

New York State Federation of Lake Associations, Inc.

Meeting of the Board of Directors
October 22, 2011
10:00 am
White Eagle Conference Center
Hamilton, NY



Present

Jim Cunningham, President
Bill Harman, Vice President
Walter Dutcher, Treasurer
Janet Andersen, Secretary
Jack Baldwin
Donald Cook
Rena Doing

Rich Henderson
John Jablonsky
George Kelley
Don Keppel
Nick Klupacs
Dean Long
Theresa Mayhew

Kathleen McLaughlin
Bob Rosati
Rebecca Schneider
Jan Shields
John Slater
Robert Thill

Absent

Matthew Albright
Barbara Marko

Helen Sick
David Wright

Also in Attendance

Nancy Mueller, Manager

Scott Kishbaugh, DEC

- 1. Call to Order.** President Jim Cunningham called the meeting to order at 10:05 am.
- 2. Minutes of the April 29 and 30, 2011 Meeting.** Bill Harman made a motion to accept the minutes as amended, Rebecca Schneider seconded, and motion carried.
- 3. Treasurer's Report.** Walter Dutcher commented on the year-to-date financial reports that he distributed at the meeting, a balance sheet, quarterly spending, and a preliminary 2012 budget based on 2011's spending. He reported that Nancy was recorded as an employee rather than a contractor effective January 1, 2011. He expressed a concern that the Diet books were an asset that needed sales attention. Don Keppel moved and Jack Baldwin seconded to accept the financial report, and the motion was approved.
- 4. Office Report.** Nancy Mueller thanked the board for the advance on her CSLAP pay. She distributed the October Waterworks with a front color page: it will be mailed after her return from NALMS. She reported that the local PO may close, which may require a new mailing permit. She was not sure if bar coding will be required but requested help with the PO bar coding software download. Nancy said that lake interactions have slowed dramatically after Columbus Day, and that the office was quiet now. Many NY lakes are requesting information about monitoring lake and groundwater for hydrofracking impacts, and she felt that was a good topic for the upcoming conference. CSLAP sampling is ending, although monitoring will continue on selected blooms. She reported on Diet orders and marketing. She will put a book in the NALMS silent auction and take postcards to the conference. Online sales through Amazon are slow. Nancy said that she leaves for the NALMS conference on Tuesday and returns Sunday. She will give a CSLAP talk at the conference and will distribute slides of her talk to the board for their information.

After discussion and many ideas, Terri Mayhew agreed to take a new role as the chair of Diet Marketing, and is looking for committee members or ideas: contact her at TCM5@cornell.edu . Rich Henderson and Nancy Craft are also on the Diet Marketing Committee. Ideas for marketing included contacting the association of independent book store owners, reviews and articles in magazines and newspapers, posting a pdf of the Table of Contents on the web site, suggesting Diet as a holiday gift, and more use of Facebook posts. In response to a question, Scott Kishbaugh said that the DEC was working on putting Diet on the DEC website, and asked if FOLA wanted to rework the way that Diet would be linked on the site, and the Diet committee will consider that.

5. Finance Committee. Walter Dutcher said there had been no activity, and Bob Thill reminded the group that the finance committee had been set up to assess a response to requests from scholarship for funding, and no specific requests had been received.

6. Conference Committee. Dean Long reported that he had looked at the NALMS agenda to see what was current, and phosphorus cycling and sustainable lakes seemed to be hot topics. He said that new areas of interest appeared to include water quality as it relates to fracking, early detection of invasives, and motivating other volunteers. Issuing a call for papers was discussed briefly but with no resolution. Jim Cunningham said that he wanted to see about getting single day attendees by publicizing the conference locally in Syracuse and Utica newspapers, perhaps through a press release.

7. Scholarship Committee. Jim Cunningham said that he wanted to find corporations that would be willing to provide scholarships and his company would be willing to fund a scholarship this year. One idea would be to have speakers or poster sessions at the conference and the best one would get the scholarship of \$500 or \$1000. Bill Harman spoke about a scholarship that could leverage FOLA, lake association funding, and a match from his program that would provide funding in the range of \$8K. He thought this would encourage more students to enter the program, but it wasn't clear how students would be chosen. Others mentioned summer intern projects that would be funded, and opening this to high school as well as college students. Summer interns on lakes would require supervision, perhaps by faculty, which is harder to arrange. The scholarship committee was asked to put their ideas to paper, and bring their recommendation to the next board meeting. Robert Thill asked that the scholarship committee consider that it is NY lake associations who are funding these scholarships and consider "stewardship scholarships" to fund attendance of some members of lake associations to the conference.

8. Web site demonstration. Dan Costello of Acumium attended the board meeting by phone and webex. He asked the board what they were looking for in a web site. After some technical difficulties, he demonstrated several sites that he had helped create using a proprietary content management tool. His company had two models for delivery, to have FOLA run on their own server, or a software as a service model where Acumium would provide hosting and tools. They did not offer a web updating service. Their process included discovery, to identify the board's strategic direction for a web site; a first stage of deciding end user needs; the design process, to agree on the strategic look and feel and content structure; the development phase where templates and a high level map of the website would be developed; and inserting content, which was done in partnership to train the person who would be responsible for keeping the content updated. The company has 19 full time people in Madison, WI and New Zealand. The board thanked Dan for his demonstration.

Don Keppel said that if content was given to him, he would see that the FOLA website was updated. He then said that health required his resignation from the FOLA board. The board expressed their appreciation for Don's longtime participation and contributions and thanked him for his service.

9. Web site demonstration. After lunch, Dan Cronin demonstrated a version of MyLakeTown.com which had been adapted to hold many of the items currently on the FOLA web site and to provide additional functions, with many levels of update authorization. Additional functions include photo galleries, videos, forums, and specific information for lake associations. He said that he would license the site to us free as it stands, but that he would charge \$120/hour for additional function outside the scope. It is on a cloud based server. While the general model for MyLakeTown for lake associations includes advertising, it would not be required on the FOLA site. The current website can be found on <http://nysfola.mylaketown.com/> and members can sign in with their lake name and their county as the password. John Slater moved to have Robert Thill obtain a copy of the license agreement, review it, and report back, Jan Andersen seconded, and the motion carried.

10. CSLAP report. Scott Kishbaugh distributed a list of accomplishments and continuing discussion items. On accomplishments, there were two major items. The first is the HAB project with ESF, in which open water samples were examined for algal toxins, enabling early feedback to users, and much improved surveillance from prior years. Scott reviewed some challenges in the immediacy of feedback. This project brought DEC to the table with DOH over the responsibility to respond to HABs and what guidance is given to the public. The DOH currently closes and opens beaches based on appearance, and may or may not collect water toxin samples when they are reopened. One fundamental question is the best way to get information to the public, and the website plays into that. Scott then showed the HAB web page: <http://www.dec.ny.gov/chemical/77118.html> The web page does not have HAB alerts. The DOH objected because their hierarchy of public communications relies on county representatives. DOH actions apply only to public beaches, and lacking that, there is no public contact. There was strong positive support of HAB reporting by DEC through the CSLAP program. Scott mentioned the CSLAP web page will follow the same model as the HAB page, and should be up by the time of the conference, with reports on line earlier. The second major change was the monthly reporting from the lab, which allowed Scott to report outlier data and ask the lakes to look for certain things based on the findings. Scott then turned to continuing discussions. The first is that the 2011 funding for Nancy's time on the CSLAP program could no longer be managed as in prior years. The new approach is to pay FOLA and FOLA can in turn pay Nancy. The first payment for Nancy was advanced by FOLA in anticipation of this approach. A contract is underway and Scott hopes to have the agreement between DEC and FOLA within the next few weeks.

The second major continuing discussion is on the discussion of the 5 year contract process for the lab. The state IFB is geared to a large commercial laboratory with quality assurance and equipment facilities beyond that of UFI, and does not fit a research laboratory's resources. The alternative under discussion is have a DEC - FOLA agreement to cover CSLAP services and to prepare for continuing DEC reduction of resources by gradually transferring CSLAP responsibilities to FOLA. The CSLAP committee agreed to keep the board informed. There was substantial discussion that the HAB work increased the value of the CSLAP program, and a concern that upper DEC management did not understand the value and importance of the program. The CSLAP committee plans to meet with Jeff Myers, Scott's manager, and Mark Klotz, the division director, to emphasize the importance of this program. The question is how much delineation of responsibilities is required for a contract for 2012,

which would include Nancy's time and the lab contract, but provide the foundation for service transition. A statement of work and required levels of expertise should be documented. Scott referenced the transition of the wastewater operator training program formerly done by DEC and now completely transitioned to NY Water Environment Association.

Finally, the rotational program continues into 2012. Bill Harman moved, and Bob Rosati seconded, that the CSLAP committee has the responsibility to tweak the rotational program as needed, and the motion passed.

11. Marketing Committee. Jim Cunningham suggested that the board use the web demos to help construct an IFB for a new website. The board agreed to first review the MyLakeTown website at <http://nysfola.mylaketown.com/>. Members can sign in with their lake name and their county as the password. John Slater moved to have Robert Thill obtain a copy of the license agreement, review it, and report back, Jan Andersen seconded, and the motion carried. Jim also wants to make a training video and powerpoint for CSLAP. The board was supportive, but felt this should not be done as part of the training at the conference.

12. Federation of Lakes. Jan Shields had no report. Don Cook reported that at his regional conference, it was recommended that one of the downstate representatives be "adopted" since they had more members. In addition, it was agreed that board members would write to legislative members on the importance of CSLAP: the CSLAP committee will provide bulleted points or a draft letter to board members.

13. Regional meetings. The board thanked Don Cook for having a regional meeting and asked for a summary of what happened. Nancy will distribute the minutes. Jan Andersen reported on the plans to partner with Terri Mayhew and her current Columbia County lake meetings as a foundation for a regional meeting downstate.

14. Executive Session. Rena Doing moved, and George Kelly seconded that the meeting go into executive session. John Slater moved, and Nick Klupacs seconded, that the board come out of executive session. The president reported that Nancy's salary was increased by \$25 per week from \$200 to \$225, and that her use of a personal vehicle on FOLA business would be reimbursed at the standard IRS rate.

15. Next meeting date. The next meeting was tentatively set for March 24, and if the facility is not available, March 31 is the alternate date.

Adjournment. John Slater moved and Bob Rosati seconded that the meeting be adjourned at 3:35 pm, and the motion passed.

Respectfully submitted,

Janet Andersen

Janet Andersen, Secretary, NYS FOLA