

Crystal Lake Cottager's Association – Executive Meeting – April 8, 2008

Meeting Minutes:

Attendees: Nevil Knupp - President, Christine Brickman - Chair, Jill Bradley – VP Memberships, Vic Spring – Board Member, Evelyn Windsor – VP and Treasurer, John Hubbard.

Absent – Bill Bradley

Website – the group discussed the plan to implement online credit card payment acceptance. Evelyn reported that she will contact Jim Russel by telephone regarding what he needs to do the setup. Chris asked Nevil to check if Jim can cut down on any SPAM emails sent to the CLCA email ids we use on the website –e.g. boardmember1@crystallakecottagers.ca

Calendar –. Nevil reported that he emailed the Techstar promotional picture so he can use it for the back page. We are waiting for George's draft version and will schedule a special preview meeting of it. Chris emphasized that we have had the best selection of photos submitted than ever before – at least one photo from every submitter was chosen and most selected shots were of the people of Crystal Lake in priority over landscape shots. We will be able to sell the calendar for \$15.00 with a very small profit if we sell them all. Sharon suggested we use some of our local teenagers to sell the calendar and use the opportunity to log community service hours. We agreed to use the Spring mailing to ask for sales volunteers for calendars.

Official Plan – we continue to wait for the draft from the town to review.

GARAI Liason – Vic confirmed that Bill Lee has volunteered be our liason to GARAI.

Membership –.Sharon raised the idea of packaging a calendar with 2008 membership for a special price. The group discussed the pros and cons of this idea.

Crystal Lake Forum: John Hubbard reported that we have 20-25 people signed up on the forum. It would help if we re-promoted it to the email distribution list as usage is not what we had hoped for. Also we should promote its usage in our Spring email. We should also include a membership drive note on the forum. We should ask Peter Nind to re-distribute the emails and share any email addresses he may have.

Environment – Jill Bradley reported that the Trent Severn Waterway Panel report is due any day now. This is the report we have been waiting for in response to our water management concerns documented in our letters and the general concerns raised by the coalition on our behalf.

Membership Communications – Jill reported that we received an email from Terri Mackinnon expressing her disappointment for not having more CLCA communications and not sure what value she was getting for her money. Nevil confirmed that he did respond to Terri via email explaining that we have one mailing each year, which she missed due to timing of her membership, and that we do email periodically through the year and that now that we have her email she'll be on that distribution list in future.

Candlelight Internet Service – Chris mentioned that Candlelight will be re-energizing their promotional plans and implementation plans to provide service to as many interested subscribers as possible. Nevil mentioned that Candlelight will be paying as a sponsor on the website and they have sent their logo and ad copy to Nevil so Jim can prepare a draft ad for their approval. The service has been very reliable to date and

Meeting adjourned at 8:00pm.

Next agenda items:

- membership drive for 2008
- annual general meeting
- 2008 newsletter – Nevil re. outline, decide who can contribute what content

Meeting adjourned at 11:30 a.m.

Next meeting: May 6, 2008 at 7pm via conf call 1-866-576-2504 or 416-343-2604
conf id: 7968751