

**Winnisquam Watershed Network
Board of Directors Meeting
May 04, 2020**

**Meeting Opened @ 5:03 pm (EST)
Adjourned @ 6:29 pm (EST)**

Attendees

Phone: LisaE, Terry, Ed, Deb, Bob, Lynn, Jeff, Sue, Dean, Dick, Jim, Judy
Absent: LisaM, Tony, Tom

Next Meeting (Remote)

June 01, 2020

US Dial-in Number: (563) 999-1018
Access Code: 797673

Online Meeting Link: <https://join.freeconferencecall.com/ldeggleston>
Online Meeting ID: ldeggleston

Minutes Acceptance:

- February & April minutes accepted

Treasurer's report

- Balance: \$29,669.03
- Solitude was paid but no reimbursement from State (pending)

Update Letter

- Sent out for review
- Published on Website
- More frequent updates to follow this summer

Recent Donations

- \$500 and \$50 donations/re-up directly following the publication – Jim to send thank you notes

June Membership Drive

- Membership email to be sent at the end of the month w/merchandise to be used as give-aways

Cleanup Day Planning

- Hold off on decision until next meeting given
- Take social distancing into consideration

Lake Host

- Considered essential position – no contact
- Three people who are interested in being a Lake Host in a paid position
- Solicit lake hosts from Gunstock

NH Lakes membership

- Up sponsorship to \$300 (approved)

- Grant acceptance (approved)

Water Quality Monitoring

- DES not currently accepting samples
- DES working on logistics for sample testing

Merchandise Sales

- Summer is right around the corner – how about a WWN T-shirt or hat for those warm summer days or a sweatshirt for those nights by the fire? Terry will draft solicitation.

Proposed bylaw changes

- Considerations (revisit at June Meeting)
 - A quorum of at least 5 BOD members present – approved
 - The BOD shall have general oversight over the business and affairs of the WWN consistent with its stated mission – approved
 - Budget reserve of?
 - Add budget statement:
 - Annual budget presented at annual meeting for membership approval. Our fiscal year is 1 January to 31 December.
 - revise current budget not to exceed current funds available balance or not to exceed revenues available
 - Inability to commit WWN to any amount that exceeds funds available
 - Any expenditures greater than 'x' to be approved by the 2/3 majority of the board
- Bob agreed to draft revisions based on discussion to be discussed at next meeting.

Other

- Consider investment opportunities to build up balance to further sustain the organization
- Develop a long term strategic plan for the overall organization
- Pending: reserve Belmont Beach for Annual Meeting
- Town contacts for BOD members who will be exiting as of July (Lynn, Tom, Terry)

Looking forward / Carry Over Items:

Lisa visited Lake Sunapee and should their structure be the WWN aspiration?

How do we get the “day trippers” on board? Carry over for future discussion.

WWN needs a defined strategy.

- Consider sources like realtors (local realtors group – Deb to investigate).
- Target beyond lake town zip codes?
- Laconia Sun Blow Ins
- Public Events
- Leverage Winnisquam’s history = what if??????
- Winnisquam Summit: Joint Meeting of Conservation Commissions to educate them on “who we are” “what we have done” “what we are doing” & “what we need”
- Sponsor a Fishing Tournament
- Target Sand Bar people, Ahern State Park, Loon Sanctuary
- Membership ‘tchotchke’ (e.g., sticker, floating key chain, cloakie), personalized Thank You note, voice mail message
- Periodic Facebook Reminders
- Update Business Sponsor approach (Lisa to send out Business Letter)
- Are there any Business Sponsors expired, how to handle. It was decided to keep them listed on the Website.

Campaigns:

Brochures / Informational Cards

- Who we are w/a membership tear off
- Map of Lake / informational
- General Information:
 - Cyanea bacteria blooms (this is what it looks like, this is what to do if you find it, etc.) - Informational Card (possibly leverage what is already out there). Statistics on closures / impact
 - Also, what is not Cyanea bacteria blooms
 - What is the impact of the Geese or water fowl (bacteria)

New Website

- Google search challenge status pending (Sue)
- Can Blog hits be tracked? Sue & Judy investigating
- Blog topics (ongoing)
 - Water Quality / Tributary
 - Septic
 - Build membership – what are they getting of value – make it personal (you are missing out if you are not a member)
 - Did you know???? (email out to board for ideas)
 - Include in Newsletter
 - Lake Winnepesaukee has a Friday “did you know”
 - Historical items – possibly reach out to historical societies for information
 - Winter Information from Snowmobile clubs
 - What causes the beach closures (geese, ducks, storm runoff)
 - The Winnisquam Beaches / Public Access Points

- Lake Hosts
- How Black Brook got its name?
- Flushing rate / scientific data from Watershed Plan

General:

- Lakeshore Association – how to get more engagement?