

**Winnisquam Watershed Network
Board Meeting
Tuesday, November 14, 2023**

Present: Lisa Eggleston, Bob Day, Dick Tracy, Tom Camp, Kath Keen, Lyn Salsgiver Kobsa, Marion Longo, Dawn Dupak, Jim Chapman, Judy Hughes, Arlene Hajjar & Cindy O'Connell.

Meeting minutes were not available from last meeting to share with board for review and approval.

Checking account 60K+, Treasurer Ed is on vacation, no treasurer report for this month.

Arlene Hajjar, new board member, past President of Deer Park Association and neighbor of Lyn's. Moved to Meredith in 2013, learned of WWN through Dean Anson. Arlene has an interest in learning more about lake science and assuring that the lake remains healthy. Over time she became interested in learning more about WWN and helping out. Board members that were present introduced themselves to Arlene. Bob Day made a motion to add Arlene to the board, seconded by Lyn with all in favor. Arlene would like to be part of the fundraising and membership growth committee.

Kath asked for an update from each Committee:

Kath provided the board with an update about the Education and Community Involvement Committee. Judy is managing the website. Marion and Dawn living local year round are working on site locations for educational outreach. Kath spoke about their committee goals, updating the newsletter, that committee will help with the Facebook & Instagram social media. Would like to have at least one if not two community events in 2024. They are going to update the merchandise inventory. Discussion took place on which committee should manage the membership list, all agreed to have the fund raising and membership committee take care of it. Discussion reference the merchandise store, updated inventory, promote sales prior to the holiday, will WWN ship merchandise out of state, should we have an online store, board agreed to just push the Christmas ornaments and lithograph for this year. Judy will add a photo of the Christmas Ornament to our website. Lyn will promote both in her newsletter going out before Thanksgiving and direct readers to the WWN store on the website.

Lyn updated the board with WWN Fundraising and Membership Committee progress. Goal is to build membership and fundraising base. Increase fundraising through direct mail, identify grants, manage grant reporting, research legacy donations, manage NH Gives Campaign, increase number of business sponsorships, increase number of association sponsorships, ensure appropriate and timely donor acknowledgement. Second goal is increase membership, identify specific opportunities and send membership reminders annually. Third goal is to develop a plan for sustainable organization governance and leadership, which as a committee they have not yet started. Lyn noted that total fundraising revenue is down from last year but

with two months left we should be close to or surpass last year's total fundraising revenue of \$83,975. September they sent out 922 direct mail letters, we had 46 new members, 38 renewals, which brought in \$8,321 our cost was \$1,721, with an overall revenue of \$6,600. Discussion took place about the number of annual direct mailings we conduct a year. The board agreed to limit it to two, in the spring prior to summer season and again prior to the holidays. Lyn provided the board with an individual donor analysis. Lyn provided a list of Government, Town and other funders. Town of Belmont is the only town that did not give this year. Lyn provided a list of businesses that have donated.

Bob Day updated board with the progress of the Land and Lake Committee. They are looking into seeing if a deep water testing site can be added in the north end of the lake near Collins Brook Road. They are looking to see if they can identify an intern willing to do an analysis on the water testing results. They are exploring water ordinances and policies, working collectively with local conservation commissions. Discussion took place about conducting outreach to fishermen and rod & gun clubs about invasive species like the recent discovery of the spiny water flea. Cyanobacteria committee put together by the legislature, report should be available and something we should consider adding to our newsletter. Lisa noted that we need to do some monitoring in Heuber Brook. Lisa suggested that we coordinate monitoring with Lake Opechee and Wicwas. Lastly Lisa pointed out that we may want to seek a Moose Plate grant to bring on an intern for a project involving water quality. The board discussed working with Fish & Game and DES on the spread of Spiny Water Flea and the effect it is having on Lake Winnisquam. In addition how can we educate fishermen about what they should do should the spiny water flea attach itself to their fishing line and or on the fish they catch. Lisa reminded us of our previous discussion of a water quality monitoring buoy, Lake Sunapee is the only lake that currently has one. The buoy allows for constant monitoring. Bob pointed out that the buoys are expensive and need constant maintenance and monitoring.

Lisa updated the board on the status of the finance committee. Responsible for the budget, financial planning & tracking, LGL reconciliation, and is there a need for an audit. Audits can be expensive but they do allow for increased funding through grants. The finance committee is responsible for WWN taxes. Ensure compliance with Charitable Trust and grant reporting requirements. Maintain insurance coverage.

Lisa and Kath will discuss dates for next WWN board meeting then send out a doodle survey, likely in February or March.