

Location: Barb Yule's residence

Attendees:

Robin Yule, Tom Gillette, Karen Beamer, Don Shepley, Pat Currie, Jim Watson, Jim McMahon, Ellen Fox, Christa Sharp

Absent: Tom Perkin, Elaine Jackson, Sharon Lillico, David White

## **Minutes**

### **1. Directors**

Christa Sharp was welcomed as a new director. We have 8 directors – 1 more than specified by the constitution. Robin to continue discussions on reducing the number with existing directors.

### **2. Officers**

Confirmed existing officers to stay in place

### **3. Minutes**

Minutes of May 22 2011 meeting approved.

### **4. Treasurer's Report**

Jim noted that things had not changed a great deal since the AGM. We made money at Ribfest, again largely on the raffle and auction but the final number is not yet calculated.

### **5. Ribfest**

General agreement that the food was excellent and that the event was successful. Ticket prices discussed – there is a feeling that the price is higher than we would like but, given the price from the caterer and the requirement to guarantee 100 tickets, a lower price could result in a loss if the weather was bad and sales were low. Family rates suggested. Kids rate and serving hotdogs for kids also suggested. This matter to be discussed again and decisions made at a later meeting.

Timing of ribfest discussed – it is difficult to get tickets all arranged by end of July 1 long weekend. No change in date seems reasonable; alternate ticket selling strategies discussed. Suggestions included – website writeup and “testimonials” to help create interest, separate email specifically for ribfest with explanation of pricing and timing.

“Regifting” as a way of generating items for auction or raffle agreed as good idea – we need to get the appeal for items out to the membership early.

### **6. Communications**

Arising from the ribfest discussion, we need to change our emailing to make “important” emails stand out or “social” emails stand out from “business” emails. The intent is to try to ensure that emails where we really want response and participation get attention and get read. Possibilities include changes in email Subjects so that Social emails are recognizable. Possibly

changing the "From" designation so that social emails are apparently coming from a different source. This item to be discussed again at the next meeting.

**7. Website**

Robin thanked Ellen again for the wonderful job she is doing.

**8. Huntsville / Lake of Bays Council**

Tom attended recent meeting and suggested that we continue our membership for the time being. The next meeting is Aug 27 and Tom will attend.

**9. Next Meeting**

Robin suggested Thanksgiving weekend because most members available. No decision made.\

**10. Lake Plan**

Christa suggested that the Lake Plan should be "accepted" by Huntsville town council. This will be added to Lake Plan Implementation agenda.

**11. Action List**

List discussed and new actions added. See List following.

FLA Board Action Tracking				
Item	Description	Status	Resp	Target Date
110522-01	Find location, dig hole, build and install Algonquin Park style toilet	Meeting on Island, Aug 3 10 am to determine hole location	Jim W., Jim M., Robin	Aug. 31 or sooner
110522-02	Fox Lake Logo clothing.	Ellen to continue, probably one order per year. Orders by AGM for delivery (if possible) at regatta.  Item to be removed from list	Ellen	Ongoing
100904-01	Follow up with town on legislation re Site Plans	Robin talked to Chris Marshall.  The town is not taking any action. Item is closed.	Robin	
100904-02	Send invoices to usually paid members who missed paying this year	To be done annually.  Item to be removed from list	Elaine	Ongoing
100724-1	New website	Essentially complete.  History to be augmented.  Creation of facebook page to be done if possible.	Ellen / Robin	April 2012
100724-2	Guideline for Renters – draft, publish, distribute	New draft to be circulated.  <b>Comments needed from board members by Sept 31.</b> Approval at next meeting if possible.	Karen	October 2011
100724-5	Island sign : Draft, produce, install	Robin gave draft to Rob Ruthven who indicated he might be able to get the sign made at a good price. Robin to followup	Robin	Aug 31 2011
100724-6	Wake / speed sign for Buck River	Town to be contacted again. Rob Ruthven volunteered to do this. Followup needed.	Robin	Aug 31 2011
100724-7	Discussions with Camp Winnebago	Robin met with Ben Lustig in early July. Meeting was cordial.  Camp will not allow boat launching during camp	Robin	June 30 2012

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Item	Description	Status	Resp	Target Date
		<p>period. We will help publicize this.</p> <p>Camp supports reforestation of the island.</p> <p>Camp listened to suggestion to use a 'porta-potty' and will consider it.</p> <p>Camp operation being passed from Ben to his daughters and their husbands – this is a transition year.</p> <p>Another meeting to be arranged</p>		
100724-8	Upgrade of meeting, regatta, corn roast signage	Complete; this item turned over to Liz Shepley for continuation.	Robin	
100724-11	Lake Plan Action Committee	<p>Meeting to discuss priorities to be held at Tom Gillette's 11:00am Sunday August 14.</p> <p>Christa Sharp has been added to the committee</p>	Tom Gillette / Committee	ongoing
110731-01	Director Reduction	Discussion to be done	Robin	Aug 31 2011
110731-02	Ribfest Pricing	To be discussed at next board meeting	Robin	Oct 31 2011
110731-03	Emailing Strategy	To be discussed at next board meeting	Robin	Oct 31 2011
110731-04	Island Reforestation	Reforestation Plan needed as first step.	Christa	Sep 30 2011