



**GBA Membership Committee  
Conference call Sept 29 2016  
Minutes**

The GBA Membership Committee held a conference call on Sept 29, 2016.  
The following participated;

Rupert Kindersley	Sans Souci	GBA Director, Committee Chair
Marc Cooper	West Carling	GBA Director
Lindsay Richards	Bay of Islands	GBA Director
Celese Fletcher	South Channel	
Chris Hawley	Cognashene	
Rob Reed	Bayfield Nares	
Jamie Drayton	Manitou	
Andrew Hurlbut	Key River	
Peter Smith	Madawaska Club	
Erica Allen	Pointe au Bari	
Karen Phillips	Woods Bay	
Patrick Thoburn	Bay of Islands	
Bob Duncanson	Madawaska Club	GBA Executive Director

1. The first order of business was to go around the table to share how each association has fared with regard to an increase or decrease in membership and thoughts on why an increase or decrease may have occurred, if relevant.

**Cognashene:** Chris apologized for having provided incorrect information at the last call with regard to the penetration the CCA into their community. Based on the tax rolls from the Township there are about 800 residences in the Cognashene area. CCA represents about 380 of these. This number is down 20 members. Chris pointed out the dangers of leaving the membership file including renewals with one person. In CCA's case this was the Treasurer. When the Treasurer left abruptly during the year it left the rest of the CCA Board not knowing who had or had not paid up. They are also not in a position to chase the lapsed members to determine why they left or if they still intend to continue as members. [Note – since the webex, this issue has been resolved, but the need to ensure that more than one director/administrator can access membership info etc. is an important point.] They have appointed a new membership committee who will start making cold calls armed with CCA and GBA literature including a pamphlet that has recently been developed on who is eligible to vote in the 2018 municipal election.

**Bay of Islands:** Lindsay and Patrick reported that Bay of Islands membership is down a little (very little) this year. They are a social community who relies on word of mouth introductions to bring in new members. The push the theme, "If you love your Bay become part of it." To attract younger members they created an associate member category and are using electronic media to communicate with them. The phragmites eradication work has been particularly attractive to younger folk in the community.

**Key River:** Andrew reported that there are 150 cottages in the Key River area and these are widely disbursed throughout the area. 101 of these belong to the KRAA and of these 39 pay GBA fees. Two issues in the area are seen to be ones that could help build profile for the GBA. These are:

- Taxation and municipal services rendered. Many KRAA cottagers feel they pay too much tax to the Town of Killarney given the limited number of services they receive. and Killarney is considering a tax increase.
- Emergency services. KRAA have a helipad, but it cannot be used at night. Working with the GBA on a review of all of the emergency response options and protocols would be seen as a positive for KRAA members.

**Madawaska Club:** Peter reported that the Madawaska Club has about 86% coverage of their area (150 out of 175 cottages). The ability to renew memberships on line has helped keep membership numbers up.

**Manitou:** Jamie stated that membership in Manitou has increased albeit off a small base. The Manitou area is not large. The association has about 45 full members. To attract the next generation they have introduced secondary memberships. These people are typically other family members in a cottage. They pay ½ of the full member dues and out of that \$25 rather than \$50 is sent to GBA.

**Associate/junior/secondary etc. membership categories:** Rupert reminded everyone that GBA introduced a fully flexible alternative membership option for associations whereby members of such categories can be GBA members for \$0 – 50 at the discretion of the association.

**BNIA:** Rob noted that BNIA's membership is stable, maybe up a few members over the past year. They introduced a family membership category 3 or 4 years ago.

**PaBIA:** Erica reported that membership in PaBIA is up a little in part because of the assimilation of the Sturgeon Bay Association. PaBIA introduced a junior membership category 2 years ago for people aged 19 – 35. This has been successful and they now have 66 of those members. One of the features of this category is "PAB Crawls", which take place throughout the year in Toronto, and have been very successful in building membership. They are looking into the possibility of also introducing a membership category for secondary memberships on any given property.

**South Channel:** Celese stated that South Channel added 6 new members this year and now represent approximately 30% penetration of their community. They have found that older members are loyal, but not always technically savvy, hence they still rely on a printed newsletter for communication. They have an associate member category for people who don't own a property or who live outside of the association's boundaries.

**Woods Bay:** Karen said that membership had increased to 72 full members and 22 auxiliary members who are family members of full members. The latter pay \$10 per year. There are 22 auxiliary members. There is not a large turnover of properties in the area. Word of mouth is key. Karen's husband who is a realtor includes information on the association in a welcome package that he uses.

**West Carling:** Marc advised that memberships are currently up from 116 to 122 this year. 27 of the 122 were new members to the association, or at least new members since last year. Marc hopes to add to this number from chasing members who dropped off, and will also determine why they left if they do not renew. They introduced a deadline of the end of June to pay dues in order to get listed in the annual directory.

**SSCA:** Rupert to provide membership statistics.

2. The second item on the agenda was a discussion on the various “What Works” items that surfaced at the last discussion and any experiences each association may have had with these items, such as new initiatives adding one of them.

**BNIA:** Nothing to report

**Bay of Islands:** Bay of Islands upped the frequency of communications. There was a noticeable increase in participation at events, possibly because of the increased communication. They communicate with everyone in the community, not just members. They feel that if a non member shows up at an event there is a chance to make them a member. They promote a feeling that you are contributing to something “greater than yourself” when you become a member. They have a place on their website where people can sign up to the association. They have asked members to reach out to extended family and neighbours. There was a fire on an island in their community that was fought successfully by members and non members. This demonstrated to non members the value of community engagement. They also tagged an evening out at a local restaurant where people were encouraged to bring an instrument and jam together. This was well received and the music was great!

**Key River:** KRAA is not a very social organization as cottages tend to be very spread out. They do run a fish derby and a pot luck dinner each summer. Andrew is interested in the idea of a flare exchange program. They rely on FaceBook and their website for communications.

**Madawaska Club:** They have a strong following on their website and FaceBook page. They have a live web cam that continually brings people back to their website. The very successful sailing program suffered this past summer a little as the bubble of younger people moved up in age. The same can be said of the weekly Tuesday family picnic that was designed for families with toddlers. Craft classes suffered from an aging child demographic as well.

**Manitou:** Not a lot new. They did create a FaceBook page for the up and coming generation. There was a lot of banter on the internet between cottagers due to a bear situation over the summer.

**PaBIA:** Does almost everything on the list. Of particular note is their Marine Patrol that cleans up camp sites, helps stranded boaters and checks boats for safety equipment. They have used a targeted promotion campaign at the Ojibway Club using tent cards to explain the benefits delivered by the association. “If you drive a boat you should belong to PaBIA as PaBIA puts out the markers on shoals and in channels every year”. They also make sure to emphasize “brought to you by PaBIA” at events.

**South Channel:** They used both static and dynamic activities. They ran a successful photo contest, a poker run through the community and a large screen simulcast of the final Tragically Hip concert. They planned a winter activity, but the weather did not cooperate last winter. They use Your Web Department to build and manage their website. This has worked well.

**Woods Bay:** They use social events such as wine and cheese parties to meet new neighbours. They have successfully used travelling murder mystery dinner parties where they encourage members to bring a friend. They have a family day each year that is popular. They work closely with the Friends of the Massasauga Provincial Park as there is good cross membership with them. They have a map of where fire pumps are in the community and encourage people to get to know their neighbours as they are the people to go to if anyone needs help.

**West Carling:** The dues deadline for inclusion in the directory worked very well. They had a successful regatta. They only have one social event at the start of the year as their community is quite spread out and many have road access so less of a focal point to bring people together. They are moving from a paper newsletter to an electronic one. As they have done in the past, they delayed passing on the \$5 increase in GBA dues, and Marc does not anticipate a problem when they do in 2017. Online payments were up this year thanks to an easy way to pay on the website. They use Word Press to create their website which Mark estimates the cost to be about \$100 each year. It includes a secure, members only, section with Pay Pal imbedded. The association uses the website to monitor membership.

**SSCA:** Used phragmites eradication activities to rally the community. Each year they hold two very popular pot luck dinners that are open to non members. Their regatta seems to get larger every year and they usually get some new members signing up at it. Their tennis courts can only be used by members, who pay an additional fee to join the Tennis club, and this creates new memberships from time to time. They encourage realtors to subsidize the first year of SSCA membership for clients who buy into the community. Their new President, Eric Armour, will focus on beefing up their website and social media communications.

### 3. Other Ideas

Bob mentioned the “how to get on the voters list” pamphlet that he, Township of Georgian Bay Council and staff have developed in advance of the 2018 election. Bob is encouraging the 5 Township of Georgian Bay Member Associations to use this when approaching potential members. It demonstrates one tangible reason to belong to the local association as the local association (together with the GBA) engage in municipal politics to make sure that cottagers’ voices are heard. A copy of the pamphlet is attached to these minutes in both the electronic version and the one that can be printed out. Bob asked other (non T of GB Associations) to let him know if this type of thing would appeal to them. Lindsay asked about US citizens. Bob replied that while US citizens cannot vote in Canadian elections they do pay municipal taxes. Associations should promote the fact that the main way that US citizens can have a voice in municipal affairs is by joining their local cottage association whose political engagement benefits all of their members.

Rupert reiterated the idea that local associations should arrange with a local marina or flare company to dispose of used flares. This is a service that will appeal to members and non members.

Rupert will update the list of “What Works” based on what was discussed today.

Marc made a plea on behalf of the GBA Communications Committee for associations to promote eUpdate to their members (and non members). This service must be subscribed to by visiting the home page of GBA’s website [www.georgianbay.ca](http://www.georgianbay.ca) and hitting the subscribe button.

Marc also mentioned that GBA’s social media channels such as FaceBook are open for submissions from Member Associations if there is something that an association wants to promote more broadly. Please submit content to him or Bob.

Erica reminded people that next summer will be Canada’s 150<sup>th</sup> birthday. Canada Day falls on a Saturday. So it will be a good day for associations to stage a community event. PaBIA has a plan in place.