



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

Robert Thill

David Wright

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

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

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