

Kezar Lake Protective Association
Board Meeting
Home of Victor Del Vecchio
July 28, 2018 – 10:30 am

Present: Victor Del Vecchio, Denis Swords, Pat Tivnan, Michelle Ritz, Frank Aguilera, Christine Kuhlman, Jane Williamson

Purpose: Discuss results of Annual Meeting

- Annual Meeting minutes: To be posted on website. Additionally, post board meeting minutes and fiscal report.
- Website
 1. Donations:
New Levels: Individual \$50, Household \$100, Lake Host Champion \$150, Sustainer \$250, Leader \$500, \$____(blank). Donor page should include statement that KLPA welcomes all donations. Donor does not have to become a member to contribute to our efforts to maintain the quality of the lake.
Decision to list donors in \$ levels on public portion of website. Michelle will send email to 2018 donors thanking them and giving them opportunity to opt out of having name appear.
 2. Post Lake Host Manager job description on website as volunteer first then as paid position if necessary. Suggestion to post paid position at Colby-Sawyer.
 3. Jane will talk with Elly Phillips to see if KLPA site can be a link on Town of Sutton site.
 4. Send KLPA member page password in "Opt Out" email
 5. Link Sutton Police Department Facebook page on website.
 6. Include water quality report on website. Send an email to members with updates on water quality, lake host job and lake host activity. Direct them to website for updates and current news.
- Marketing
 1. Frank will design business card to be distributed in lieu of brochure.
 2. Swag: Pat will look into Kezar hats, t-shirts, etc.
 3. Kearsarge Shopper ad to be placed when we have an event.
 4. Reach out to local businesses for possible sponsorships. Logos could be included on website. Vernondale Store, Cougar Sound Spirits Healing, Follansbee Inn, Bar Harbor Bank, Village Sports to name a few. Victor will write letter and Frank will get business names and addresses.
 5. Information Board at Horse Beach: Jane and Christine will discuss how to improve the kiosk with possible collaboration from Conservation Commission.
 6. Frank will put together a marketing plan to survey property owners around the lake who are *not* KLPA members. This was brought up at the annual meeting and has since been raised to Victor by members.
 7. Join Lake Sunapee Regional and/or Kearsarge Regional Chambers of Commerce? Michelle will investigate.
 8. New remittance envelope: Frank will design.

9. Old (2017) brochures: Michelle will place sticker over old membership levels directing people to view website.
- Financials
 - Checking: \$12K
 - Ameriprise Investment Account: \$20K
 - YTD donations: \$7251
 - Members: 88
 - Community Outreach
 - Lisa Lopez looking into swim lessons; Bradford Parks and Recreation works with Concord YMCA. She will contact YMCA.
 - Additional Business
 1. Victor and John Herbert have successfully identified volunteers to take over lake water testing. Members include Denis Swords, E.Y. Snowden, John Brown, John Herbert and/or Tom McClure.
 2. Guest speaker should precede business portion of Annual Meeting.
 3. Watershed: Steve Enroth brought up an idea used by the MPPA which has road signs saying "Entering the Messer Pond Watershed Area". He will look into what is involved in doing this for Kezar. Board supports the possibility of funding an engineering study to define the watershed, depending on cost.

Meeting adjourned at 11:50.

Respectfully submitted,

Michelle