

New York State Federation of Lake Associations, Inc.

Meeting of the Board of Directors
August 27, 2016

Cleveland Building at White Eagle
Hamilton, NY



Present

Rich Henderson, President
Walter Dutcher, Treasurer
Janet Andersen, Secretary
Jack Baldwin
Donald Cook

Tarki Heath
Dean Long
Laurel Mann
Theresa Mayhew
Bob Rosati

John Slater
Robert Thill
Kristen Wilde

Absent

Matthew Albright
Bill Harman, Vice President
Jim Cunningham

John Jablonski
George Kelley
Rebecca Schneider

David Wright

Also in Attendance

Nancy Mueller, Manager

- 1. Call to Order.** President Rich Henderson called the meeting to order at 9:27 am.
- 2. Minutes of the April 29 & 30, 2016 Meeting.** Robert Thill moved, and Jack Baldwin seconded that the April 2016 Board meeting minutes be approved with a non-material addendum to be provided later by Rich Henderson, and the motion carried.
- 3. Moment of Silence.** Rich Henderson asked for a moment of silence for those dear to us who had recently been lost.
- 4. Treasurer's Report.** Walter Dutcher reviewed our financial status. The balance sheet shows we have ample cash on hand and invested. He also discussed a current income and expense status. He reported that the 990 and NYS Char 500 were completed and filed on time. Laurel Mann moved to accept the Treasurer's report, Dean Long seconded, and the motion carried. Robert Thill reviewed the investment status which had previously been distributed. In response to questions, Walter said that the year to date Paypal expense is about 2.58% of the revenues, and that from September 2011 to now, about \$13,000 had been collected for Diets. The amount sold starting in 2009, when Diets were published, was not available.
- 5. Office Report.** Nancy expressed appreciation for support during tough personal times. Regarding CSLAP, she said during heavy weeks the data entry focus was on HABS lakes. An uptick in Diet sales was partially because Cazanovia College is using it as a text. Facebook continues gaining likes. She attended Owasco Lake Days and said it was a great program with poor attendance. Recent questions were on grass carp, dock/mooring/buoy laws. She was starting to think about the CSLAP lakes for 2017. Rich Henderson said that he had attended 3 SeaGrant train the trainer meetings as the FOLA rep. He also attended the one day Adirondack Lakes Alliance conference at Paul Smith's.

- 6. Conference Survey.** Rich reviewed the conference feedback summary. He summarized that the main message that White Eagle was at capacity and conference rates could be raised.
- 7. Planning for future conferences.** The discussion segued into a discussion of future conferences. The board agreed that the conference would only be Friday and Saturday with BOD meeting Friday, banquet Friday, members meeting Saturday. Many suggestions were made: this is representative. Raising rates could reduce attendance. Saturday most popular day. White Eagle menu adjustment needed – Nancy to discuss. Some alternate venues only have one main room, should we get rid of break-out sessions? Potential to rotate locations, have more regional one day meetings and perhaps add CSLAP training, Alternate locations (ski areas, colleges), alternate dates? Separate CSLAP training from conference – Lake Moraine fatigue? Teach the Teachers for CSLAP? Nancy asked for speakers in session blocks (assuming continue concurrent sessions) and help with exhibitors. Conference Committee(s) Dean (2017), Rich (2017,2018), Tarki (17,18), Terri (18), Don (18), Laurel (17,18), Kristen (18).
- 8. Lake Gift.** Jan Andersen moved and Terri Mayhew seconded that the current year student continue to get funding but the program be suspended for a new student pending improved financial conditions, and the motion failed. Robert Thill moved and John Slater seconded that the gift program continue as is, and the motion carried. Nancy and Rich will examine the 10 FOLA member lakes against the numerical scoring algorithm and let Bill Harman know the selected lake. The board agreed that this program needed better marketing.
- 9. Website.** Nancy said that the attempt to make the website and pictures look good was frustrating. The board discussed whether the current website needed more content, needed some help with appearance, or needed replacement. At this time we agreed to try to improve the site appearance. Kristen agreed to look at it and will get with Nancy before the next board meeting. Walter will ask Dan about site backups. We also discussed how JotForms were used on the site and thanked Walter for monitoring for the move to a subscription.
- 10. Budget.** Rich reviewed a conceptual budget handout, which generated discussion. The board agreed that a warrant committee was not needed, but welcomed examination of big ticket items by anyone interested in comparing vendors. Nancy urged “shovel ready” grant proposals, so a grant committee of Tarki Heath, Robert Thill, Dean Long, and Kristen Wilde was established to look at grantwriting and potential grants. Grant ideas included AIS education and circuit riders for AIS / education / shoreline recommendations. Other revenue ideas included bequests and publicizing the use of Amazon smile to generate funds.
- 11. NALMS.** Jan Andersen moved that the board authorize up to \$1900 for Nancy Mueller’s attendance at the 2016 NALMS conference, Dean Long seconded, and the motion passed.
- 12. Next meeting.** Our next board meeting was set for October 29, 10 am – 3 pm, at White Eagle.
- 13. Adjournment.** John Slater moved for adjournment at 2:45 pm, Don Cook seconded, and the motion carried.

Respectfully submitted,

Janet Andersen

Janet Andersen, Secretary, NYS FOLA