

KLPA Board Meeting, 1/19/24

Present: Phil DeConinck, Steve Dolan, Lori DeConinck, Jerry Cooper, Sam Morris

Minutes:

Minutes from the 11/17/23 meeting were read and approved. Steve suggested that future minutes be distributed via email to save meeting time. All agreed.

Steve and Jerry spoke briefly about the website prior to the meeting. Steve will add board members names to the website. He also suggested putting meeting minutes up. There is a 35-page document on how to 'do good lake front living' that contains a lot of good info but is lengthy. Steve suggested using pieces of it in our communications plan. He recommended drop downs – for example, if you're a homeowner, open this drop down. Phil suggested one for people who rent. Sam suggested water quality reports.

Phil reported on the meeting with Jerry and Geoff Lizotte, Watershed Coordinator for Lake Sunapee. Good meeting but quite a few differences between their organization and ours: for example, they have over 800 members in their lake association, with some members contributing over \$1 million. Steve interjected that although we have 3 levels of membership, there is no option to donate above those levels. All agreed that such an option should be added. Phil reported that the meeting went well but there is a lot to it – grant writing for example. The goal is to protect the watershed and there are two ways to start. Grants is one, but there is only \$500,000 for the whole state of NH – not a lot of money. The other is the revolving funds that the state has. Phil will send everyone the grant writing links. Phil noted that this will be an extensive process and the process will be lengthy. Jerry noted that Kezar is in the process, and Tucker Pond has already completed the process and received \$100,000. The first plea for Tucker Pond was among the lake association members, which brought in \$45,000 to get started. Jerry mentioned the need for a consultant as we go through the process. Phil plans to attend the meeting on February 22 for grant writing.

Jerry suggested that a plan to ask members to donate should be put together. Sam suggested that rather than ask for \$1000, we split that amount between two years. Jerry agreed to put together a list of those willing to work with us and he will set up some tentative dates.

Communication plan: Sam confirmed that we are set up for Mail Chimp through the Kolelemook official email address so e-mails will bear that address. She has uploaded names from the contact list, the spreadsheet Lori sent, and a few additions from Barbara. There are 115 contacts at this point. Although Mail Chimp has a section for addresses, Sam doesn't think it would be the best tool. Mail Chimp does integrate with QuickBooks (but not necessarily the free version that Sam currently has), so future consideration might be an upgrade to push reminders.

Sam questioned how frequently we want to send newsletters. Quarterly was agreed upon, with legislative issues posted as they arise. Sam offered to make templates for various communications to make the process easier; for now, she will post next week's legislative news on Mail Chimp.

Sam shared her ideas for a newsletter. One topic could be water quality, with a nice graphic and accompanying narrative. Another idea could be 'Protect the Lake with your Vote', with links to articles from NH Lakes, etc. When an email is sent, there will be links to the Facebook page and website. All

agreed that February would be the next newsletter. Steve will report on water sampling and legislative issues. Ice safety was also recommended. Sam offered to research. Sam also suggested a plug for KLPA membership in every newsletter. She will draft the framework for the newsletter and send out for comments.

Steve questioned whether we have a 'brand' to galvanize people around the lake.

Water sampling was discussed.

Caring for your septic system was also suggested for a newsletter.

Given the number of spam posts on the KLPA Facebook page, Steve suggested that we should restrict posting to the administrator(s). Lori will add Steve, Sam and Claudia as administrators.

Phil asked Sam if she was the sole administrator for Mail Chimp. She shared the password.

Steve spoke with someone at Colby Sawyer College about water quality. She directed him to VLAP (Volunteer Lake Assessment Program which is coordinated via Lake Sunapee). He shared the 2021 report which shows trends. Jerry attends the VLAP meeting as well as the Lakes Congress, two really good networking opportunities.

Whether or not to send out the minutes of the meeting was discussed. It was decided that the newsletter should be the first communication, with wording about 'how the board has been working'.

Dates of the summer meetings were briefly discussed. The first meeting would include a 'topic speaker' from LSPA and/or NH Lakes. The goal will be greater attendance at the meeting(s).

Meeting adjourned at 6:37.

Respectfully submitted,

Lori DeConinck, Secretary