

Spring Cedar Lake Member Meeting
Friday, June 8, 2018
Sturbridge Host Hotel

Present:

Suzanne Brozek, President
David Phelon, Vice President
Raoul Ricard, Treasurer
Gary Jeznak, Trustee
Fran Joyce, Secretary
Pat Wondolowski, Trustee

Absent:

Josh Cottone, Trustee
Lisa Carter, Communications
Tom Quinlan, Trustee
Paul Girouard, Trustee

Minutes

1. Welcome & Call to Order

Meeting was called to order by Suzanne Brozek at 7:10 p.m. with a welcome to all. She reviewed the agenda and asked for any topics to be added.

2. Minutes (Fran Joyce)

The minutes from August 18, 2018 meeting were reviewed and approved with a motion to accept.

3. Winter Projects (Suzanne Brozek)

- A new platform for record keeping and communication, Salesforce, has been implemented.
- The new CLA will be launched soon. A new ISP has been established, with a more user-friendly software. This site will reduce costs by 75%.
- Each year one lake buoy is budgeted to be replaced. This keeps our safety program up to date. Members noted that several lights are out on the buoys.
- SLAC Update. None available to due illness.
- Suzanne B. and Pat W. attended a workshop to learn about invasive species on lakes. They learned that the excise tax on boats that towns collect may be used to help maintain the weed treatment. Tom brought this information to attention of SLAC and is looking into getting these funds. More updates on this will be made as we learn more.
- Safety Committee continues to build awareness on the lake. This year's them will focus on keeping the lake clean and, in turn safe. Emails will focus on what needs to be done to keep the lake safe.

4. Salesforce (Raoul Ricard)

This is a Customer Relationship Management Software (CRM). This program can track sponsor donations, member, donations and payments. It will keep track of contracts and send reminders for renewal times. The infrastructure now flows much better and the tasks are no longer as labor-intensive as they once were.

5. Website

Suzanne showed a sample of the website and explained that it is now simpler navigate, easier to manage input, and easier to maintain.

6. Review of Finances (Raoul Ricard)

Raoul noted that in 2017 overall revenues were the highest. Dues and weed donations were up 10% and nearly 20%, respectively. There was a 223% increase in cash donations as well as gifts in-kind to the association. We started with \$60,000 in 2017. In addition to maintaining our lake, these funds are reserved use if there was ever a catastrophic event in the lake community.

A summary of the income and expenses for 2017 were as follows:

Income:	\$80,939.37
Event expenses	\$3,401.44
Operating expenses	\$16,048.29
Carry Over to 2018	\$61,489.67
Net Income Growth 2017	\$1,513.95

The largest expenses in 2017 came from Solitude Weed Control for \$6,860 and implementing the Salesforce platform this year with the annual fee which cost \$4,852.38.

Account balances on the CLA funds were as follows:

ACCOUNT BALANCES	ACTUAL	Allocation %
Income Fund of America	37,053.76	54.9%
Savings #6306	18,284.16	27.1%
Checking	2,102.17	3.1%
Capital One (CD)	10,097.79	15.0%
Total Accounts Balance	67,537.88	100.0%
Year to Year Growth	7,562.16	

The 2018 Budget was reviewed and broke down as follows:

Revenue Plans includes Town of Sturbridge expected \$2300 because of all we do to improve safety.

INCOME	BUDGET	2018 ACTUAL	DIFFERENCE	% LY	% BUDGET
Dues for 2017	8,200.00	3,105.00	(5,095.00)	41.9%	37.9%
Weed Donations 2018	4,200.00	2,250.00	(1,950.00)	51.4%	53.6%
Advertising (Sponsors)	3,500.00	3,450.00	(50.00)	110.3%	98.6%
Town of Sturbridge	2,300.00	0.00	(2,300.00)	0.0%	0.0%
CLA Picnic 50/50	300.00	0.00	(300.00)	0.0%	0.00%
Kayak for a Cause (Donations)	1,500.00	0.00	(1,500.00)	0.0%	0.00%
Tee Shirt Sales	500.00	35.00	(465.00)	6.3%	7.00%
Total Income	20,500.00	8,840.00	(11,660.00)	12.5%	43.1%

Event Expenses:

EVENT EXPENSES	BUDGET	2018 ACTUAL
Annual Picnic	200.00	0.00
Aqua Ski Riders (Holland)	500.00	0.00
Boat Parade	100.00	0.00
Kayak for a Cause (Paid to Cause)	1,500.00	0.00
Kayak-for-a-Cause - Expenses	100.00	0.00
Poker Run	100.00	0.00
Safety Day	100.00	0.00
Tee Shirt Expense (150)	1,600.00	1,207.50
Total Event	4,200.00	1,207.50

Operating Expenses:

OPERATING EXPENSES	BUDGET	2018 ACTUAL	DIFFERENCE
Association Fee (Comm of Mass)	15.00	0.00	(15.00)
Buoy Replacement & Parts	800.00	738.73	(61.27)
COLAP Dues	40.00	65.00	25.00
CRM SW Fee (SalesForce)	2,400.00	0.00	(2,400.00)
Documentation Storage	500.00	0.00	(500.00)
Gifts/Donations	100.00	0.00	(100.00)
Insurance	1,600.00	0.00	(1,600.00)
Office and Misc Supplies	1,000.00	688.28	(311.72)
PO Box	80.00	0.00	(80.00)
Postage	500.00	150.50	(349.50)
Safety Program Expenditures	300.00	0.00	(300.00)
Sales Force & Added Services	900.00	0.00	(900.00)
Signs/Stickers	800.00	768.68	(31.32)
Web (Site Builder) & Domain Name	200.00	113.94	(86.06)
Weed Control (Solitude)	7,000.00	3,448.00	(3,552.00)
Total Operating	16,235.00	5,973.13	(10,261.87)

Current Account Balances:

ACCOUNT BALANCES	ACTUAL	Allocation %
Income Fund of America	36,591.39	54.6%
Savings #6306	14,287.54	21.3%
Checking	5,993.49	8.9%
Capital One (CD)	10,163.58	15.2%
Total Accounts Balance	67,036.00	100.0%

Edward Jones Investment Fund - Income Fund of America May 2018

Total Value of Accounts	\$36,591.39 <small>As of 06/08/2018</small>	
Account Name <small>Change account nicknames</small>	One Year Ago	Current
<input checked="" type="checkbox"/> Corporation-1	\$34,352.86	\$36,591.39
<input checked="" type="checkbox"/> Total		\$36,591.39

The Treasurer's Report was motioned for approval and accepted.
Motion to approve the 2018 budget was accepted.

7. Discussions

- Dr. Jeznak asked if the town can pay for weed control. A discussion followed. The lake is owned by the state. Pat Wondolowski explained that in the 1970s, there was funding from the government to care for the lake. In the 1980s funding was cut and as a result weed treatment was left to the residents. Sturbridge owns and maintains the dam. The last inspection was in 2016 and it passed. It was required every five years. Sturbridge Lake Advisory Committee was instituted started in 2012. The town give the lakes funds through this committee. Since lake residents have vested interested, it is incumbent upon us to care for the lake.
- It was noted that Suzanne and Pat attended the MA Congress of Lake and Pond Association workshop in the spring. They learned that 50% of funds the town receives from boat excise taxes can be used to care for the lakes in the town. It was

suggested that the town be asked by our SLAC representatives about how these funds are used.

8. Weed Treatment

Solitude, the company that provides weed treatment will be coming to spray the lake on June 12. The cost is \$7000. It is recommended that residents and pets do not swim in the lake. They should not boat, nor use lake water on the grass or plants for 24 hours.

Other reminders included:

- be mindful with what chemicals they use on their lawns, such as fertilizers because it seeps into the lake.
- Public access to lake is on Burgess School Road.
- The lake is available for fishing, however it is restricted to catch and release. We do not stock it with fish.

9. 2018 Events

Saturday, June 23--Summer Kick Off @ Sturbridge Host
2 p.m. Beach games and PLAYBACK Band

Wednesday, July 4--Boat Parade 2 p.m. Rain date: Saturday 7/7

Sunday, August 5--Kayak for a Cause 10 a.m. @ Host

Saturday, August 11 (tentative)--Holland Aqua Riders Noon at Host Beach

Sunday, August 19-- Annual Picnic 1 pm. @ Host Beach

10. Vacancies

Suzanne announced that there are several vacancies on the board of CLA.

- Secretary—Fran Joyce is stepping down June 30th because she and her husband Paul are relocating to New Jersey. It requires attendance at meetings, taking notes and writing minutes, some administrative tasks and being a thought-partner on the board. Thought partner, create minutes and distribute. No one volunteered.
- SLAC Representative—This position has been open. Responsibilities including meeting once a month with committee April through October, sponsors classroom boating one-day course. *Leigh Darrin was nominated, seconded and approved.*
- Treasurer—Raoul Ricard is stepping down at end of this season in August. Responsibilities include banking, using Salesforce to track donations and membership dues, being a thought partner, attend board and trustee meetings. This position would begin September 1.
- President---Suzanne is looking for a replacement for herself so that she may step down to concentrate on her family and career priorities.

11. Adjournment

Suzanne thanked everyone who attended the meeting. Motion to adjourn was approved.