

LRA Board Meeting 9-10-16, 9 a.m.

Attending: MR, Barb, Mike, Bill, Jerry, Doris, Frank and Natalie (partial - via Skype)

Guests: Bruce Zanca, Susan Latta

Financials: reviewed balance sheet and profit and loss. There were no comments or questions. Both will be posted on Dropbox, but not available to general membership.

Website: Guest Bruce Zanca offered his views on improving the LRA website. Bruce has been in internet business for 25 years. He believes our site is structured well and has good architecture. Deficit is that has a dated look, and needs to be crisper, updated with new photography, etc. – just needs a spruce up. We could hire a web designer for about \$100 a page, so a good update might cost \$500-\$1,000. Bruce has offered to contribute the first \$500 as a donation to LRA. He also offered to volunteer ongoing website administration. As a board, we need to decide what we need. Suggestions include using a Facebook page to upload pictures, installing a password-protected page for directory (maybe costing \$150-200), having more robust links to outside services, putting a sponsor page together, and exploring SEO – search engine optimization – making our site more accessible to major search engines. We should consider asking VT Properties to give us lake photography, or use drones owned locally to take photos. We should use expanded features on Mailchimp to better track usage and activity.

Bruce also suggested starting an annual appeal during the 4th quarter before tax deadline comes in, to coincide with people's charitable giving.

MR will be point person for the web project. Board will review website and we will get a quote from Bruce before he moves forward. There was some concern about cost, which could be defrayed through Bruce's contribution and sponsor pages.

Milfoil: Frank reviewed the proposal to hire the Yoders next year for up to \$18,000. The cost could be less if they determine there is less work to do. Doris made a motion to approve expenditure, Bill seconded, all agreed.

Membership Directory: Toni from Mary Davis Realty is getting estimate for printing for a 28 +/- page booklet, and Doris will check with Jim Norman for another quote. We will print color only on front and back covers. We will seek sponsors at \$500 for full page ad, \$300 for half page, and \$150 for quarter page. MR and Mike are securing ads from Stryhas Builders (full page), and is or will be in touch with ACE, Kenny's, Mike and Matt (internet guy??). Doris will approach landscaper Greg McGown. Toni said publishing can happen anytime. We agreed to have sponsors lined up, quotes in and copy ready by end of September, and to have 250 copies printed.

Members will have copy mailed to them this fall, and new owners will get directory in new member packet. We agreed that re-publishing every 2 years might be reasonable. Barb will send personal email to those members who are haven't paid dues before list is finalized, and will first send that list to board for input.

Five Year Plan: Kristen has everything she needs to submit the grant, and expects success with the application, as it fits their requirements well.

History of Lake Rescue: Susan Latta joined us to review the project. She has collected some memorabilia and stories already and will work on this over the winter. She will be contacting people

who have been around a long time, and asks that we send her names of people to contact. This will be an amassing of history and stories in document form. We discussed offering some items to the Black River Museum.

Buoys: It was agreed that we need a collaborative confrontation with vandals who are damaging the buoy in Slacks Cove, and that it needs to be a group effort. We will confront this next year, but will ask Natalie to include a "Neighborhood Watch" article in the next Lake Breezes newsletter.

Skype: It was agreed that the Skype platform is troublesome and doesn't work effectively and we will try other options for call-ins. Barb will register us with FreeConferenceCall.com, which we hope will solve problem.

Meeting adjourned at 10:45 (?)