



Larger Membership Committee Minutes

October 24, 2017 Teleconference

Attending

Rob Reed - Bayfield Nares Islanders' (BNIA)
Marc Cooper - West Carling
Donna Tucker – West Carling
Karen Phillips - Woods Bay (part of call)
Karen Turkstra - Key River Area
Liz Drayton – Manitou
Erica Allen – Pointe Au Baril Islanders'
Luc Voorn – South Channel
Lindsay Richards – Bay of Islands Community
Gregg Scott - Sans Souci & Copperhead
Mike Berton – Pointe au Baril Islanders'
Rupert Kindersley – Sans Souci & Copperhead
Bob Duncanson – GBA Executive Director,
Celese Fletcher-Chair, Membership Committee -South Channel and minute taker

Absent

Patrick Thoburn- Bay of Islands Community, Chris Hawley-Cognashene Cottagers, Pete Smith-Mad Club at Go Home Bay, Heather Gagnon-McGregor Bay, Mike Porter-NGBA, Gord Forstner-Wah Wah Taysee,

Cottage Association Website Presentation- Marc Cooper-West Carling

The difference between websites and Facebook, is that websites own their content while Facebook owns what's posted on their pages and uses algorithms to control who sees pages.

West Carling designed their website to easily update and integrate membership payment, contact information management, mailing lists and membership directory (originally only available in print). Standard membership renewal notifications can be sent out and include confirmation emails saying, "your membership has been renewed". In addition, the website uses google maps to identify members' cottage locations and deploys use of flags to identify docks. As well, members can share photos, create a lost and found, list available emergency equipment. The membership lists can be exported to Mail Chimp (software to do group emails with reusable templates). Managing website content is easier because access can be given to other members. Future updates include newsletter enhancements. The site was overdeveloped

at greater cost, which means that it can be offered to GBA associations at the attractive rate of \$1,250.00. Webhosting can cost between 10 - \$30 per month. Agency 59 will charge \$25/month for a Canadian webhost, as long as it supports WordPress.

Lindsay-Bay of Islands: Board approved motion to work with Marc on website. The directive was to enhance membership engagement and increase younger member interest. Worth the investment.

Karen-Woods Bay: Board is discussing using the website

Action: Marc will send out offer to association Presidents.

Social Guide Presentation – Marc Cooper-West Carling

The GBA Communications Committee is focused on Facebook as this is the likely first step for associations to take with social communication, followed by a website. The Social Guide has step by step instructions on how to choose the right Facebook category and how to get basic information to get you started. There are a couple of extra things to set up, such as the 'get in touch category' – right underneath your cover photo, to allow for newsletter sign up – or link to your website to complete a membership form which is another way to drive traffic back to your website. Managing roles within the association is often difficult if one person is responsible for communications, the newsletter, Facebook, and webpage. Facebook makes it easy to add other board members, or a son or a daughter to help contribute to the Facebook page and keep it going. An association can find 2 – 3 people to help so that one person isn't responsible for all info on the site.

There are a few tips on building content; start by following Georgian Bay Association and look at the content we are posting. Members may not follow GBA, but will follow your Facebook page and so you can get to GBA through your Facebook page. Tips on sharing and thinking about your audience and instructions about how to post are also included. In the Social Guide, we've taken screen grabs of steps you are to follow to make things easy. In addition to GB5 – we've provided links to Georgian Bay Tourism as they have interesting articles and a list of events in your neighbourhood. This provides value to the user. Add the GBA link and the Eastern Georgian Bay Stewardship Council website link and a link to their Facebook page.

If have questions about setting up your Facebook page contact Marc Cooper at mcooper@agency59.ca.

Map Project Presentation – Marc Cooper-West Carling

Bob's goal is to have one map with all association coverage areas clearly marked. The agreed solution is to use google maps. The request is for each association to create an outline of their association's coverage area using google maps and then send the link to Marc, who will update the GBA map.

The steps to create the map are outlined on the guide sent earlier.

Marc explained: I zoomed in to see my area and went too far so pop up boxes had some of the islands under the screen covered by navigation boxes. Make sure you can see 100% of the area. You can clip and drag dots to get it just right. You can zoom in or out to make sure you haven't cut off someone's property. Once you have the final dot clipped, close the polygon, and a pop up window will ask you to name it. When finished, the same window is open: add a layer by clicking share. Click that because that's how to share with us. By default, it is private map, so you need to change it from private by turning on anything with a link as you will only be sending it to me and if I share it with 3 other people, permission won't be necessary. Add "change to edit", as once you're done with the maps, it's possible we may overlap because we weren't as accurate and that allows us to edit. The link is at the top of the page. You can cut and paste. When people click on your association it, will show your map.

The purpose is to show the association's geography, as well as to identify some cottagers that aren't represented by an association and associations which may not be a part of Georgian Bay Association. We can then invite individual cottagers to join nearby associations and invite non-GBA associations to join GBA.

We can link associations from the same map page, as well as provide links to websites and Facebook pages. We could direct association website links to their online membership forms. We can also toggle between the map and satellite maps. In general, Marc will be looking at enhancing the membership page to make it do more.

Roundtable: Guardians of the Bay

Rupert-President (from Sans Souci & Copperhead): explained that the concept of Guardians of the Bay arose from a symposium held a year ago where we discussed what could be done to protect Georgian Bay for our grandchildren's grandchildren - for the next 100 years. Guardian was a name recommended by a First Nations' representative who was attending the symposium. Many of the activities considered as Guardian activities are things we are doing already, but we want to expand the concept to do more individually and together and include anyone who is a stakeholder in the Georgian Bay – please see the full list in the definition. We are at the initial stages of sharing the concept. We are also urging other members of GB5 to do the same thing.

Rob Reed–Bayfield Nares Islanders': our annual activities include water testing, phragmites cutting sessions, information sharing and outings on wetland ecology,

Karen Phillips – Woods Bay: (post call)

1. The WBCA works very closely with Friends of Massasauga Park (FOMP) in our area.
 - i) Spring clean-up of hiking trails
 - ii) Explore the shores: paddle with Dr. Tom Nudds, Conservation Biologist, learning about local wildlife and flora
 - iii) Music in the Massasauga: fundraising event to continue supporting work of supporting the park in our area

iv) Images in the Massasauga: photography event with Sylvia Galbraith for participants to explore photography of our amazing area

2. Environmental Day/Family & Friends Day: Every year we invite a special guest to share information about our wildlife (i.e. Massasauga Rattle Snake), and/or environment to increase understanding and awareness about our environment.

3 Fire Pump demo: We facilitated an event following the AGM where participants could learn how to use the local fire pumps/discuss locations, etc., We are updating equipment, site plans & locations, and developing a call list for the community. We feel that this is important for protecting our community and the environment should a fire occur.

4. Woods Bay Phrag Fighters: We have a local group of volunteers lead by Heather Sarjeant who is a local cottager and an employee of Georgian Bay Forever. Heather tracks local stands. There have been cuttings and locations of new stands identified.

5. Water Testing & Quality: Local water testing of lake water. We also provide a service to local cottagers at the AGM to provide and collect water testing kits which are then delivered to the Parry Sound Health unit for testing. We believe that it is important that our local cottagers test their drinking water.

6. Ongoing interaction with Massasauga Provincial Park management, Township of the Archipelago, Councillors, participation on various GBA committees, and participation in select events to improve understanding of our unique environment and natural resources.

Karen Turkstra – Key River Area – phragmites tour, invasive species, some eradication, only one spot in particular with volunteers. Through GBA, sent a letter on Asian carp to government, walleye restoration project with MNR, Eastern Georgian Bay Stewardship Council, fought windmill project, holding government and First Nations accountable for threatened species. Concerns at municipal dump with leaching and limited dump hours where people (campers, cottagers, First Nations) put garbage at the gates after hours. Worked on water levels on St Clair River and advocacy. Helipad expansion for 24/7 service for safety of people in remote areas for Ornge, which increased the size of helicopters and landing pads that were non-compliant for night landings. Good for safety of people in our area, campers, kayakers. Boating safety initiative with brochure, through GBA. Started water testing. Have spear fishing talks and advocacy with First Nation's neighbours which is a positive direction. Held a fishing derby to learn about habitat, limits and preservation. KRAA did a Rock Walk out to the Bustard Islands to learn about the geology. All who attended had a great time and it was very informative.

Liz Drayton–Manitou: phag removal near the marina. Water testing going on as well.

Erica Allen– Point au Baril Islanders': phragmites cutting resulted in 100 bags of cut phrags.

Gregg Scott–Sans Souci & Copperhead: water testing, mapped phragmites areas and held cutting days, an environment day with guest speakers. Working with refuse removal to increase the number of days to be open. Cottagers use Sheep's Head, Woods Bay and Devil's Elbow transfer stations. Focusing on water quality. Working on bringing more specialists to provide talks and walks such as rock walks to learn how Bay was created. GBR is super knowledgeable about the flora and fauna and we are engaging them to come in and do talks.

Luc Voorn-South Channel Association: reintroduced water testing at 2 of 4 sites after absence since 2013. Have cut phragmites in our area for two years and will continue cutting for several more years. Involved with Massassauga Provincial Park to develop the north end of the park to attract new and retain members of South Channel Association. The Park is refurbishing the only available north end boat docking at Devil's Elbow which is in a state of disrepair. Looking to create more docking areas to the park. Introducing more activity with volunteers to care for and monitor aspects of the park. Revitalizing the old hiking trail in the north end of park.

Donna Tucker–West Carling, water levels, board representative does excellent updates in the newsletter. Carling Township employs students to do maintenance (such as garbage and thunder boxes) on Franklin Island made possible by a West Carling donation. We just formed a membership committee. Guardians of the Bay is a great concept to engage younger members. We could consider awards.

Lindsay Richards – Bay of Islands: Phragmites removal has occurred for two years. In 2015 invested in a machine that removes phragmites. During summers of 2016, 2017, with a committee, we persuaded a local cooperative with a lodge (specializes in white fish), to allow us to put the phragmites on a raft and then burn it. It's an activity younger people could sink their teeth into. Water testing has occurred for last 15 years or more by two of our most dedicated volunteers. Results are given to update Ministries of Environment and Health records. Three years ago, a lodge that has operated in the bay for 60- 70 years, then privately owned for 20 years proposed lot severance. We opposed it to the Manitoulin Council because of lack of environmental assessment, specifically on the status of the septic system. Love your Bay Day – launches in July 2018 for community members and volunteers to visit islands in our bay and pick up debris such as pieces of dock, styrofoam, that wash onto the shore during spring break up. We are hoping to engage younger membership and all members to take a good hard look at what is happening in our bay. Hope to expand on how to love our bay. "Love it, Care for it" will be used as the slogan.

Roundtable 1 – 2 things that worked well

Rob Reed–Bayfield Nares Islanders': changed membership as tied to our directory and think the deadline change, changed our membership. One new thing we did this summer – Canada Day triathlon between Bayfield and Point au Baril. Thinking about making this an annual event.

Karen Phillips – Woods Bay: (post call). Our membership is about the same as last year. Inviting community members to events has helped with membership and the increased awareness of the WBCA. Some local Realtors also provide information to new buyers when they purchase, and encourage participation. Our Facebook page has also been helpful, along with our newsletter.

Karen Turkstra – Key river Area: Membership is up because of face-to-face requests. Neighbours asking neighbours, new cottagers welcomed and invited to join. Signage at marinas invites people to fill out membership forms located at the marina. Promoting KRAA initiatives that benefit all cottagers in the Key River area. For example, KRAA maintains the helipad, the channel markers in the rivers and hosts/sponsors the fishing derby and community picnic. Canada day boat parade, saw boats going by and didn't know about the association which presented another membership invitation opportunity. Facebook helped.

Liz Drayton–Manitou Manitou is small with little turnover. Our secondary memberships for the next generation offered at half the price is attractive. Pretty strong legacy group.

Erica Allen– Point au Baril Islanders’: increased younger memberships by having a triathlon

Gregg Scott–Sans Souci & Copperhead: membership is up by 15 members. Had a loss in the past which was attributed to members being deceased and cottage sales. We reduced younger member rates by 50% but not as effective as thought. Will push membership sign up this year. Have taken to call people – out of 22 called, we have 16 members. We are looking to grow.

Luc Voorn–South Channel Association: membership remained static. 96 renewed out of 105 in the database. Two members are not responding to contact. Had only one new member. Some renewed for two years up front. Had one refuse to renew because the weather was terrible and they didn’t go up to the cottage. A number of social activities created lots of enthusiasm – such as a picnic to Pomeroy islands. Is it possible to have a pamphlet from GBA to pass onto the new cottage owner? Could the GBA map have “**click on the GBA to find the right cottage association**”?

Donna Tucker–West Carling: membership dropping so that is why we have a new committee. We’re in the process of doing research on best approaches.

Lindsay Richards – Bay of Islands: – we have a very active social committee to attract members. We did face-to-face contact with members who wouldn’t pay dues. We’d like to upgrade the website for online renewal to make it easier. People go by the old standard of paying dues at the AGM. We make a real effort to have interesting speakers at the AGM. Spoke about issues and concerns of the Bay. Anne Stewart of GBA talked about water quality. McMaster University talked about wetlands. Also, are looking at initiatives to work on honorary life memberships. Been in our by-laws forever, but have never put it on the table or nominated anyone. Had a Canada Day celebration which was a huge success. We have generations of families on specific islands where the senior family member pays the dues. We are promoting social media and the website to get our message out more clearly.

Gregg Scott–Sans Souci & Copperhead: memberships – what about selling prepaid life memberships of \$3000 which would cover 18 years? Or doing automatic renewals like the nature organizations where you sign up for automatic renewal. Iron City Fishing Club, automatically bills each year. (Iron City was founded in 1881 and has been in Georgian Bay since 1900). We have junior membership at \$50 per year. We do send an invoice at Sans Souci, hard to manage, doesn’t matter how firm you make it. That’s why the auto renewal works well. Don’t know Canadian laws. Having fun calling people. Some members are apologetic when you call them on the phone and others say they were on their 100-foot boat in the Caribbean. I ask them why they can’t afford to have someone pay their bills for them.