



# **Big Rideau Lake Association Board Minutes**



<b>Place: Portland Community Hall</b>		<b>Date</b>	August 23, 2014	<b>Time</b>	9:30 am
<b>Persons Present</b>	<b>Guest</b>	<b>Regrets</b>			
Doug Good – President Brian Hawkins – Treasurer Lyse Prendergast – Communications Beth Evans – Driftwords John Callan - Membership Doug Kirkland – Gov’t Affairs Mary Sue Evans – Secretary Toby Spry – Marine Safety Bill Belanger – Youth Program Hugh Burrows – Adam Lake	Heather McAdam				
<b>Prepared By:</b> Mary Sue Evans	<b>Call to Order 9:47.m.</b>			<b>Action By</b>	
<p>John Callan introduced Heather McAdam who has a cottage on the Big Rideau for the past 5 – 6 years. Heather has been following the blue green algae situation closely and wanted to attend today’s meeting</p>					
<p><b>President’s Report</b></p> <p>Doug addressed the blue green algae on the Upper Rideau. The Ministry was on the lake on Friday doing testing.</p> <p>Last Monday Doug Good, Brian Hawkins and Doug Kirkland attend the Westport town council meeting. The mayor said there is no science to prove that sewage spill is directly responsible for the blue green algae. It appeared that he was saying what he has been advised to. Doug K said he was well advised. There were several well made points by Mike Peterson from the RLEF.</p>		Doug Good			

<p>Doug Good commented on understanding the responsibility of the council being the largest municipality situated on the high lake on the canal to downstream parts of the canal, either south to Kingston or north to Ottawa.</p> <p>Environmental testing will be done.</p> <p>Doug Good will speak to Bob Bradley about joining the BRLA as environmental director.</p>	
<p><b>Approval of Minutes</b></p> <p><b>On a motion by John Callan seconded by Toby Spry and unanimously carried, it was resolved that the BRLA Board approves the minutes from July 19, 2014.</b></p>	<p>All</p>
<p><b>Treasurers Report</b></p> <p>Brian reviewed our balance sheet from the previous year.</p> <ul style="list-style-type: none"> <li>- Our assets are off by \$7K</li> <li>- \$6K will not be coming from RLEF next year</li> <li>- Liabilities are off by \$7K</li> </ul> <p>Profit and Loss</p> <ul style="list-style-type: none"> <li>- Shortfall in our family membership of \$1,440</li> <li>- The advertising expense increased \$2100 more than last year as a result of the brochures, etc.</li> <li>- The bill for the shoal markers will be \$6K for the year which doesn't include repairs that might be needed in the winter.</li> </ul> <p>Brian presented a Profit &amp; Loss Statement by Class, which details the contribution or drain of each of our areas of activity.</p> <p>The signing authorities with the RBC have not yet been changed to remove Diana Petrie and add Doug Good.</p> <p>Jen Kelly from Bayview marina feels the “now you see it and now you don't” posters are too abrupt and prefers not to post them around the marina. Instead she will add our brochure in their renewal notices to their customers.</p>	<p>Brian</p>

<p>Cow Island wifi service has been cancelled and the final bill has not been received. We are still waiting for them to come and take away the hardware.</p> <p>Scott Parkes contacted Brian and said that the Taggart Parkes Foundation would like to donate to the BRLA \$1K for the shoal markers and this will be an annual gift. Brian will advise Mike Peterson as RLEF would be involved. This will be a work in progress and have agreed to be acknowledged if this will help others do the same thing.</p> <p>It was discussed about putting a list of donors on the website. Giving recognition and showing our members that people are stepping up and giving more. Post it as BRLA/RLEF on the website? Brian and Doug G will work with RLEF into how this will be acknowledged on the site.</p> <p>Doug G brought up the possibility of adopt a buoy theme. The money would go through RLEF so a tax receipt can be issued.</p> <p>Brian believes we are getting new members as a result of the issues that have been going on and people are starting to hear the message.</p> <p>John expressed concern about the expenses we incur regarding financial transaction costs just to renew re: paypal, cheques etc.</p> <p><b>On a motion by Toby Spry and seconded by Lyse Prendergast and unanimously carried, it was resolved that the BRLA Board approves the Treasurers report.</b></p>	
<p><b>Website</b></p> <p>Lyse can track who is opening up the emails. Typically high 40% to 50% that open the email and read it. The last email was up to 75%. This reinforces the fact that if there is an issue posted on the subject line people are interested.</p> <p>Brian and Lyse met with Bert from Webfusion and cleaned up some issues which he is working on.</p> <p>New items going forward:</p>	<p>Lyse</p>

<ul style="list-style-type: none"> <li>- \$250 for adding the option of email transfer for payment</li> <li>- \$250 having a headline on the homepage. We can add a banner that runs across which will draw people’s attention. We can put this in any text we want and can change at any time.</li> <li>- \$250 for revenue opportunities for advertising, ie real estate putting an ad for selling a house.</li> <li>- \$750 expanding the membership section of the website so that members could submit questions and members can interact. Call it members exchange.</li> </ul> <p>John feels that we should consider adding more benefits for corporate membership. Possibly giving them the opportunity to offer them more exposure by putting them on the website. You must be a member before you can post an ad.</p> <p><b>On a motion by Beth Evans and seconded by Mary Sue Evans and unanimously carried, it was resolved that the BRLA Board approves the addition of the banner for the website.</b></p> <p>All other suggestions will be deferred to the fall for discussions on the 2015 budget.</p> <p><b>Communication</b></p> <p>Beth will not post anything on Facebook until it has been approved by Lyse.</p>	
<p><b>Driftwords</b></p> <p>Beth did not print any copies the last Driftwords. On renewal they can click on whether they prefer a printed copy. Hugh thought it would be a good idea to print extra copies for our corporate members.</p> <ul style="list-style-type: none"> <li>- Display Driftwords in the marinas</li> <li>- Beth will print 50 copies of the next issue and Hugh will place some in the plastic signs and for the</li> </ul>	<p>Beth</p>

<p>marinas</p> <p>Beth will need articles in by late October for the November issue.</p>	
<p><b>Membership</b></p> <p>John gave a list of members who have not reviewed to Nancy Watters will call them.</p>	John
<p><b>Day Camp</b></p> <p>The camp counsellor does not want to pay to renew her life guard membership. Beth will check out the cost and we will need this for our liability.</p>	Beth
<p><b>Tay Valley/Century Farm Program</b></p> <p>Doug Kirkland acknowledged that we have century cottages and several are still with the original family. He suggested that we come up with some plaque recognition</p> <ul style="list-style-type: none"> <li>- Stays within the family</li> <li>- Acknowledge 50, 75 and 100 years</li> <li>- Available through the association</li> </ul> <p>This would heighten our visibility, establish stewards and would fit into our centennial ideas. This would be an ongoing program and Doug will investigate.</p>	Doug K
<p><b>Environmental Director</b></p> <p>Each person should write a description on what is expected of this director. Email to Doug G.</p> <p><b>Caitlan Orbanek</b></p> <p>Lyse will contact her to see what and her involvement/interests would be in the BRLA</p>	Doug G
<p><b>Poster Distribution</b></p> <ul style="list-style-type: none"> <li>- Put them on cottage roads</li> <li>- Post in EMC and the Review Mirror</li> </ul>	All

<p><b>Mission Statement</b></p> <p>Bill said his contact isn't available until the fall. Brian said we should focus on the next generation and where are we going for the next 5 years</p>	
<p><b>Other Business</b></p> <p>Doug K drafted a letter that he would send to the council. Doug would like a soft copy of the posters to include and will hand deliver the letter.</p> <p>Doug K will shorten the letter to one page</p> <p><b>Blue Green Algae</b></p> <ul style="list-style-type: none"> <li>- I is localized and has broken up</li> <li>- The MOE is monitoring it</li> <li>- This is a wake up for septic systems</li> </ul> <p>John said what should we be doing as an association. The RLEF will be addressing this next week at a fundraising event. Doug G said we should contact Tay Valley and ask for their direction of their septic inspection. The BRLA board is supporting mandatory inspections.</p> <p>As a result of the blue green algae in the Upper Rideau the BRLA board moves to forward a request to the Township of Rideau Lakes to monitor the septic systems and have them updated at the owner's expense.</p> <p>The board would approve and support - consider / recommend a mandatory septic inspection program. John will draft a recommendation for a motion and bring forward to our next meeting.</p> <p>Heather said everyone on the lake should write to the MOE in Toronto. John said we should send out a message to our members to send a letter to the Ministry. Doug G asked Heather to draft a letter and we will put it on our website. Letters should go to the MOE, Township, mayor and the provincial government.</p>	<p>All</p>

<p>Lyse will post information on the upcoming election on the website</p>	
<p><b>Next Board Meeting</b></p> <p>Saturday September 13 – 9:00 am Portland Community Hall</p>	