

**WCA Directors Meeting Minutes**  
**Wednesday, October 17<sup>th</sup>, 2018 @ 7 pm**  
**1975 Corydon Ave**

**PRESENT:** N. McMillan, D. Moberg, L. Spencer, D. Seguin, S. Kline, S. Philip, R. Smith, R. Kinley, A. Bonnetuea, E. Enns, R. Stalker, S. Rempel, T. Fries, C. Bryant, G. Delmarque, A. Bezak, J. Sigurdson, A. Hogan, K. Davies, D. Bell, S. Remillard, I. Baragar, A. Kelsch, D. McNeil, P. Lova, D. Sleeva. A. Roberts, L. Hurton, J. McGavin

1. Call to order

The meeting was called to order at 7:05 p.m.

2. Approval of Agenda

**Motion** to approve as amended – A. Bezak / B. Stalker **CARRIED**

3. Approval of Minutes of previous Director Meeting – May 16, 2018

**Motion** to approve the minutes – A. Bezak/ D. Moberg **CARRIED**

- **Business Arising from the Minutes**
  - None.

4. Treasurers Report

YTD January FS presented by J. McGavin.

- Long-term options for the cash in the bank are being researched.

**Motion** to approve as presented – E. Enns / A. Hogan **CARRIED**

5. Presidents Report

- Attended a recent meeting with Rob Nedotiafko where the following topics were covered:
  - Closure on CN rail derailment
  - Caddy Lake discharge
  - Dredging at Falcon Lake
    - **Action:** Alan will send a formal thank you to the Minister regarding the dredging at Falcon Lake
  - Shoreline Developments (docks, boathouses, etc.) and lack of consultation of cottagers
- Need for representative at the Lake of the Woods Control Board
  - Motion to support Bob Harrison to represent the WCA on the Lake of the Woods Control board moved and seconded – D. Moberg / A. Bezak **CARRIED**

**Motion** to approve the President's Report as given– S. Remillard / D. Moberg **CARRIED**

6. MPPCOA Report

- R. Smith provided a report on behalf of the MPPCOA.

7. Standing Committee Reports

a. Communications Committee (Echo and Website)

- Echo
  - Report submitted and circulated.
  - Articles for the December issues, deadline is November 16<sup>th</sup>
  - **Action:** Ron will request submissions from Rob Nedotiafko and the Minister for the December Echo
- Website
  - Report submitted and circulated.
  - The website committee is looking for input from directors for any questions they would like included in the upcoming membership survey.
  - **Action:** Directors to send survey question suggestions to Angela Hogan for inclusion in the upcoming membership survey by October 31<sup>st</sup>.

b. Environment Committee

- Report was submitted and circulated in advance.
- Betula Lake level issue is ongoing – a survey of cottagers to determine consensus will be implemented.

- General consensus amongst Board members to make water quality a priority of the WCA.
- c. Events Committee
- The December meeting may be moved to the 2<sup>nd</sup> Wednesday of December, directors will be notified via email. Location TBD.
- d. Marketing Committee
- Report submitted and circulated.
  - S. Erlendson presented on behalf of the Marketing Committee. The committee's current goals (up until the end of 2018) are to:
    - Finalize branding and key messages
    - Develop brand standards
    - Finalize marketing materials (brochure, membership drive plan)
    - Implement Echo Strategy – change Echo frequency and where the paper will be displayed/made available in the Whiteshell
  - January – May 2019 priorities
    - Tradeshow booth/materials ready to go for all 2019 events (banners, shirts, signage)
    - Increased Social Media presence
    - Develop/implement sponsorship strategy
    - Distribution of posters/yard signs for May Long Weekend
  - **Motion** to accept the Marketing Committee proposal in principle moved and seconded – S. Philip / D. Sleeva  
**CARRIED**
  - **Action:** The Marketing committee will meet shortly with Alan Roberts to continue to finalize the marketing plan and the committee's current priorities.
- e. Membership Committee
- Kerry Davies presented the 2019 Membership Drive proposal.
  - **Motion** to approve the Membership plan as presented moved and seconded – A. Hogan / S. Rempel 25 for, 1 Against. **CARRIED**
  - **Action:** Kerry will update the Board at the next meeting on the 2019 Membership Plan.
- f. Photo Contest Committee
- The photo contest submission date has passed and approximately 50 submissions were received.
  - Lorna Spencer will be working to organize the photos and will pass them along to the judge.
- g. Special Projects Committee
- North Whiteshell Fire Station
    - Committee chair Gary Kennedy not in attendance for further comment/discussion.
    - Report submitted and pre-circulated.
  - By Law Review
    - Ron Smith is chair of this committee and will convene a meeting by the end of November.
8. Additional Issues of Merit
- None.

9. Adjourn

The meeting was adjourned at 10:09 pm.

Next meeting of the Board of Directors will be December 12, 2018.

### Action Items

- Alan will send a formal thank you to the Minister regarding the dredging at Falcon Lake
- Ron will request submissions from Rob Nedotiafko and the Minister for the December Echo
- Directors to send survey question suggestions to Angela Hogan for inclusion in the upcoming membership survey by October 31<sup>st</sup>.
- The Marketing committee will meet shortly with Alan Roberts to continue to finalize the marketing plan and the committee's current priorities.
- Kerry will update the Board at the next meeting on the 2019 Membership Plan.

Prepared by:

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Administrator/Secretary - WCA

Approved by:

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President - WCA