

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,

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 h 6d16(a)

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 health (D in 2004 (to 0204 to 0161 vs) 19.26 y14 n 266036 (e) 26 (c) 15 (-24 (c) 18 24

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