

LGA Board Meeting Minutes
November 29, 2023, Lakeland Cultural & Arts Center

Call to Order & Roll Call

Jeff called the meeting to order at 8:34 am

Attendees: Jeff Zimmer, Eric Wooster, Anne Wood, Brian Goldsworthy, Shannon McAllister, John Cataldo, Lewis Mustian, Patricia Price, Jane Stringer, John Franz, Bob Alan, Tammy Clarke

- Motion to approve 10.25.23 Board Meeting Minutes was moved and seconded by Eric and Brian
- Motion to approve 11.1.23 Membership Meeting Minutes was moved and seconded by Brian and Eric
- Motion to approve today's agenda was moved and seconded by Eric and Lewis. No changes to the agenda

Upcoming Events

1. **Brian/Shannon- Dec 6, Toy Drive/LCAC John Duvall** - Wednesday meeting speakers will be Toy Drive, Shannon, and LCAC speaker, John Duvall.
 - ⊖ Jeff and Brian to develop a schedule to pick up toys. Jeff to pick up toys in Littleton. Brian will bring some toys to the Wednesday meeting.
 - ⊖ Brian will introduce John Duvall at the Membership meeting.
2. **December 6, Xmas party, headcount, invitations** Anne presented a head count of 26 for LGA Christmas party. The caterer is being paid for 30 people. It was recommended that since Jane is hosting the party she shouldn't need to pay.
 - Tammy to resend directions, time, and address to attendees.
3. **No Board Meet Dec 27th & Jan 3rd Membership Meet** - Jeff reconfirmed no meeting.
4. **February - /Economic Development-Charla Duncan/ Stacey Woodhouse - Jeff** - There was a discussion on having Charla talk now and in March at Five County forum. Jeff recommended to bring in Army US Corps of Engineers to speak at the meeting in February.
 - Jeff will work with Tony in the Willington office of the Army US Corps of Engineers to determine his availability to speak at the February meeting.
5. **TAG/Stakeholder Meetings Jeff** - Jeff F provided update: Tech Advisory Group provides the scientific side and Stakeholders Group is the public input side. Both typically meet late February.
 - John Franz to attend the meeting and draft an article on TAG and Stakeholder.
6. **March- The QRR/COE Jeff** - Discussion on Speaker, Five County Forum and if there should be a Membership meeting with the Five County Forum on March 15th.
 - **No Membership meeting in March due to the Five County Forum.**
7. **Five County Forum- Fri March 15, 2024 -John C or Bob Alan** Bob spoke with each County representatives on the Economic Development Committee and confirmed location and date, Lion's Den at 9 to 12 with lunch for attendees. Lion's Den is reserved until 2:00 pm on March 15th. The Committee members will be asked to focus items/concerns, such as long-term septic impact, fill in of coves, development of property off lake but with lake access, etc. Bob asking for marketing. Request to Invite the local developers. John C proposed to get the Counties to work together.
 - Committee Chairs are asked to submit questions for the Forum participants to answer.
 - Directors voted to not have the Membership meeting in March and just have 5 County Forum. The vote was unanimous.

8. **April 3, Jessica - 2023 Vegetation Survey Results/2024 Treatment.** Jeff has Jessica coming to speak. Anne is working with Watersview. Need to have 25 folks for the evening meeting.
9. **May TBD** - Discussion and Recommendations provided by Board. Panel of Realtors Residential and Commercial real estate now and in the future.
 - Need recommendations for knowledgeable realtors. A panel of at least 3, preferable to have 4 people.
10. **June 1 Saturday, First Response at the lake Eric** - Annual meeting and First Response at the Lake June 1, 2024. Eric discussed planning and contact with Dominion to allow early site access and event staging. Meeting with Dominion maybe in January.
11. **July 3, dinner/evening meet Dominion Presentation-Shoreline plan impact to property owners.** Jeff - Nothing else to be done at this time.
 - Provide your July Speaker recommendations to Jeff.
12. **Future Meets-** Next evening meet Sept/Oct- Start thinking about what will be a good draw. Other meeting possibilities: Real Estate market/Red Cross Disaster Relief/AARP -Financial institute/CoE the QRR/ NC Wildlife Habitat Enhancement

Other items

- Shred day first Saturday in May. Same as QWACC
- Recommendation by Jeff F. that budget funds be used to purchase t-shirts for volunteers. Board discussed purchase of T shirt with excess 2023 budget funds. Motion was made and passed to proceed with purchase of T shirts, +/--\$1000. John F to contact Lake Gaston Signs for cost of 100 t-shirt with same logo and color as prior T-shirts.

Old Business/Follow-ups:

1. **Anne- 2022 Financial Review Recommendation, 2024 Budget** Anne provided budget handouts and updated Board. The financial review was completed and made a recommendation. The recommendation is to have easy access to financial records. Currently, the LGA financial records are all on Anne's work computer and are backed up. LGA needs access to these records if Anne is unable to (succession planning purposes). Upon discussion, it was determined that a Letter of Understanding will be obtained between Anne's employer and the LGA for access to the LGA's financial records. Anne reviewed the budget and noted that the end of November numbers are positive and should be at breakeven the end of year. Based on budget and projections, Anne recommended moving \$50,000 into a CD. The new CD would be the current renewing \$40,000 CD and an additional \$10,000. A motion for a new \$50k CD with a term up to 13 months to be determined by Annie was presented by Jeff and seconded by Lewis. No further discussion.
 - Letter of Understanding from Anne's employer is to be obtained.
 - Motion unanimously approved to purchase a \$50,000 CD.
2. **John C**-short term rental (STR) issue - John C provided update. The group will have their first meeting in December. John to provide updates to the Board in February. Members are John C, Eric and John F. John C to provide Eric with documentation, Eric offered to scan and provided to team members.
 - John C to provide updates to the Board in February
3. **John F- status on Lake Environment Committee & Weed Council** - The next meeting is in February. There was a nice celebration at Bragging Rooster.
 - John F to draft a memorandum of understanding detailing the services and savings provided through LGA in volunteer hours, boats, etc. to present to the Weed Council.
4. **Brian/Anne- Membership Committee**
 - a. **Membership stats** Anne provide an update on membership numbers. More than half of the 15 HOAs have paid.

- Anne will provide an email to the Directors on the HOA payments received.
 - Tammy will investigate multiple email addresses for HOA members. M&M needs to discuss best how to resolve HOA monitoring.
- b. 2024 Membership dues – Discussed by Anne
 - c. **New Member Program V5** – Brian discussed V5. Brian drafted talking points for consistency when a director reaches out to a new member. There are approximately 45 new members from 9-1 through 10-31. Call outs to new members will start after the first of the year. The purpose is to keep members engaged.
 - Brian to provide new member talking points to Directors.
 - Feedback is expected from Directors to continue to improve the process. No further action is needed on V5 implementation.
 - d. **Renewed ad for Lakeland Cultural Center.** Updated ad in December. Brian discussed the renewal of the ad with Lakeland Cultural Center and fees.
- 5. Tammy- Communications**
- a. **One Minute Read** “The Splash” will be attached to the monthly meeting reminder this Friday as a PDF attachment and a few printed out for handout at the monthly Membership meeting.
 - Eric will send Tammy a clean logo.
 - b. **Qtr Bulletin feedback** Based on Directors’ feedback the quarterly bulletin has been updated, business cards removed and directory created with a link to their website. Membership application will only be in the 4th quarter bulletin and removed from the three other bulletins. The Businesses need to be notified of this change and M&M will discuss the best way to reach out to them. Tammy asked about graphics. Recommended that some graphics attract attention and eliminate holiday greetings because these graphics are in The Splash. Additional recommendations, remove recipe and have a photo with articles. The
 - M&M will follow-up on a reach out to Business members discussing the removal of business cards and addition of links to their website.
 - c. **Business Member directory Discussion** – Have the business name in directory link to their business website.
 - d. **Website Ownership /Article submission** Tammy is website owner. Writing of articles is the Chairs responsibility. Tammy can pull pictures for the Chairs at their direction and will format the article for website and bulletins.

New Business

- ❖ **Shannon- Lake Clean up Committee** Shannon drafted article for Bulletin. Shannon provided update; The committee needs more ideas and support. Looking for new ideas and a new approach. Need committee members. A few recommendations from Directors: Partner with ACE and other businesses that work with DOT. Doesn’t need to be one day a year. First meeting in January.
 - Need to pick up signs from Carol.
- ❖ **Jane-Nominating Committee** Jane provided update. Brian and Tammy are helping open positions. Need more involvement with VA counties. Who is best to approach from your County?
 - Provide your ideas for candidates to Jane.
 - There is an inconsistency on the website vs the By-Laws. The website will be corrected.

- ❖ **Lewis- Strategic Review Task Team** Lewis provided update. Lewis is working on a location, facilitator, date, and invitees for Strategic Review meeting. Current thoughts are to have the Strategic planning session on a Saturday so Directors can attend.
 - Tammy will pull the past Strategic Planning session documents.

Moved to Adjourn and seconded by Eric and Patricia
Meeting adjourned at 11:00