



**GBA Membership Committee  
Conference call April 18, 2017  
Minutes**

The GBA Membership Committee held a conference call on April 18, 2017.  
The following participated:

CF	Celesa Fletcher	South Channel	GBA Director, Committee Chair
RK	Rupert Kindersley	Sans Souci	GBA President
MC	Marc Cooper	West Carling	GBA Director
LR	Lindsay Richards	Bay of Islands	GBA Director
RR	Rob Reed	Bayfield Nares	
LD	Liz Drayton	Manitou	
MP	Mike Porter	N. Georgian Bay	
EA	Erica Allen	Pointe au Baril	
GS	Gregg Scott	Sans Souci	
LW	Laura Whitmore	South Channel	
GF	Gord Forstner	Wah Wah Taysee	
KP	Karen Phillips	Woods Bay	

Absent but submitted reports in advance of call: Karen Turkstra, Chris Hawley  
Completed post call: Heather Gagnon,

[BD            Bob Duncanson            Madawaska Club            GBA Executive Director]

1. RK advised that CF has now taken over as Chair of the Committee and he will only be on the committee for a short period to help CF.
2. **2017 Work Plan**, previously distributed

**Social Media:** To be discussed in more detail later in the call. The work plan calls for a focus on education, providing information for the associations as required, and younger generations, who can be as old as 50+! MC is also reviewing the GBA website and expects to be able to develop a template that can then be used by any association to set up a new website or upgrade an existing website. CF advised that one of her aims is to drill down into the unique differences between the different associations and gather information that can be shared.

**Non GBA Board member participation on Membership Committee:** RK advised that participation has expanded and welcomed Mike Porter and Gord Forstner from NGBA and Wah Wah Taysee.

**New Associations:** The current GBA associate members (North Sound and Deep Bay) will be approached to become full members. A comprehensive map is being developed, and will be distributed when done, which will identify gaps along the coast where there are no current GBA

member associations. In some cases there are associations that can be approached, in others it may be appropriate for the existing boundaries of neighbouring GBA associations to be expanded to fill the gap. French River was discussed as a potential new member association.

**Tip Sheets:** MP advised that there is a May 1 deadline for any municipality to decide on the voting method for their 2018 election. Killarney have approved internet and telephone voting methods for 2018. It was noted that a library of tip sheets will continue to be built, is available on the GBA website and new ones will be distributed when done. The membership committee will continue to work with the other GBA committees to develop these tips sheets as they are useful for membership retention and attracting new members.

**Family Memberships:** To be dealt with later in the call.

3. **What Works Tip sheet:** CF thanked all those who provided some additional background info on What Works for their association. This tip sheet will now be distributed.

#### 4. **GBA Social Media channels and eUpdate**

MC will circulate some information on the current GBA social media channels and how associations can feed into and utilize these channels to promote items of general interest and other purposes. MC can also help associations set up their own social channels and brand them. Setting up the GBA channels has had its share of challenges and this knowledge would be shared with associations to facilitate their set up. A tip sheet will be developed in this respect which will contain all the info needed and the association Presidents will be asked to distribute this to their membership. The aim is for GBA to be a resource for associations.

**Facebook** is the most active and postings include links to the website, upcoming events of GBA, the other GB5 and FOCA. If any association has a newsworthy item of broad interest to the GB community then it can be posted on the GBA facebook page.

**Twitter** is similar to facebook, but is only getting started.

**YouTube** has 44 videos on it and provides video support for the website and a storage facility for records of live events, which can be used by associations to house their videos if they want.

**Instagram** is also in its infancy, but content is building with photos and videos from primarily summer events. Associations can submit images and videos for inclusion if they want to.

**eUpdate** is GBA's digital newsletter which is steadily building a subscription base. GBA will continue to ask association presidents, communication and membership committees to encourage their members to subscribe. Subscription is open to anyone who wants to receive the newsletter so can be used to get the younger generations engaged. All newsworthy items with broad appeal are welcome, so please feel free to submit them and they will then be posted on the GBA website, which creates the new content for eUpdate, Please note that this forum is not suitable for promoting local association events.

5. Round table discussion on whether each association has a: Membership Directory; Web Site; facebook page; and/or other social media channels; and whether they use PayPal, emails and/or newsletters.

Please see results below:

<b>GBA Associations</b>										
<b>Communications Analysis</b>	<b>Website</b>	<b>facebook</b>	<b>Other Social Media</b>	<b>Newsletters</b>		<b>Emails</b>	<b>Paypal</b>	<b>Membership Directory</b>		<b>Online</b>
				<b>Print</b>	<b>Email</b>		<b>Other</b>	<b>Print</b>	<b>Online</b>	<b>Surveys</b>
Bay of Islands Community Association	✓	✓			✓	✓	✓	✓		
Bayfield Nares Islanders' Assn	✓	✓			✓	✓	✓	✓		
Blackstone Lake Cottagers' Association	✓				✓			✓		
Cognashene Cottagers Association	✓	✓	<b>Instagram</b>		✓	✓	✓	✓		
Honey Harbour Association	✓	✓		✓	✓	✓		✓	✓	
Key River Area Association	✓	✓			✓	✓		✓		
Madawaska Club at Go Home Bay	✓	✓			✓	✓		✓	✓	
Manitou Association		✓				✓	✓	✓		
McGregor Bay Association	✓			✓	✓	✓		✓		
Northern Georgian Bay Association				✓		✓	<b>email</b>			✓
Pointe au Baril Islanders' Assn	✓	✓			✓	✓	✓	✓		
Sans Souci & Copperhead Association	✓	✓			✓	✓	✓	✓	✓	✓
South Channel Association	✓	✓		✓		✓	<b>online</b>	✓	✓	
Twelve Mile Bay Community Association										
Wah Wah Taysee Association	✓					✓	✓	✓		✓
West Carling Association	✓	✓			✓	✓	✓	✓		✓
Woods Bay Community Association		✓			✓	✓		✓		

Ideas that came out of this round table were:

- Facebook very useful for organizing social events, particularly impromptu ones with little or no notice;
- PaBia has found that facebook is great for connecting their younger members and Pabcrawls;
- Facebook can be used as a complement to emergency (fire) phone trees;
- Wah Wah Taysee and NGBA are both considering setting up facebook pages

## 6. Canada Day, Saturday July 1<sup>st</sup>

Below are the results of the round table on who is doing what:

<b>GBA Associations</b>	
<b>Canada day Analysis</b>	<b>CANADA DAY</b>
Bay of Islands Community Association	Party with red & white attire, boat parade, decorations
Bayfield Nares Islanders' Assn	Partnering w/PaBia + swim run and canoe race from BNIA to PaBia
Blackstone Lake Cottagers' Association	
Cognashene Cottagers Association	
Honey Harbour Association	
Key River Area Association	boat parade from Key River to the Bay followed by fireworks and friendship
Madawaska Club at Go Home Bay	fireworks show/party planned - looking to raise \$1500 to help fund the party
Manitou Association	
McGregor Bay Association	
Northern Georgian Bay Association	Nothing planned - maybe dress up at AGM
Pointe au Baril Islanders' Assn	Full day of activities, incl. boat parade, area history hunt, fireworks, regatta & meals
Sans Souci & Copperhead Association	Picnic at Community Centre + frisbee golf
South Channel Association	Poker run and boat decorations
Twelve Mile Bay Community Association	
Wah Wah Taysee Association	Boat party + fireworks + friendship event
West Carling Association	No definitive plan - but will have something - picnic?
Woods Bay Community Association	Nothing planned, but some community events + fire pump demo

## 7. Alternative Membership Categories

Following a round table discussion on the status of alternative membership categories, these were the results, which include a number of missing items of data (indicated by a ?), to be filled in due course:

Bay of Islands Community Association - Camp	\$ 85	\$ 50	110	
Associate	\$ 40	?	?	2000-2 children
Bayfield Nares Islanders' Assn	\$ 80	\$ 50	203	
Associate	\$ 30	\$ -	34	2013 more than one adult child
Blackstone Lake Cottagers' Association	\$ 95	\$ 50	27	
Cognashene Cottagers Association	\$ 155	\$ 50	385	Associate has access to rec program.
Associate	\$ 135	\$ 50	35	Must have full member residing in cottage
Honey Harbour Association	\$ 165	\$ 50	270	
Associate	?	?	?	?
Key River Area Association	\$ 90	\$ 50	37	Member is \$20 +\$1 /spouse and child
non gba	?	\$ -	63	GBA optional. Have 37 out of 100 as GBA
Madawaska Club at Go Home Bay	\$ 595	\$ 50	145	
Manitou Association	?	\$ 50	46	
Associate @ 50%	?	?	?	?
McGregor Bay Association - per family	\$ 120	\$ 50	186	
Extended family membership per person	\$ 35	\$ -	?	?
Associate - local businesses	\$ 90	?	?	?
'Friend of the Bay' - non-resident	\$ 50	\$ -	?	?
Northern Georgian Bay Association - Family	\$ 110	\$ 50	26	199 people in all
Full	\$ 80	\$ 50	25	for Family + Full
Associate - Business or Friend of Association	\$ 40	\$ -	4	?
Family	?	?	?	?
Pointe au Baril Islanders' Assn	\$ 175	\$ 50	661	
Junior (19-34)	\$ 40	\$ -	65	2014 younger
Sans Souci & Copperhead Association	\$ 165	\$ 50	415	
Associate (under 30)	\$ 50	\$ 10	9	2015 younger
South Channel Association	\$ 80	\$ 50	100	
Twelve Mile Bay Community Association - voluntary	\$ 100	\$ 50	44	voluntary GBA membership
Wah Wah Taysee Association	\$ 100	\$ 50	42	
Family	?	?	?	2016
West Carling Association	\$ 70	\$ 50	122	
Woods Bay Community Association	\$ 85	\$ 50	74	
Auxiliary	\$ 10	\$ -	22	2016 attract more in - responsibility - next gen
Corporate	?	?	1	
<b>TOTAL MEMBERSHIP</b>			<b>3,151</b>	
<b>Less Members paying \$50 to GBA, mainly "Full" members</b>			<b>(2,918)</b>	
<b>TOTAL IN ALTERNATIVE MEMBERSHIP CATEGORIES</b>			<b>233</b>	

## 8. Other Matters

- GS reported that SSCA is considering using direct debit for membership renewals with a separate request sent out to update membership information for the database.
- MC reported that he is working with Bay of Islands on their website development and is open to work with any other association to assist in this respect. The scope document for creating or upgrading websites, using the Wordpress format, will be available shortly. It will have standard features and functions that would be applicable to GBA and all associations and it will be easy to set up and adapt for each individual association.
- MC also advised that GBA will be upgrading its website this year.
- RK advised that the map of Georgian Bay showing the boundaries for all the associations and thereby identifying gaps in GBA coverage is still being developed, but will hopefully be available soon.

9. **Date of Next Conference Call** – in the fall – to be advised.