

**GOLDEN LAKE PROPERTY OWNERS  
ASSOCIATION**

P.O. BOX 99, GOLDEN LAKE, ONTARIO K0J 1X0  
<http://www.goldenlake.co>

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**BOARD OF DIRECTORS MEETING**

**DATE:** Saturday April 14, 2018 – Sands on Golden Lake

**PRESENT:** Vice President Ron Rimmer, Treasurer Rick O'Brien, Glenn Bingham, Chris Hamilton, Kate O'Hara, Bill Gardner, Allison Wood, Bill Gardiner

**ABSENT:** President Don O'Reilly, Jeff Raisbeck, Sandy Nash

**GUESTS:** Theresa Rasp, Natalie Corbin

**CALL TO ORDER at 9:40 am**

**REPORT FROM THE CHAIR:**

Ron welcomed everyone to today's meeting.

Guests Theresa Rasp and Natalie Corbin were introduced and it was noted that Theresa Rasp had volunteered to be the Secretary, and Natalie Corbin will be a Director. It was noted that Ron Rimmer had sent to members of the Board by email a biography of both Natalie and Theresa. All members gave Natalie and Theresa a quick overview of their roles on the Board.

**MOTION:** To appoint Theresa Rasp as Secretary and Natalie Corbin as a Director.

**MOVED:** Ron Rimmer      **SECONDED:** Kate O'Hara      **CARRIED**

**PREVIOUS MINUTES APPROVAL:**

**MOTION:** To accept the minutes of September 30, 2017

**MOVED:** Rick O'Brien      **SECONDED:** Kate O'Hara      **CARRIED**

**TREASURER'S REPORT:**

Rick O'Brien provided his report showing on April 14, 2018 a balance of \$14,063.44 (chequing and savings account) and deposits and disbursements of both accounts from the start of the operating year January 1, 2018. Rick noted the operating and membership year overlapped last year at AGM based on fiscal changing to January 1-December 31 from April 1-March 30 going forward for 2018. A Financial Summary years 2012/2013 to 2017 was given out as information.

See attached.

**MOTION:** To accept the Financial Report of April 14, 2018

**MOVED:** Kate O'Hara      **SECONDED:** Allison Wood      **CARRIED**

The Treasurer also gave out copies of the 2017 GLPOA Financial Report with comments by M.J. Afelskie who reviewed the documents. He stated that this was the report that will be presented to the 2018 AGM.

**MOTION:** To accept the Financial Report for 2017 (Operating year April 1, 2017 to December 31, 2017).

**MOVED:** Ron Rimmer      **SECONDED:** Chris Hamilton      **CARRIED**

## **COMMITTEE REPORTS:**

### **a. Lake Stewardship Lake/River – Glenn Bingham**

#### **Shoal marking:**

Jay Foran has stepped down as co-chair. Jeff Scharf to confirm he will come on board as co-chair. Glenn recognized the work of Jay and Ron Rimmer in putting together the instruction manual and reiterated emphasis on boating safety with shoal markers.

#### **Water levels:**

Glenn noted this is the area of highest interest from GLPOA members given the floods of 2017. Ron, Don, Chris and Allison were highlighted for their roles in strong communication to members last year. Glenn is attending NAW economic meeting next week to represent our membership. This was one positive outcome of last year's floods: Between the three townships (KHR/BVT/NAW) and First Nations Reserve that border on Golden Lake, there was more learning from each other and from our MPP, MNRF and RPG as well as coordination of efforts (ie. All three townships attended workshop on sandbagging).

#### **Water quality:**

Glenn has recruited volunteer to take water samples and training will commence once conditions permit; he estimates it takes 12 hours total from start to finish for 6 samples from around the lake on 3 occasions annually. The cost of water testing has increased as a result of adding more sample sites. Rick observed we need to evaluate cost vs membership revenue contribution; Allison noted that water quality is of utmost importance to her. Test sites have historically been Brennan's Creek and the centre of lake + one random site, which has now expanded to four random sites. Members know where problems are now due to this testing. No confirmed algae blooms nor boiled water alerts are reported in Golden Lake. We now have operating instructions and kits; Glenn was thanked by Ron for putting these together so that we now have processes established to follow going forward.

#### **Fish Committee:**

Glenn has begun smelt sightings – 2 degrees away from harvesting.

Glenn reports that MNRFF is not restocking the lake so he asked MNRF: How can we help to have healthy fisheries?

Membership of 8 people on the fisheries committee. Natalie noted Facebook debate on spearing regarding better balance of how much each indigenous person is taking; once females are speared it's too late and spawning is affected. The natural reproduction of Walleye is hampered by the limited population of its' brood stock, of which only 50 remain in Golden Lake. We are hoping for a successful Rainbow Smelt harvest in effort to improve predator to prey ratio.

Glenn will alert Allison when smelts are running so she can post to GLPOA Facebook page for members' assistance; this will greatly help Glenn who has 65 people to alert about the harvest. Dale Benoit-Zohr as the recording secretary shares info with GLPOA executive; Dale was asked to talk at local public school, which speaks well for the efforts and visibility that our Fish Committee has within the community. Glenn has been approaching younger adults/kids to be part of fish activities, particularly the smelt fry; it has taken 167 hours in the past from netting to cleaning up the hall.

Ron went on record to thank Glenn for the incredible effort and time that he has put into all of the fish/lake responsibilities. Board joined in with their words of appreciation as well.

Rick noted that due to large role that fish committee plays within the operating budget, there needs to be a more formalized structure for reporting and accounting purposes.

**Boat Safety:**

On behalf of Don, Ron noted the importance of speed and boat safety, in particular the Bailey bridge to Round Lake. Natalie noted jet skis speed through the narrows by the reserve; at Pikwakanagan Gas Station, PWC renters are taken through an extensive checklist and must have their boater card. They have invested in keys with chips that have speed limiters. Ron noted that FOCA has brought up concerns about PWC regarding speeding and safety. Bill Gardner noted that MTO posts speed limits only at both ends of the lake (they are the only ones that can set speed limits).

**b. Corporate Advertisers Review – Ron Rimmer for Jeff Raisbeck**

Rick stated that to date there is revenue of \$2240.00 from 14 Corporate Members. 16 invoices are yet to be paid. Invoices were sent out by Jeff Raisbeck about March 20, 2018. New sponsors include Pikwakanagan Fuels and the Boathouse which replace Walkers Landing and Kasdorff's Cottages. Killaloe Hardware and George's (Pride Marine Group) have new ownership but are on board as sponsors. Matthew Cherry from Nature of Design has been advised of our two new sponsors for signage.

Ron positioned idea on behalf of Don to add additional row of sponsors on the Boat launch signage for a total of 7 more corporate sponsors on sign (5 are currently on waiting list). Other ideas include getting realtors on board with their new buyers on the lake (ie first year membership bought by agent for new home buyer); discussion around additional ad units on our newsletter and Facebook page. FB is member to member so if

we add advertising spots then do we allow members to run free ads? More discussion on this is needed.

Natalie has offered to work with Jeff Scarf on pricing of shoal markers. Jeff is to also take on financial reporting with shoal markers.

### c. **Membership – Kate O’Hara**

Kate reported on 2017 membership: 417 paid members (down from 456 in 2016, largely due to flooding); GLPOA paid FOCA for 415. She noted that FOCA is increasing fees from \$3.25 to \$3.50 as of April 2018. As of April 13, 78 memberships are paid with over 50 by credit card/e-transfer. Kit materials are all paid up in 2017 - \$1452.60 total cost.

Kate requires membership and rep cards from Renfrew Printing as in past, or through the Leader. Katie has the artwork for the cards.

#### **Kit assembly to take place afternoon of Sat May 5th at O’Reillys**

Membership bags include newsletter, post it notes, septic card, shoreline info. Canvasser packages include membership form and updates for new members - including emails - membership cards, updated list of households to canvas and paid status. There are 31 canvassers confirmed to date; ideally we will have at least 35. There will be communication to canvassers about sharing of information amongst their zone canvassers so there is no overlap or gaps in coverage. Chris has fixed forms for all areas to avoid crossovers.

#### **Canvasser meeting date:** May 12 at the Sands

Natalie has offered to train staff at Pikwakanagan Fuels to canvass customers.

Ron recognized how much work Kate and Chris have done in the past year to create databases and processes to now build on.

**Earlybird membership draw:** do we wish to go forward in 2018? A follow-up discussion to be held on this. Draw done for 2-year membership: Roger and Ursula Imhof (Chris to send email to them congratulating their 2 year membership prize; Allison to post on Facebook). Chris advised no effect with payments from credit card breach. Based on success of prepayment methods Allison will note on our FB page that membership payments are growing. Kate raised question about raising membership price from \$20 to \$25. Chris noted it’s much easier for someone to have a \$20 bill but anything more can be problematic when paying canvasser. Kate has a new slogan “\$20 is plenty” with the goal of 500 members in order to hold membership prices. Chris noted that we have had some outstanding items to purchase in recent years as well (ie laptops, projector) that have one-time higher costs.

**Promotions:**

Ron has recommended GLPOA purchases a pop-up banner for events to replace existing banners. Estimated cost \$300. To be discussed at next meeting.

Maps: Glenn needs someone to take over the responsibility for lake maps from Jay Foran; this involves ensuring there are enough maps on hand (at least 100), updating the map itself, as well as emailing map locations to check inventory. We currently only have 45 maps. Glenn is working on new revisions to the maps and will present to the Executive Committee and Board of Directors for their approval prior to placing a print order. Natalie has offered to add Pikwakanagan Fuels as another map retail location (in addition to the Sands, Golden Lake Variety and Greystone Manor).

**Communications – Allison Wood****Newsletter update:**

Spring version almost completed – awaiting canvassers page (KOH), water levels (GB) and Director's contact info, which was updated at meeting (emails to be collected as well). Secretary will keep this updated going forward. Allison reviewed status of info she has for corporate sponsors. Beth Kennedy will supply proof and should be finalized around April 23. New Board member's names and will not be listed in newsletter as this goes out before AGM (official induction date). This year members will be encouraged to send photos for this year's Smelt Fry and Poker Run, and there was discussion around a "Best Photo" contest open to all members for Facebook page.

**Facebook Update:**

Allison posed question as to how GLPOA to use Facebook going forward with corporate sponsors; at this time our site is for our members and community, not sponsors. Another Facebook group exists - Golden Lake and Area Community Group - and there is cross-platform postings between them and our GLPOA page for upcoming events/news. These community groups were invaluable during flooding both here and in other locales. Natalie reminded everyone to make sure they "Like" our page to maximize Google's analytics.

**New Website Update:**

Chris did fantastic makeover of GLPOA site off the front page with lots of direct links including 2 month calendar and Bee pollination clinic from the Golden Lake and Area Community Group site. All-important mobile site is ideal layout. All past meeting minutes including AGM are now posted on the site. In order to keep site current, all committees need to send Chris updates (ie water levels and quality). Sponsor listing is not large enough as each sponsor should have room for a decent description of their business. Chris

will be responsible for expanding the area per sponsor per info from Allison.

Chris presented traffic report showing info including page views, unique visitors, where visitors are going on our site and which search engines they are coming from (ie Google, Bing, etc). Good stats to show advertisers, ie Fishing is top page after Home page.

Kate suggested that going forward in 2018 volunteers will be showcased: ie. picture, origins of being on Golden Lake. Chris also noted we will use Google Drive for linking common documents (ie procedural manuals) for ease of access and storage. Chris to send out Board members the password for upload.

#### **GLPOA logo and Merchandise:**

Ron brought forward issue with various logos on different merchandise, website, etc so we need to standardize this. There was discussion about various merchandise, especially apparel, and what would be best to order and sell in future. Natalie is going to research this and come back with presentation to the Board.

**MOTION:** To accept the committee reports

**MOVED:** Kate O'Hara

**SECONDED:** Rick O'Brien

**CARRIED**

#### **Other Business:**

##### **Smelt Harvest and Fry**

Glenn confirmed date is June 16<sup>th</sup>. Ron noted that the Sands is enlarging their patio which will be optimal to accommodate more attendees for the smelt fry and other GLPOA events like the Poker Run. As noted under "Fish Committee", Glenn is monitoring smelt runs and will advise Allison when harvest is ready so she can post to Facebook page as he has 65 people to alert about the harvest.

##### **AGM**

AGM is Sat June 30<sup>th</sup>; Killaloe Public School is booked and paid for.

100-125 members on average attend. Set up is June 29 from 1-3 pm.

Guest speaker: Gerald Tracy – "Volunteering in our Community".

Past President Kevin O'Connor will be retiring at the AGM.

##### **Gift Giving Policy**

Discussion around setting guidelines for In Memoriams and get well gifts as there are no clear rules as to who should receive these, what amount is appropriate, and what the process should be. It was decided that for In Memoriams this would extend to committee volunteers themselves, and for illness to extend to the Board and past Board members only.

Member needs to send written request to President/Vice President (either to decide appropriate amount, along with drafting a note of condolence) & Treasurer.

**MOTION:** VP owns responsibility for managing condolences/bereavement gift amount/note for any GLPOA volunteers: In Memoriam gift/donation is approved to level of GLPOA committee volunteers, and for illness, gift is approved to level of Board/past Board members.

**MOVED:** Chris Hamilton      **SECONDED:** Kate O'Hara      **CARRIED**

### **Deacon Fundraising Project**

Ron brought forward questions directed to Glenn regarding an upcoming fundraiser for the Deacon Boat launch fundraiser this summer as Don, Ron and Kate noted they were unaware of details regarding the event. Glenn was asked for and has done a business plan for the one-time fundraiser and responded that the boat launch support originated three years ago with Kevin, Don, Ron and Glenn. The NAW economic development committee voted to fix the Deacon boat launch and has a grant of \$20,000. Glenn formed an Ad Hoc committee of which he is Chair, with Craig Purcell and Brian Fraser on board as sponsors; this committee will continue to push the township to support the rebuild that should attract more tourism and revenues to the area. Glenn noted this is a positive message for canvassers to communicate to members. Rick wants to ensure there are no liabilities to GLPOA for events like this. Ron stressed need for clear communication from all and to all pertinent stakeholders to evaluate and approve initiatives such as this. Glenn noted that a quick decision had to be made regarding a deposit for the Legion at the time he was in Florida (vs waiting until this meeting to vote on initiative) as this also affected the entertainment booked.

**Fundraising Event details:** As a one-time initiative, Glenn has coordinated an event with an Elvis entertainer performing at the Eganville Legion in July. All monies raised will go to support the Deacon boat launch upgrade. Potential attendance: 225 (maximum Legion capacity); Potential Profit \$1810.

Email with event information will be sent to canvassers as there is not enough time to produce a flyer. There will be information posted on our Facebook page and website.

**MOTION:** To approve sum not in excess of \$700 for costs incurred for Deacon Bridge enhancement fundraiser.

**MOVED:** Ron Rimmer      **SECONDED:** Bill Gardner      **CARRIED**

**Next meeting: Sat., May 5, 2018**

**MOTION:** To adjourn the meeting.

**Time: 1:30 pm**

**MOVED:** Kate O'Hara      **SECONDED:** Allison Wood      **CARRIED**

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Ron Rimmer, Vice President on  
behalf of Don O'Reilly, President

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Theresa Rasp, Secretary

*These minutes are not official until approved by the Board by resolution and signed by the President and Secretary.*

*Attachments – 2 financial reports*