lake associations if contact information was provided, and Nancy agreed to send that to him. Jim suggested that we use other media, for example distribute a powerpoint presentation that members could use at lake association meetings. We also discussed that the board got emails from Nancy, but perhaps some of the information should be distributed occasionally (quarterly?) to those lake association members who have emails.

Newsletter contest. Theresa Mayhew distributed a set of guidelines that was used in 2010 to evaluate the newsletters that were entered into the contest. We agreed that this should be distributed because it might give associations suggestions for effective communications.

[Lunch at noon]

7. CSLAP 2011. Scott provided three handouts, and reported that the CSLAP committee had occasionally met face to face but mostly met approximately monthly by conference calls, and notes from these meetings were available to interested board members. He reviewed the accomplishments, including handling the CSLAP waiting list by creating a rotation cycle, index list, and a revised fee structure that should support cost changes. Scott also reviewed the efforts to better communicate with the public about the program, including a lake scorecard and a shorter lake summary report that would go on both the DEC and FOLA websites. Scott demonstrated where the reports would appear on the DEC website on a clickable map of the 17 NY watersheds. He emphasized that these formats were part of an ongoing process and that the committee welcomed feedback. Scott also discussed a series of pilot forms and studies that expand the information gathered: these will be presented at the conference.

Regarding budgets, Scott discussed the committee's development of contingency plans for the state budget process, but at the time of this writing, it does not appear that there will be a cut to the 2011 budget for CSLAP. There are some areas where the expenses could change, especially regarding UPS costs, materials and equipment costs. Scott discussed the uncertainties around "associated party" in Executive Order #10, which could affect the Central NY Regional Planning budget for Nancy. Jim moved, and George seconded, that FOLA would balance the amount if this order resulted in a loss to Nancy, and the motion carried. The board then had an extensive discussion of whether FOLA should be making a profit on CSLAP, if the costs were apt to overrun in some years, and whether a reserve fund for CSLAP might be appropriate. Jim Cunningham moved and John Slater seconded that a separate CSLAP fund be established with a buffer of \$20K over the current year's anticipated costs, and the motion carried. There was further discussion of the phycocyanin screening that had been performed by UFI on some samples from selected lakes for the last two years. Scott and Nancy asked UFI to screen every sample in 2011, in order to help build a better set of data about the conditions under which toxic blooms occurred. The DOH was asked to fund this through the CDC grant but that does not look likely. UFI stated that the screening took a significant amount of time. There was discussion about the need for more timely feedback on toxin test results, and whether toxic blooms could be predicted. The board also considered a stipend to UFI for the screening, and the roles of DOH, DEC, and FOLA to study a potential indicator of HABs. Dean moved, and Theresa seconded, that Nancy ask UFI for the budget to do the phycocyanin screening to continue the study on HABs. The motion passed with one member abstaining.

9. NYSFOLA Website. Walter reported that that the FOLA website could be improved to better serve FOLA and its members, and that Don Keppel agrees that changes could be made. He has access to the source code for the current website. We discussed moving the FOLA website to a new service entity and then using the current content to start to populate a new design. There was a discussion of whether all of the web content should be outsourced or if the design should allow updates by Nancy and perhaps others. Walter did not want to be the webmaster, but was willing to look for potential vendors. After considering a separate committee, it was agreed that this would be a subtask of the marketing committee, at least for now.

10. Western Regional Meeting Update. Don Cook reviewed the plans and the presenters for the 17th Western Regional meeting, scheduled October 15, 2011 at the Moonwinks Restaurant near Cuba Lake. Four politicians will present, as well as Dr. Lisa Cleckner, Director of the Finger Lakes Institute, and Jim Hyde from DOH.

11. New business. Walter asked if we should file something similar to a 990 for our other organization, the Federation of Lakes, despite no funding. It is a 501(c) 4 under section 402. Janet offered to follow up. Walter also suggested a conference topic for this year or for the future on emergency preparedness, and the board expressed interest. Theresa has contacts who can present this information.

Jim also reported that the marketing committee, which met at the lunch break, proposed giving an award to Madison County as the county with the most FOLA members, to kick off interest in getting new members, and the board agreed.

The next meeting of the board is scheduled for **April 29**, at 3 pm, at White Eagle.

Nick moved, and Don Cook seconded, that the meeting be adjourned at 2:50 pm, and the motion passed.

Respectfully submitted,

Janet Andersen

Janet Andersen, Secretary, NYS FOLA