

**Westmore Association Board Meeting Minutes (updated 30-Dec-2020)**

**Meeting Date: December 15, 2020**

**Members “virtually” Present:** Daniel Ian Smith, Abbie Gowdy-Chase, Ellie Majchrzak, Peter Miller, Betsy Plume, Karen Richardson, Irene Salerno, Deb Smith

Topic	Discussion Points	Action Items
<p><b>Review and approve minutes from last meeting</b></p>	<ul style="list-style-type: none"> <li>• Irene spoke to Missy Zebrowski about situating the memorial in the triangle near the town office. Missy advised Irene to talk to David Stevens, a member of the Town Selectboard. He said he can't make the decision unilaterally, and recommended that the request be put in writing for consideration at the January meeting. A consideration noted by the WA Board was how to implement the memorial, if approved: placement; maintenance; text.</li> <li>• Ellie offered to get a plaque, once approval has been granted and the implementation details ironed out.</li> <li>• The WA website has been hacked. Nancy Glazer Pearl, our webmaster, is aware of it and working to resolve it. Another problem area is that certain emails are not reaching their intended recipients; she will address the matter after Jan. 1, and before the next email message is sent.</li> <li>• The question of how to upload images to the blog was raised. All members are allowed to access the blog; the password is Westmore2020.</li> <li>• Daniel is waiting for the member spreadsheet that Bob Drew offered to provide. Irene has sent an archival member spreadsheet to Karen. The spreadsheets will be reviewed to identify former members and approach them to renew their membership.</li> </ul> <p>A motion was approved to accept the minutes of the November 23rd meeting.</p>	<p><b>Betsy offered to help review the Bob Drew spreadsheet.</b></p>

<p><b>Review Treasurer's Report</b></p>	<ul style="list-style-type: none"> <li>• Irene presented the treasurer’s report. Memberships are at 191, and are still coming in. Memberships received in mid-December and after are being attributed to 2021, although the funds are credited to 2020 to reflect the date they were received.</li> <li>• Irene has allocated donations received as memorials into their own category rather than as membership.</li> <li>• The extra postage required for the recent mailing falls under administrative.</li> <li>• A mystery bill for \$96 came from the Barton Chronicle. Irene will investigate..</li> <li>• Daniel is tracking sales of WA swag (totes, t-shirts, stickers, Willoughby Guide).</li> </ul> <p>A motion was approved to accept the Treasurer’s report, with grateful thanks to Irene.</p>	<p><b>Irene will contact Barton Chronicle about mystery bill.</b></p>
<p><b>President's Updates/Report</b></p>	<ul style="list-style-type: none"> <li>• Daniel is encouraged by sales and has received good feedback.</li> <li>• The Board was asked to provide ideas about next summer’s events, assuming that gatherings will once again be possible.</li> <li>• If Dick Simpson is willing to present his talk, we should videotape it and archive it on line.</li> <li>• The lack of a 2020 WA calendar was a disappointment for many people. Daniel asked that the WA calendar be coordinated with the Old Stone House, which is also developing a calendar.</li> <li>• Daniel has received beautiful wildlife images from a friend; they could be used for the calendar. A difficulty of soliciting submissions is that people’s feelings are hurt if their images are not selected. Daniel will explore using his friend’s images in a calendar, and will look into the costs.</li> <li>• The previous calendar (2019) was heavy on lake images. Does the calendar have to be restricted to Westmore? Ellie observed that people want local images, not exclusively of the lake, but of the Westmore area.</li> <li>• Suggestion: print the dates on a white or pale background, not black, so that people can write on the calendar.</li> </ul>	

<p><b>Other Business</b></p>	<ul style="list-style-type: none"> <li>• Marketing needs to have a greater emphasis through mailings, email messages, newspaper coverage and ads. We need a schedule of communications so that we reach out to members and potential members regularly, through various media. Also, Nancy needs at least a week's notice before posting information on the site, and she would appreciate having a schedule so she can plan accordingly.</li> <li>• The membership flyer needs to be updated to reflect the new logo.</li> <li>• Deb Smith noted that the influx of property owners, many of whom attended a recent Town Meeting, would be likely prospects for membership.</li> <li>• The proposed WA memorial of stone or granite would be like the ones across from the church. It would not include names. Local granite would be good; Island Pond has a granite works.</li> <li>• Ideas for summer events included CPR classes; also first aid training.</li> </ul> <p>The meeting was adjourned.</p>	<p><b>Betsy will distribute a schedule of communications, deadlines, potential authors.</b></p> <p><b>Post-meeting note: Deb Smith has agreed to update the flyer. Thanks, Deb!</b></p>
<p><b>Next Meeting</b></p>	<p><b>TBD</b></p>	<p><b>Daniel will set up zoom once date is determined.</b></p>