

COUNTRY POND LAKE ASSOCIATION  
Minutes 12-8-2017

Present: Tully Zipkin, Greg Senko, Jeannie Cashin, Jennifer West, Linda Foss, Bill Cashin, Tobi Howell

Guest: Tom O'Brien, President NH Lakes Association

Meeting called to order at 7:15pm

Website discussion:

- A motion was made and accepted to renew the GoDaddy website for 1 year at a cost of \$180

Presentation by Tom O'Brien:

Tom provided advice on how to successfully run a lake association. The following summarizes the wide range of topics that he covered:

#### Website

- Focus on membership rather than dues and differentiate community members vs. voting (paid) members.
- Ask members to send a favorite picture for a gallery.
- Acknowledge business and association members on a "sponsors" page.

#### Nonprofit Start-up

- IRS filing can take 3-9 months.
- By-laws do not require need legal review. We will send them to one of Tom's contacts for review.
- Meetings should maintain the decision-making process set forth in the by-laws. When making decisions try "does everyone agree", then wait 5 minutes (silence = affirmation).

#### Annual Meeting

- Establish a date and time to make it easy for members to plan to attend every year.
- Assure that voting members receive the by-laws and a list of candidates for office prior to the meeting. Voting members can be given a specific color card for a vote at sign-in.
- Make it fun and interesting: provide exhibits, a guest speaker, and food.

#### Marketing and Community Outreach

- Build a strong relationship with towns, businesses and committees.
- Cast a wide net to capture members— create alliances.
- Seek allies with a common interest in conservation (campgrounds and fish & game clubs).
- Look for business sponsors, consider in-kind as opposed to paid memberships.
- Find out how much revenue goes to town via taxes on lakefront property. Ask what how the town's tax base would be affected if the lake became unusable for recreation.
- Find out who owns and maintains water access and boat ramps. Ask them to help.

#### Lake Science

- We have recently observed increasing cyanobacteria, Southern naiad, algae, and a proliferation of native plants in Country Pond. Use this to create a sense of urgency.

- Tom explained changes in water conductivity, color and depth, and how, in aggregate, degradation will occur. As a low-gradient lake, Country Pond has a higher potential for ground water and pollutant runoff. Section 319 grants are available for watershed assistance.
- Water testing through VLAP or UNH programs for data collection & trending is key.
- Educate about and encourage lake friendly landscaping
- Investigate doing a shoreline survey (Shoreland Act DES)
- NH DES helps support aquatic invasive species prevention. The first line of defense is early detection with rapid response. Prevention is key, try to develop a Lake Host program.

#### Membership and fundraising update:

- Nearly 140 homes have received a flyer from the officers going house-to-house. Person to person contact occurred at several homes, a few new emails were obtained and some paid dues at that time.
- Feedback has been positive, but some people are still confused and about the similar websites and Facebook pages. We will continue to promote our mission and goals.
- Jennifer reports that 18 families have paid dues and we all have received verbal pledges from others.
- We will continue to reach out to the community, and where possible insert ourselves into other community organizations (Fish & Game club, campsites, town committees) in both towns.
- We need to provide periodic newsletters (both print and email) to keep everyone informed of our goals and accomplishments. It is important to maintain good contact management, and we should investigate NH LAKES contact management software.
- Fundraising activity ideas: BBQ, pot luck, fishing events, boating events. Let people know how funds have helped, what money is used for.

#### Annual Meeting:

- Will be the first Saturday in June from 9 – 11am. This year's date is June 2.
- Jennifer has a contact at the Newton Fish & Game Club and will attend their meeting to ask about hosting our annual meeting.
- Tom O'Brien has volunteered as a guest speaker at the meeting.

Meeting Adjourned: 6:30pm

Next meeting is: January 23, 2018

Minutes submitted by Jeannie Cashin – acting Secretary