

Lake Samish Association Board Meeting

July 8th, 2021

6:33 pm Meeting Called to Order at Fire Hall

Attendance

Board members: Derek Buse, Eric McHenry, Laurie Henley, Sharon Cody, Art Baddorf, Evan Pulse, and 5 community Members (11 total)

Previous Minutes (Can we adopt)

Delayed. Did not have a quorum to adopt the Zoom Recording. Evan to summarize Zoom meeting minutes and to vote on at next meeting. Meeting minutes will be sent prior to next board meeting for tonight and previous meeting.

Treasurers Report

Position has been transferred to Art as Sharon has taken over as Membership Chair. Slight issue getting Art authorized as a signer. Discussed necessary steps and Derek to circle back with Sharon and Art to finalize and get Art on as an authorized signer.

We have seen an increase in revenue! Key drivers for this have been the Boat License course (Thanks Micah!), memberships and movie night sponsors. Currently sitting at 115 members.

Swag/Storefront

- Current issue with Printful as we do not have a debit card on file for Printful to charge in order to fulfill order. Currently 1 order (Janet) is delayed due to this.
- Still need to make updates to shipping costs. Several products of different sizes have been ordered so we should have a better idea on actual shipping costs. Sharon and Art to work on determining more realistic pricing and sent over to Eric and Derek to update storefront shipping prices.

Boat In Movie Night

Kate and subcommittee have designed a postcard to send out to advertise the event. Board discussed whether to send to just members or to widen our approach to all lake residents. Board decided that it is within the events budget to send the postcard to all lake residents, Approx. 400 homes @ \$0.86 for an approx. cost of \$344. We will be using this event as a membership driver, posting to our Facebook event page, mentioning it at the event and having a table set up for onsite membership registration.

Currently at 6 sponsors, (have given yes but only 3 have registered on website and sent over logos) + Komodo. Will need to ensure logo's resolution can be improved to ensure it is not overly blurry on a 40 foot screen. Eric to send sponsors to Evan to compile

folder of Movie night sponsors. Derek to compile images and Komodo video to run loop before event.

Jerry has volunteered to set up a table to sell history books, new membership sign ups and potentially beer glass orders. Beer glasses were a suggestion and no hard yes or no had been decided.

Discussed rather than offering Lutherwood advertising at event, pre-video, offer them a free business membership, board agreed this would be a good gift of appreciation.

Additional updates

- Concessions will be sold (Candy, ice cream, lemonade) Likely cash only maybe Venmo
 - Discussed how to order from boat and have concessions delivered. No set answer, discussed if any kids may want to volunteer and work for tips
- Will have bathrooms available and place for boats to dock and allow passengers to use
- Will have approx. 150 feet of mooring line for boats to tie up to
- Neighbors and attendees will be able to drive and set up lawn chair in addition to boating/floating in
- Derek and Rob (from Lutherwood) to speak at beginning of event
- Will need volunteers to assist with parking and cleanup (more details to come on this)
 - Will be asking on Facebook and in email flyer
 - Need to design email flyer
- We will be screening the sandlot on the 40 foot screen which is visible from 1,500 feet away
- Sound will be coming from speakers on land, should carry across water well
- Will post poll on Facebook to get idea of who is boating vs driving
- Eric to have signage made to post around lake for event

Permanent Signage

Community member Rich spoke to the board and members about creating permanent signage around the lake, along the 3 main entrances to the Lake Samish community. The idea comes from back in the 70's when they used to have more signage around the lake displaying community events. The goal is to create permanent signage that is easier to replace and build a larger sense of community with more events. Events such as game night, passion night, easter egg hunt, motorbuffs event, Etc.

Long story short, we need to get the county's permission in order to put any sort of 4x4 posts or fixed signs up. Board's main concern was getting county approval. Rich to do some more digging and report back to board.

The topic of the Firehall being turned more into a community hall was also discussed. Concerns of the association being in charge of some costs as well as what happens if the WFA decides they want to sell it. A member (don't recall who) has access to the contract of the land that states who the land goes to if WFA no longer has a need or desire.

Motorbuffs Event (Car Rally)

Conflict as this was going to be the same day as the boat in movie night. Discussed moving this to August 7th but needed to check back with Joan. LSA is happy to help support and promote this event

Not discussed in meeting but moved to August 7th and event created.

Membership Organization Update (Sharon)

30 10 year memberships have expired, 15 didn't have emails so followed up with postcards and emailed the ones we had, got a handful of renewals

Some people were able to sign up on multiple memberships, Sharon to work with Evan in time to build a safeguard, you already have a membership, why are you getting another? Some of these required a refund.

Followed up on annual members who had let their membership expired. Sharon has emails for all of these people and reaching out via MailChimp and Lake Samish email

Want to be more proactive about getting new members and business to sign up. To work with Madeline to get a new neighbor packet restarted.

Sharon is taking July off.

Evan Update- Questions, issues, concerns, suggestions.

Plan to build out calendar for events, social media posts and community engagement. Goal to have regularly scheduled events that we advertise on Facebook and the LSA website to encourage members to be checking back on a regular basis. Evan to have a template built out for next meeting. 1 – calendar for community and 1 – calendar for more board specific events.

Going to be advertising business members on Facebook to bring more value to the business listing, increase exposure for these business' and drive more business listing sign ups. Will post 2 a month to start, will be part of calendar.

Mentioned a place for community members to post photos. Derek suggested we go with a # tag approach. Will be asking members to use #lakesamish with their photos.

This will give us real photos for the website and content to post to Facebook and overall increase the community feel online. Want community members to use website and Facebook more in conjunction with Nextdoor.

Discussed hosting a potentially annual contest for members to create/submit photos and designs for our Profile picture. To be discussed more at our next meeting

Website updates: update events/news to reflect only new and relevant info, work to add a donate button, minor updates to membership options, work to fill stock photos with actual community photos.

Next Meeting (s)

- Board meeting set for 6:30 pm August 12th @ firehall
 - Board decided it would be good to have with upcoming boat in movie, motor buffs and fall events coming up
- Board meeting set for 6:30 pm on September 9th @ Firehall
- Membership meeting + Potluck tentatively set for October 14th
 - Meeting with board member position votes followed by Potluck
 - Topics
 - AIS on boats turned away for invasive species
 - Fertilizer education (no phosphorus)
 - Sharon looking into speaker

Miscellaneous

- Haunted House/Harvest party
 - Discussed hosting this over the Halloween weekend. No set plans. More to be discussed
- Events Calendar to be created for next meeting
 - Want to include not just LSA sponsored events. Some events mentioned.
 - Triathlon
 - Half marathon around the lake
 - Salmon row
 - Santa Paddle
- Bridge update
 - Jerry attended meeting but there was not much info given. They will pull bids in March with plan to break ground in June of 2022.
- Power company will begin replacing or potentially burring power lines on part of W lake Samish
 - Anyone have the details around this?
- Jerry working to restore 4'x8' Sign from DD's Resort and asked for \$50 from board to cover costs. Will be posted in firehall.
 - Board did not have enough members to vote, tabled official vote to next meeting but the 6 board members in attendance were in favor of voting in favor. Jerry to proceed.

- Boat License Class Write up
 - To ask Micah to write up brief post sharing the success of the class
- Would like to see more regular emails to members
 - Not everyone has Facebook