

Westmore Association Meeting Minutes

Meeting Date: Monday, September 9, 2019

Members Present: Daniel Ian Smith, Karen Richardson, Deb Richards, Abby Gowdy-Chase, Jennifer Woolard, Betsy Plume, Sharon Strange, Irene Salerno

Topic	Discussion Points	Action Items
Minutes from last meeting	Deb made a motion to accept the September meeting minutes. Seconded and approved by the Board.	
Treasurers Report	<p>Irene provided a treasurer’s report. Key items discussed:</p> <ul style="list-style-type: none"> • Irene conducted a five-year analysis. Total assets: \$49,331. Some questions: <ul style="list-style-type: none"> ○ There might be some invoices outstanding, church rental space one of those. Daniel recommended touching base with Bruce; past conversations indicated that we would provide a one-time fee to cover all event use. ○ Greeter program or milfoil program: Irene did not see a check. • Entertainment: expenses this year were slightly higher than last year, but we are breaking even or making slightly more than in most cases. Irene mentioned that she can break down the event costs. Ideas moving forward could include that each event chair or lead can be responsible for coordinating and reporting costs earned and expenses from each event. Daniel encouraged the group to consider a policy or procedure for this. • Membership: not far off from past years. • Advertising: expense costs high. What is the return on investment for advertising? <i>Table this for now.</i> <p>Transfer with TD: Irene received checks from credit union. Two checks are still out for TD, will close that bank once cleared. PayPal will also need to be changed. There is a fee that is incurred with PayPal, we might consider changing the mode. A non-profit should not be incurring these expenses.</p> <p>Betsy made a motion to accept the Treasurers Report. Seconded and approved by the Board.</p>	<p>Irene will inquire with Bruce to see if church space was paid and whether the greeter/milfoil funds were distributed.</p> <p>Board to consider developing a procedure for handling funds for spring/summer events</p>

<p>Scholarship</p>	<p>Deb asked the WA if they would consider having a set amount moving forward for scholarship distribution. Deb proposed setting \$10,000 as the limit in scholarship distribution. Irene made a motion to accept the scholarship maximum. Seconded and approved by the Board.</p> <p><u>Scholarship Guidelines discussion:</u></p> <ul style="list-style-type: none"> • Proof of enrollment, eliminate. <i>Daniel will edit</i> • Scholarship application due date: June 1st. <i>Daniel will edit</i> • What about a letter acknowledging the receipt or what the funds supported? <ul style="list-style-type: none"> ▪ Guidelines include a request for essay. We could consider adding, “how did the scholarship benefit you in this past year.” Some scholarships do require submission of a thank you letter. ▪ Read the letters at the Westmore association annual meeting? Past years this was done. • Conversation from scholarship recipients: concern about students that do not live in Westmore that received the scholarship. Should we limit the scholarship to only students who are residents, omitting the “family of a Westmore resident?” <i>Continue this conversation at the next meeting or at future meetings.</i> 	
<p>By laws & Board Roles</p>	<p>Table the by-laws: vote online.</p> <p>Proposed date deadline for some of the activities (newsletters, scholarships, etc.). Develop a protocol/procedure for the timeline so events. Jen offered to draft, with Daniels assistance on the dates. Betsy also offered to review</p> <p><u>Board Roles and Responsibilities:</u></p> <ul style="list-style-type: none"> • Ad Hoc committees: more informal committees <ul style="list-style-type: none"> ○ Removed the Boat parade in the most recent copy. • Betsy will delete fishing committee from the standing committees • Clerk role: Jen added a few roles to the Clerk position. Board agreed to also remove #6 (managing sales) & #7 (producing calendar of events). Betsy will transfer managing sales to product (swag) committee and the calendar of events to the events committee. • President: #7 (FOVLAP representative) move to the water quality committee. Daniels only concern is this could fall off the radar. Daniel recommended keeping it and having the water quality lead as the designated alternate. 	<p>Jen will draft and Daniel and Betsy will help review</p> <p>Betsy will send the revised version of the by-laws and the roles and responsibilities to the WA members for review and feedback and adoption.</p>

	Karen offered to manage the merchandise stock. Ellie also has a closet of merchandise. They will coordinate.	
Reflections Newsletter	<p>Reflections Newsletter (due September 30th):</p> <ul style="list-style-type: none"> • Daniel proposed to re-iterate WA accomplishments in the reflection's newsletter. <ul style="list-style-type: none"> ○ Town Forest project, cigarette butlers, etc. • Daniel reached out to Bruce to write a water quality newsletter. • Scholarship overview: can we solicit one of the scholarship recipients to write a piece. Sharon will coordinate with her daughter, scholarship recipient, for submission. • Activities/Events section? • Other thoughts? <p>Daniel approached Tracy to do an editorial about our work to highlight in the Fall & Spring. How can we incorporate Lake Willoughby, bring in a wider audience?</p>	<p>Jen will send out the 2018 newsletter with the minutes.</p> <p>Send 2019 Reflection's contributions to Jen by September 30th.</p>
Presidents Report	<p>President Updates:</p> <p>Cigarette Butlers installed (Article in Chronicle!)</p> <ul style="list-style-type: none"> • Installed 3 at the north beach. Great feedback. Coordinated with Burton Hinton for maintenance. One more will be added to the beach and two for the parking lot. The town will also take them in the winter. Sharon suggested connecting with the state about the south end, it is a no smoking property. <p>Milfoil:</p> <p>Milfoil allocation not needed: milfoil is down. Continue to discuss next year, allocate funds.</p> <p>Board member terms:</p> <ul style="list-style-type: none"> • Sharon raised a question about the board members terms. Additionally, next year (2020), there might potentially be more vacant slots than usual. • Sharon will not re-up membership. Deb will re-up. • Need suggestions for board members. Karen sent a suggestion to Daniel. 	<p>Jen will send out the Board updated contacts and terms</p>

Lakewise directive: <https://dec.vermont.gov/watershed/lakes-ponds/lakeshores-lake-wise>

- Encouraging lake front property owners to engage in the program priority for next summer. What do we need to do as a Board to move this program forward on Lake Willoughby? Change starts in our backyards. Seymour & Echo are gold standards for this work.
- Is it a financial thing? Karen communicated that if upgrades are needed, it can be costly. The program coordinators conduct assessments on your entire property (lakefront). It is a voluntary program, there is no obligation to commit to the changes. In order to have the designation, you need to make the improvements.
- Can we set a target goal for lakefront property owners that sign on? We need to look at the lakefront property owners and assess a reasonable goal.
- Contact? Northwoods representative for the program, as well as a state representative. Lakeshore Manager and Lake Wise Coordinator, Amy Picotte
Amy.Picotte@vermont.gov

Events:

These events were suggested for July and August 2020. Each event needs a person to take the lead and manage it to completion. That person need not be a Board member. We should try to coordinate activities with the Willoughvale, assuming it is under the management of someone who would welcome the idea. The current manager has expressed an interest in working with us.

Event and tentative time/date, if known	Leader
Concerts: two or three or four	Daniel?
Plein air; first weekend in August?	Pam?
Ice cream social	Art and Ann Brooks?
Modern Times Theater and pie auction	Ellie? Sharon?
Presentation by Ethan Swift	Bruce?
Presentation by Dick Simpson	Bruce?
Frederick Douglass reading, July 4	Sharon
Community dance; first or second Friday or Saturday in August	Betsy

	<p>Logo: We need to identify a logo before we can proceed with the production of swag, such as bags and t-shirts. If the Board decides to produce bags, Sharon volunteered to collect ideas for logos and present them to the Board.</p> <p>Membership: For former members who have not renewed by October 15, Betsy will send a letter inviting them to renew their membership. People who renew late in the year often assume that they are joining for the next year. Betsy proposes that 4th-quarter renewals and new memberships be credited to 2020. A Spring membership drive will take place in April or early May. In both cases, letters will be sent with a membership form, and will include instructions about renewing on the website.</p> <p>Membership form: Betsy will send a draft form for the Board to consider and asks Board members to lay in a supply of red pens and pencils. The form will propose new levels and categories of donation.</p> <p>Annual meeting and silent auction: It was suggested that these two events be separated. The silent auction might be combined with another activity where the items would have more table space. Some items were buried because of the lack of real estate. The auction, with abundant wine and cheese beforehand, would be a logical combination, and could promote more interaction among guests. The Willoughvale might provide a pleasant venue for this event. Daniel offered to serve as auctioneer.</p> <p>The annual meeting would be a potluck, as usual, and would consist of three elements: 1— recognition of scholars and awarding of scholarships; 2—business meeting; 3—presentation like the one Ethan Swift gave at the 2019 annual meeting.</p>	<p>Betsy will send a DRAFT membership form for the Board to review</p>
<p>Next Meeting & Agenda Items</p>	<p><u>Agenda topics for future discussion:</u></p> <ul style="list-style-type: none"> • Event funds procedure/policy • Timeline of activities procedure or framework • Scholarship recipients: Westmore residents versus family of Westmore residents • Board committee involvement/make-up • Lake Wise program: plan for soliciting engagement for next summer <p>Next meeting date?</p>	