

Westmore Association Meeting Minutes

Meeting Date: Tuesday, August 6, 2019

Members Present: Daniel Ian Smith, Claudia York, Karen Richardson, Deb Richards, Abby Gowdy-Chase, Jennifer Woolard, Bruce Tanner, Betsy Plume, Sharon Strange, Ellie Majchrzak, Irene Salerno

Topic	Discussion Points	Action Items
<p>Minutes from Annual meeting</p>	<p>Changes/edits to annual meeting minutes:</p> <ul style="list-style-type: none"> • Scholarships: <ul style="list-style-type: none"> ○ Megan Martin name misspelled and Cassi Martin not present <p>Deb made a motion to accept the annual 2019 meeting minutes. Seconded and approved by the Board.</p>	
<p>Milfoil Expansion</p>	<p>Daniel connected with Rob from the milfoil eradication program. They have been short on funds in past years. Would WA willing to appropriate some funds to expand milfoil if the town cannot cover (~\$1,000/day)?</p> <p>Bruce indicated that the town of Westmore has less access to grant funds than in the past to support milfoil harvest. This is an opportunity for the WA to step in and fill the gap.</p> <p>It was proposed to discuss allocation of funds after the treasure’s report out to ensure WA funds are adequate. A question was also raised regarding the concern of lack of funds at the July WA Board meeting, is that not the case?</p> <p>Irene indicated that there are available WA funds due to the overage from the town forest fundraising. Question about whether the WA can re-allocate the funds to another project or would that deter from the original intent of the fundraising (trail maintenance)? Irene reported that there is other funding in WA account, so we have available funds for additional projects, such as the milfoil.</p> <p>What amount would the board consider? \$3,000-5,000 was an agreed upon amount by the Board. Betsy made a motion to commit up to \$5,000 to the Westmore Milfoil Harvesting program, if needed. Seconded and approved by the Board.</p>	<p>Daniel will liaison with the milfoil program to convey the funding available through WA</p>

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<p>Memphremagog Watershed</p>	<p>Bruce and other local Westmore residents met with Memphremagog Watershed Association staff and volunteers. Bruce suggested that they present at an upcoming (September or Spring) Board meeting. They are also interested in presenting to the select board. Westmore is part of the Memphremagog Watershed, but not the Association. Bruce encouraged the Board to consider becoming a member of the Association.</p> <p>The Memphremagog Watershed Association would be a great resource for the Lake Wise program as well. There is a representative at Northwoods that can do the assessments, the Memphremagog Watershed funds the position conducting assessment.</p> <p>Could the presentation be included in our summer event line-ups for 2020, including a piece for the Lake Wise program promotion? Or a September or early spring Board meeting in combination with the select board? Bruce will serve as liaison and will work on scheduling a presentation from the group.</p> <p>Additionally, the Board decided that it was important to become a member of the Association. Sharon made a motion to join the watershed association with a \$100 membership fee from the WA. Seconded and approved by the Board.</p>	<p>Bruce will coordinate with the staff at Memphremagog Watershed Association to schedule presentation and confirm membership.</p>
<p>Treasurer's report</p>	<p>Welcome Irene to the Board as Treasurer. Introductions with the Board.</p> <p>Bruce & Irene met to discuss the roles & responsibilities of the Treasurer.</p> <p>Overview of Treasures Report:</p> <ul style="list-style-type: none"> • Membership up and down • Discussion about changing bank account to North Country Federal Credit Union- better rates. They also have matching funds for donations. This could potentially earn WA additional funds. Currently using TD Bank North. • Address for bank account/financials: need to ensure the address for the town office is documented. For the purpose of having a business account, need an appropriate address (not home or P.O. Box). • 8,531.00 in checking account; roughly \$53,000 total. 	<p>Irene and Daniel will continue to explore NCF Credit Union banking.</p>

	<p>Key for P.O. Box: Mail needs to be picked up during the winter months. Irene is not in the area during the winter months. Jen and Daniel can coordinate pick up.</p>	<p>Irene, Daniel and Jen will coordinate picking up the mail during the winter months.</p>
<p>Annual meeting wrap-up</p>	<p>Claudia reported that the Silent auction raised \$1,085 (waiting on \$50 as well). This amount is in line with last year's silent auction.</p> <ul style="list-style-type: none"> • Is there anything we should do differently next year? • What products/services had highest bids? <ul style="list-style-type: none"> ○ Gift certificates were popular, especially the restaurants. • Claudia has a list of who contributed from this summer that we can use for next year to solicit additional donations. <p>Annual Meeting feedback from the Board:</p> <ul style="list-style-type: none"> • Scholarships: Background on student accomplishments and acknowledgment of their educational path. Consider having information available at the meeting next year. Daniel acknowledged that he didn't have this information available but has done this in the past and will ensure it is included next year. • Meeting length was too long, consider shortening next year or keeping to a timeframe. • According to the By-laws, Officers to be voted in need to be elected at the annual meeting. Per that statement, a motion to nominate Irene as Treasurer and Jen as clerk was made by Sharon. Seconded and approved by the Board. <p>Reminder: Modern Times Theatre is next weekend and there is a pie auction during that performance. If Board members can make or donate a pie, let Board know.</p>	<p>Betsy will put out a mail chimp about the Modern Times event and the pie auction</p>
<p>Town Forest Project</p>	<p>Completed. The total cost came in under budget (\$9470). Proposal to extend the trail around the bog is in discussion. Daniel will update group as conversations continue.</p>	

	<p>There were a few comments at the annual meeting regarding location of the trail, specifically where they can access the trail and where to park. The Board discussed the possibility of including a map of the location and maybe highlighting parking to the trail on the WA website and Facebook (FB) post.</p> <p>Daniel discussed writing 'thank you letters' to the individual contributors of the project. Daniel will need the list of contributors and welcomes support from the Board in getting those letters out.</p>	<p>Daniel will follow up with the FB post to indicate location of trail</p> <p>Daniel will work on drafting the letters and will look to the board to assist with stamping and mailing.</p>
<p>Fundraising Review</p>	<p><u>Silent Auction funds:</u> As mentioned previously, the silent auction raised over \$1,000. Pam also gave Claudia the cash box from past events. Funds were used to cover some of the Plein Air event, but the musical performance brought in a good amount (~\$400).</p> <p><u>Plein Air Event:</u></p> <ul style="list-style-type: none"> • How many paintings were purchased? At least one was purchased, Pam is following up with additional purchases. The WA receives 10% of the profit of sales. <ul style="list-style-type: none"> ○ The Board suggested having a more pronounced indication of the painting sales next year. Some attendees seemed unclear about the ability to purchase. • Participants seemed lower this year than in past year. Cindy & Jay will help with recruitment next year. • Reception attendance also seemed less than in previous years. The reception was held after the church celebration this year, which pushed it until later in the day. Additionally, it was previously held at the WilloughVale and this year it was held at the hall <ul style="list-style-type: none"> ○ The Board suggested hosting the reception earlier in the day • How can we increase engagement? Could we coordinate with Mac Center, NEK Artists Guild, etc. next year. Pam sent notices out to past participants and art institutions. <p><u>Additional fundraising activities to consider:</u></p> <ul style="list-style-type: none"> • T-shirts Fundraisers: Daniel is working on shirts. <ul style="list-style-type: none"> ○ Bruce connected with Deb Simpson, company no longer active. Karen uses Custom Ink. Daniel will connect with a company out of Massachusetts. 	<p>Daniel will follow up with T-shirts.</p>

	<ul style="list-style-type: none"> • Ice cream social? The WA hosts the social on alternating years. Plan to host the event in summer 2020. Pair it with a tie dye party of WA shirts? • Willoughby Swim: National Lake Swim: Planned for August 16 & 17. Past the opportunity to engage with the group for a fundraiser. • Westmore Mountain Challenge: Happens in the fall of each year, hosted by Northwoods. <ul style="list-style-type: none"> ○ Maybe sponsor a Westmore resident or a station along the trail? • What would our members like to see? Can we survey WA members to see what events or activities they would be interested in? <p><u>Present/Future Events:</u> Event Committee: Clerk role? Pam assumed this role separate from the clerk role. Can we revisit who is responsible for this role? Ellie mentioned that individuals have taken leadership on events and activities that they have either brought to the group or that they are dedicated to.</p> <p>Daniel's upcoming music concert: suggested donation: \$10/person. Board discussed the logistics for the event.</p> <p>Do we want to pursue more concerts since there has been interest and participation at each music event? Westmore select board meeting discussion about community events, specifically the Willoughby Haven events. Heightened sensitivity within the community around noise/music level. <u>The Board decided they would like to pursue 3 concerts next summer (June, July & August).</u> The Board discussed alternative concert venues to the church. Newport and Island Pond waterfront events were mentioned as successful events, could we consider hosting at the church park again? Daniel has connected with Ryan and Pat Cole about their venue on the hill as well.</p> <p>Betsy discussed a candidate for event/publicity coordination as a member or possibly for a Board position. Karen also has a candidate for a Board position.</p> <p>Claudia & Ellie have a shared key for the town hall and the church for future coordination.</p> <ul style="list-style-type: none"> • Need to coordinate with Carol Davis about use. 	<p>Jen will connect with Northwoods</p> <p>Daniel will follow up with the Cole's regarding their venue</p> <p>Betsy will follow up with candidate interested in supporting WA events</p>
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<p>Website</p>	<p>Daniel has been doing his best to do updates. Betsy has spoken to someone about re-building the website, it's a substantial cost.</p> <ul style="list-style-type: none"> • Daniel [and Betsy] are interested in meeting with Jethro to discuss potential changes and updates to the webpages. 	<p>Daniel will set up a meeting with Jethro to discuss website logistics</p>
<p>Membership</p>	<p>Membership: Irene tallied today: 144 members, 2 checks for membership as well.</p> <p>Bruce mentioned that we are not capturing enough contact information with the revised form, email requirement is missing specifically. Betsy has a template. Betsy will connect with Art to obtain image of Willoughby and will edit the forms. New membership forms are also needed for remaining events.</p> <p>Suggestion: 2x/year send out a targeted message to past members to solicit participation. Can we include membership interest in town forest contributors thank you letters?</p> <ul style="list-style-type: none"> • Irene will organize a list of members vs. non-members who donated to the town forest project and will share with Daniel. As contributors, they can opt to be an honoree member of the WA, waiving the donation. • Irene will add the non-member contributors to member list, will reflect an increase in membership <p>Karen suggested that we also consider sending membership forms and doing personal outreach with people who pay property taxes. Karen has master list of property taxpayers and can cross reference with the membership list and do targeted outreach.</p>	<p>Betsy will revise the membership forms</p> <p>Irene will share the list of town forest contributors with Daniel, including breakdown of who is member vs. not.</p>
<p>President's Report</p>	<p>Daniel acknowledged that he neglected to recognize Karen and Deb for their commitment to the scholarship work. Additionally, Karen has donated a cabin property to the musicians, which is incredibly generous. Thanks to both Karen & Deb!</p> <p>Moving forward, Daniel recognized that there is a strong interest in continuing to support and focus on WA priorities. Again, lots of great work happening through the WA. A few areas that Daniel discussed pursuing or continuing to work on include:</p> <ul style="list-style-type: none"> • Trail maintenance/preservation: Daniel will continue to communicate with Northwoods and others about additional grant opportunities for Pisgah, Hor and Wheeler (Sutton?) trail maintenance. 	

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	<ul style="list-style-type: none"> • Lake Wise Program: presentation done at the annual meeting and it was enlightening to see the participation by Lake Seymour residents. Free assessments conducted and awards given to lake wise program compliance. Can we spearhead a campaign to raise awareness of this program? Irene wondered if we could incentivize or acknowledge people who participate? Contact: Vermont Lake Wise program: Amy Picot. <ul style="list-style-type: none"> ▪ Bruce will be the liaison/rep for this program <p>Hopes/expectations: Daniel distributed a letter last Fall about individual's role within the Board and as an Association in general. Daniel welcomes feedback or additional thoughts on Association activities, including feedback on his role as President. Lots of great things happening!</p> <p>Meetings: At least 5 meetings during the summer. By-laws have been updated to reflect that, previously was 3. The outdated version is still on the website.</p> <p>Bruce created Board roles & responsibilities document. Copy made and distributed.</p> <p>Board openings: may have room for 1-2, need to evaluate. Will review the by-laws.</p> <p>Betsy: refreshments for the dance- is the Board okay with using funds for refreshments? Ellie has cookies and other refreshments that can be included.</p> <ul style="list-style-type: none"> • When Board members purchase refreshments, hold on to receipts or write a receipt and it can be included as "in-kind" contribution, give to Irene. 	<p>Betsy will distribute most recent version of By-laws</p> <p>Daniel will review By-laws for Board participation</p>
<p>Next Meeting & Agenda Items</p>	<p>September Meeting: The Board agreed that Monday evenings work.</p> <p><u>Agenda topics discussed:</u></p> <ul style="list-style-type: none"> • Membership drive in Spring • Fall Reflection Letter • Deb proposed adding scholarships to the agenda <p>Please send additional agenda ideas to Daniel</p>	<p>Daniel will propose a Monday evening meeting for September</p>