

Moose Pond Association Mid-Winter Board Meeting

Saturday February 11, 2023

3-4 PM via Google Meet

On Saturday, February 11, eight members of the Moose Pond Association (MPA) board met to discuss the Association's financials, membership health, the Nancy Campbell calendar project, potential MPA t-shirt sales, 2023 CBI coverage plans, our LEA membership, our new Lake Section Captain Initiative, the potential Harbor Master initiative, a potential new board member, the 2023 budget and plans for the 2023 annual meeting. The eight members present included Chip Wendler, Ruth Neagle, Laurie Vance, Richard Niedel, Shawn Hagerty, Scott Frame, Bill Monroe and Anne Munstedt. Chip spoke with and received input from three other board members in advance of the session including Stephanie Scarce, Paul Dwyer and Zach Clayton. Five board members were not able to participate including Mark Patterson, Bill Dexter, Bill Dromeshauser, Bill Muir and Steve Petter.

Financial Health Report

Chip started the discussion noting that 2022 was a very positive, albeit transitional, year for the MPA's financials with revenues above budget by approximately \$20K while expenses were above budget by +/--\$10K. Laurie noted that it was a strong year for our treasury too as we started the year with \$78K in the bank and ended the year with >\$90K in the bank. She also commented that the new Bloomerang donor management system saved time overall and was well worth the initial investment. Chip said that Bloomerang also made it much easier to process the +/-250 donor thank you notes that he sends out each year. Chip closed by saying that approximately \$5K in expenses are not expected to repeat in 2023 and so if membership revenue and calendar sales hold constant we should see even higher free cash flow levels in 2023 allowing us to do things like expend CBI coverage and water quality testing.

Several specific expenses not expected to repeat in 2023 include:

- +/--\$1,100 for Bloomerang
- +/--\$800 for water pump repairs at Denmark Boat Wash station
- +/--\$2,300 to Scott Rowley for website and MPA brochure revisions
- +/--\$400 for printing tri-fold brochures (our current supply should last a few more years)

The Nancy Campbell calendar project was a big success yielding a \$1,400 donation to MPA in 2022 versus a \$500 donation in 2021. Nancy expressed her appreciation for our efforts to market the calendar via the MPA Facebook page and the processing of donations through the MPA website/PayPal was a huge help to her and she would love to partner with Chip to make this happen again in 2023. Chip mentioned that he plans to meet with Cardinal printing to see if they might be able to take on the calendar project to help us reduce both the shipping and printing costs. Scott commended Chip on money raised for MPA this cycle.

Membership Health Report

Chip sent out thank you notes to >260 donors in 2022 which was a duplication of sorts as Bloomerang additionally sends an automated thank you and tax receipt response the day of donation for any donations received via Bloomerang (but not if someone just sends us a check). Chip added that he hand writes personal thank you notes on the bottom of the printed letters for any donations above \$200.

We experienced 70% donor retention in 2022 YOY (which is great). Scott noted that, in addition to donor retention, we should target lapsed donors who gave in 2021 but not in 2022. Chip said we targeted lapsed donors in 2022 and will do so again in 2023. He added there are 1200 donor records in Bloomerang and yet we still only end up with +/-250 members each year.

Nancy Campbell has offered us the use of her barn (which is also a picture gallery) at some point during the summer of 2023 if we wanted to consider hosting a major donor thank you event. Scott and others voiced their support of some sort of prestige event for larger donors.

Rich pointed out that many families have extended family members using their camps and thinks it is often the case that only the registered camp owner is making a donation/becoming a member but not the other parts of these larger families. He was going to see if he could pull together a list of some of them so that Chip can check in Bloomerang to see if his suspicions are correct. Rich also thought an outreach to children of members would increase revenue.

Scott then added that member participation is valuable regardless of the initial level of giving because you can hopefully massage the donor up to a higher level over time if you can simply get them in the habit of giving. He mentioned that some sort of matching gift program might draw in additional donors or help to encourage current donors to give at higher levels. Scott also lauded the Bloomerang feature which allows people to make recurring donations via their credit cards. Chip mentioned that Joe Ramrath donated \$1400 as challenge match for Giving Tuesday (in honor of MPA's 14th anniversary) and it yielded well more than \$1400 of new donations. Joe already offered to donate \$1500 in 2023 in honor of our 15th anniversary as a challenge match during the 2023 Giving Tuesday week.

Nancy Campbell Calendar Project Re-Cap

MPA's support of Nancy Campbell's annual Scenes of Moose Pond calendar sales was a big win for both Nancy and the MPA. Key points to that end were:

- MPA advertised the calendars via our website, emails to our members and MPA Facebook group site
- Most buyers both ordered and paid for their calendars via the MPA website
- Nancy's workload was reduced to producing and mailing the calendars
- She sold 332 in 2022 versus 150 in 2021
- She personally netted \$1400

Benefits for MPA included:

- We learned that we can successfully sell MPA-related merchandise to our membership
- We were able to gather email, snail mail, and cell phone contacts for more than 100 current and potential donors. (all folks who we know care about Moose Pond)
- All 332 calendars had a Moose Pond Association note on the back cover
- We received a \$1400 donation in 2022 versus a \$500 donation from Nancy in 2021

Nancy agreed to repeat in 2023. We will hopefully be able to lower our costs by using Cardinal Printing and will automate the transactions processed via PayPal so that that information will get automatically entered into Bloomerang (Chandel hand-entered >200 transactions in 2022).

Potential MPA T-Shirt Project

Chip brought up the idea of selling other MPA-branded items on the MPA website to generate additional and diversified streams of revenue for MPA including t-shirts -- recognizing that we have tried hats in the past with limited success. Over the winter Chip personally paid and worked with a graphics designer to create an MPA t-shirt design and showed the board an example of same. He mentioned that if we want to use high quality shirts and also make a profit these shirts we would need to manufacture the shirts ourselves (heat press printing) sell them for +/- \$40 which the board thought was too expensive. Stephanie (in a previous conversation with Chip by phone) had mentioned Printify as a third party vendor who could print shirts and other logo merchandise on demand. She is going to ask her client what their experience has been in terms of both service and revenue. Laurie said that they use a similar service at her husband's school with good results. Scott added that we should care more about branding than profits during the early stages of this experiment and that it would just be great to see a lot of folks walking around town with MPA shirts on. All agreed that a service like Printify would be the best way to handle this project if we decide to move forward with the idea as they would produce and deliver the t-shirts and any other items that we decide to offer.

CBI Coverage Captain and Grant Application Deadline

Previously, Bill Muir had been the MPA "captain" in charge of working with LEA to make sure that we had an appropriate level of CBI coverage at both the Route 302 and Denmark boat ramps, to make sure that we paid LEA the appropriate amount of \$\$\$ for their coverage efforts and to make sure that we submitted our CBI grant application to the State of Maine on time. Steve Petter had assumed Bill Muir's CBI duties in 2021 after he retired but then Steve un-retired in 2022 and needed to step back. At that point Bill Monroe agreed to partner with Steve and so Chip asked for clarification in terms of who was on point for the CBI liaison role? Bill Monroe kindly agreed to take on this responsibility including the pending CBI grant application for the State of Maine which is due on or before February 28. Chip thanked Bill profusely. Bill also agreed to attend the annual Milfoil Summit which is being held on April 28 and is a requirement of our grant application.

LEA Membership

In addition to the money we pay to LEA annually for water quality testing, invasive plant spot checks and CBI coverage, we typically send LEA an outright/unrestricted donation to support their overall efforts. In 2021 the donation was \$1500 and Chip suggested that we increase this amount to \$2000 in 2022. All agreed on the increase noting that we could not protect Moose Pond without the LEA's resources and guidance.

Lake Section Captains

As he noted during the 2021 Annual Meeting, Chip highlighted the 1x/year spot check/shoreline survey that LEA performs on our behalf to look for invasive species only covers a fraction of the lakes shoreline. LEA focuses on the two boat ramps, the north and south narrows and the "marinas" that exist at a few of the larger lakeside neighborhoods including Knights Hill. As that is the case, we kicked off our new Lake Section Captain initiative in 2021 and have 17 captains (shown below) who have committed to survey "their" section of the Moose Pond shoreline at the start and end of the summer (probably by end July and by end September) so that we can have more systematic and complete coverage. THE KEY GOAL HERE IS EARLY DETECTION SO THAT WE CAN QUICKLY CONTAIN AND ERADICATE AN INFESTATION IN ITS EARLIEST STAGE.

Section	Location	Person Who Agreed to Be a Section Captain
1	North Basin Western Shore, Causeway to North End of Knights Hill	Richard Niedel
2	Middle Basin Western Shore, Pencil Point to the 302 Causeway	Paul Dwyer
3	Middle Basin Western Shore, Pencil Point to Wyo Point	Laurie Vance
4	Middle Basin Western Shore, Wyo Point to Shawn's House	Ruth Neagle
5	South Basin Western Shore, Big Island to Middle Basin Your House	Shawn Hagerty
6	South Basin Western Shore, Snow Mobile Cut Thru to Big Island	Anne Munstedt
7	South Basin Western Shore, South Narrows to The Snow Mobile Cut Thru	Stephanie Searce
8	South Basin Western Shore, Dam to South Narrows	Chip Wendler
9	South Basin Eastern Shore, South Narrows to the Dam	Mark Patterson
10	South Basin Eastern Shore, Cygnet Rd to South Narrows	Wyonegonic
11	South Basin, No Wake North of Narrows Bridge to Cynet Rd	Josh Harrington
12	Middle Basin Eastern Shore, Party Cove to No Wake North of Narrows	Scott Frame
13	Middle Basin Eastern Shore Green Roofed Winona Yurt to Party Cove	Bill Dexter
14	Middle Basin Eastern Shore, 302 Ramp to Gren Roofed Winona Yurt	Zach Clayton
15	North Basin Eastern Shore, 302 Causeway to North End of Cedar Drive	Bill Monroe
16	Route 302 Causeway North and South Sides	Bill Dromeshauser
17	North Basin Eastern Shore, North End of Cedar Drive to "Sweden Marina"	Randi Petter

Chip met with LEA's Mary Jewett who has agreed to attend our annual meeting on Saturday, July 8 and, afterwards, will provide the 17 captains with detailed instructions in terms of how to conduct their semi-annual surveys and how to report the presence of suspicious plants/animals. We will also try to have survey kits available for each captain so that they will have easy access to a "what to look for, how to look for and how to collect/report" checklist in addition to collection materials.

Zach Clayton has kindly agreed to be the captain of the captains and in that role will:

- act as a liaison between the 17 lake section captains and LEA's Mary Jewett
- keep a binder containing the Lake Section Captain's survey reports
- remind the captains when it is time to survey (be a "nudge" as they say)
- find a new captain for a section if one of the captains retires from the role

Potential Harbor Master Initiative

As the board might recall, Scott Frame and Chip Wendler met with Shawn Herbert, the Naples Maine Harbor Master to learn more about his role and responsibilities. Harbor Masters are also referred to as Marine Safety Officers. We learned that Shawn Herbert and his deputies, enforce safe boating regulations and the proper registration and placement of docks and moorings on Long Lake. The jurisdiction of the Marine Safety Officer is on the water and up to the "mean high water mark" on any body of water including a lake. They often partner with Code Enforcement Officers who have a jurisdiction on a resident's property from the road down to the water where the land meets the mean high water mark. Their salaries and equipment are funded, in part, by a one-time fee on new docks and an annual fee on moorings.

We were exploring this idea in the hopes that adding a Marine Safety officer to all of Bridgton's lakes would curtail bad boating behavior, compliance with no wake zones and monitor the proper placements of moorings and docks.

Scott Frame had penned an article about this topic in the fall/winter edition of Moose Pond Matters and requested reader feedback about the idea of bringing this capability to Moose Pond. Scott received four emails, one in favor due to sailing frustrations on weekends and re: seeing skiers without spotters. He received three emails opposing with one stating that there is too much government control already and a game warden already serves this purpose. The board agreed that a strong education plan is a better way to handle the situation with Laurie adding that it would divide the MPA members too much and not help our cause. The board noted that we could distribute safe boating brochures with our annual mailing and post more Wake Wise signs. Ruth also said future signage should include warden's number so that rude boating behavior can be reported if it is observed.

Annual Meeting Prep

Based on the suggestion of several Board Members, we have moved the MPA Annual Meeting to much earlier in the summer in the hope that by doing so we will have even stronger attendance than the record attendance we had in 2022. The 2023 meeting will take place at Pleasant Mountain's Main Lodge on Saturday, July 8 at 9:00a

Chip plans to schedule another Zoom catch-up meeting with the MPA Board in late April during which we will discuss the agenda, roles and responsibilities for the Annual Meeting.

Please save the date and make every effort to attend.

Potential New Member of Board Josh Harrington

I introduced the idea of Josh joining the MPA Board at the 2022 annual meeting. Josh is an expert at promotion via social media (he does this for his job working at the Winter Kids non-profit and can hopefully help us attract the younger next generation of members.

His personal information includes:

- 41 Swan Rd. Denmark – has owned the home for 10 years
- Grew up summering on Hio Ridge Shores near Dex
- Hobbies on lake: paddle board, swim, hike, and ski

Guest appearance for Josh via Zoom at the April session and vote for Josh at annual meeting.

2023 Budget

Chip and Laurie proposed the following budget for 2023 *which the board members approved.*

INCOME	2023			2022		
	BUDGET	ACTUAL	Favorable/ (Unfavorable)	BUDGET	ACTUAL	Favorable/ (Unfavorable)
MEMBERSHIPS	40,000	\$ -		\$ 30,000	\$ 42,583	\$ 12,583
Donations in Kind	-			\$ -	\$ -	\$ -
Fund Raisers/Memorial Fund	-			\$ -	\$ -	\$ -
Hat/Shirt Sales/Amazon	-	\$ -		\$ 100	\$ 15	\$ (85)
Calendars	7,000	\$ -		\$ 0	\$ 6,875	\$ 6,875
CBI Grant From DEP	4,200	\$ -		\$ 3,800	\$ 4,200	\$ 400
TOTAL Receipts	51,200			\$ 33,900	\$ 53,673	\$ 19,773
EXPENSES	BUDGET	ACTUAL	Favorable/ (Unfavorable)	BUDGET	ACTUAL	Favorable/ (Unfavorable)
COURTESY BOAT INSPECTORS	23,000			\$ 20,250	\$ 20,538	\$ (288)
LEA Moose Pond Survey & monitoring	4,000			\$ 2,570	\$ 3,760	\$ (1,190)
LEA Support	2,000			\$ 1,500	\$ 1,500	\$ -
Wash Stations/Ramp Maintenance	300			\$ 300	\$ 1,256	\$ (956)
Blooming	700			\$ -	\$ 2,150	\$ (2,150)
Website Services/MPA Newsletter	3,000			\$ 3,500	\$ 5,595	\$ (2,095)
Calendar cost	5,500			\$ -	\$ 4,671	\$ (4,671)
Brochure/Signs/Mailing	1,500			\$ 3,500	\$ 1,529	\$ 1,971
Paypal, Tax, Legal Fees & Misc	2,000			\$ 800	\$ 1,952	\$ (1,152)
Emergency reserve fund	10,000			\$ -	\$ -	\$ -
TOTAL Expenses	52,000			\$ 32,420	\$ 42,950	\$ (10,530)
				\$ 1,480	\$ 10,723	

Key highlights would include:

- \$20,000 increase in budget based on new higher revenue expectations
- \$10,000 is a new line item "Emergency Reserve Fund to combat at Milfoil infestation
- \$5,500 is the cost of printing/sending the NJC Calendars (that yields a \$1,400 profit)
- \$3,000 is for more CBI coverage and \$1,500 for additional LEA testing