

Minutes of PaBIA Directors' Conference Call January 10, 2012

Directors participating: Ed Garner, Hilde Clark, Terry Clark, Cam Richardson, Dan Kuhn, Leslie Taylor, Sandy Boeckh, Nancy Rogers

Ward 3 Councillors Ken Williams, Gary French

The OPP will be meeting with Township Council later this month. Council has discussed the issues and concerns re. boating safety that are to be presented. Speed limits are not seen as a solution. There are only two Marine Officers between Still River and Parry Sound. PaBIA's request would be for OPP presence, beginning early in the season, on the Station Channel and narrow spots with a focus on unsafe boat handling in addition to liquor, lifejackets and lights.

PaBIA would like to know how many charges were laid in 2011, for what infractions and advice on how our members would report dangerous driving.

The idea of having cards printed with a message about unsafe boating for our members to put in boats that have been seen operating in an unsafe manner was discussed.

The 2012 Deer Horn Conference is tentatively set for Saturday and Sunday, May 5th and 6th. PaBIA would expect to have some input on agenda items, as well as informal time allowed for participants to get to know each other.

Councillors Williams and French were thanked for participating then left the call.

Membership Plan Stewart Metcalfe (Membership Committee Chair) joined the call. Stewart presented the proposal for the new membership drive marketing initiatives. (Addendum A) 'PaBIA Lite' membership benefits would be limited to receiving the E-Newsletters, to improve interest and awareness of PaBIA's services and events. The only costs would be the red 'PaBIA Supporter' bracelets, postage and telephone calls. There was discussion about listing the names of these 'PaBIA Lite' members without their consent. If the names are to be included in the Yearbook, Hilde and Nancy will need the names by March 15th at the latest. There will have to be changes made to the database for this additional category of membership. 'PaBIA Lite' members would not be included in our Active Members number as they would not be making any payment, receiving the Yearbook or Cottage Patrols. The initiative received approval from the Directors. Leslie and Stewart's reports in the Yearbook will explain this initiative.

Township Cam Richardson reported that there is an application for severance for A211 Kyle Is.

GBA The work to be done with the IJC is going ahead. The report did contain the statement that there is a need for regulation of water levels in the Huron/Michigan basin. The new Great Lakes chapter of the Sierra Club and letter sent out by Roy Schatz and Mary Muter is causing some difficulty. There is some progress being made related to aquaculture and closed containment systems.

Environment Sandy Boeckh has received no report about cell towers. There continues to be opposition to and negative press about wind farms. The 2011 Bioforest report is posted on the TOA website. Nancy Regan will have a report in the Yearbook with help from Shelagh Grant. Ian MacLeod will submit an article about the blue-green algae situation in Sturgeon Bay. The speakers for the Naturalist talks have not yet been confirmed. Dates for these need to be coordinated with the Ojibway Club (Judy Hurlburt and Kevin Bennington). There were good reports in the recent GBA Update and GBF report. GBF is looking for volunteers for more detailed water testing, from May – October. There were no canine blastomycosis cases reported to Shelagh Grant in 2011 but we will keep the page in the Yearbook.

Pontiac Islands Terry Clark reported that as of the end of 2011, the land titles have been transferred and registered. PaBIA will have one more invoice related to that work. Martha Hall Findlay, in her lease termination agreement has generously offered to continue to pay the yearly lease to the original termination date of 2014. We could accept only the amount that would cover legal costs.

Yearbook reports deadline Hilde Clark requested that all reports from Directors and Committee Chairs be submitted no later than the end of February. Nancy Rogers will contact the Reeve and Wards 1 and 3 Councillors to invite them to submit reports by the deadline.

Next E-Newsletter It was agreed that we will wait until March to publish the next E-newsletter.

Awards Lauren Green has informed Ed Garner that she will not be heading the awards committee. There was discussion about the Community Service award. There was approval for giving this to the Pointe au Baril Emergency Response Team. 2012 is their 10th anniversary.

Spring Directors' Meetings The meetings, reception and dinner will be held, following the same format as last year, on Friday, May 5 at the Boulevard Club in Toronto. Ed Garner suggested and received approval for inviting the Ward 1 Councillors to attend the mid-afternoon Directors' meeting with the Reeve and Ward 3 Councillors.

Annual General Meeting Leslie Taylor and Faye White recommend that we hold the breakfast and AGM on the Sunday of the Civic Holiday weekend, as we did last year. The format would be the same: pancake breakfast followed by the AGM. This was approved. The AGM will be in the morning of Sunday, August 5. Cam Richardson will not be able to attend.

Hilde Clark will need to have the space requirements for ads by February 25 and all ad content by March 10.

Sierra Club Letter This has caused some confusion. We will need to make a policy statement. The issues are complicated. We must be proactive in getting information. The article by Penny Pepperell on p. 5 and 6 in the most recent Georgian Bay Forever newsletter is worth re-reading. Ed Garner will get the facts and communicate with the Directors before we take a public position. We need to know what all the non-profit organizations are doing with the funds donated.

GBA Update mailings Ed Garner has contacted GBA Executive Director Bob Duncanson with our proposal to provide a link to the GBA website for the next issue of Update (May). Our members would be provided the option of receiving a mailed copy of the Update and GB Forever newsletter or to go on-line to read both publications. This could be a considerable saving for GBA, GB Forever and PaBIA in printing and mailing costs, as well as a reduction in paper and transportation use. We are waiting for a response to our proposal.

Nancy Rogers left the conference call as the honorarium for the Secretary-Treasurer was the next topic for discussion.

Secretary-Treasurer's Honorarium Ed Garner informed the Board that he had reviewed Nancy Rogers' honorarium and had discovered that it had not been updated for five years. After reviewing the inflation rate over the past five years and the work done by Nancy he recommended increasing her honorarium from \$6,000 to \$7,000 per year. The Board agreed

with this recommendation and commented on the excellent work Nancy has done for PaBIA over many years.

| Meeting adjourned.

Addendum A

PaBIA Membership Plan

Current State of Affairs

- Current 2011 Membership Base 677 members
- 2005 Membership Base 651 members
- 6 year increase (inclusive of attrition) 26 members (4%)

Current Membership Acquisition Marketing Initiatives

- Letter/Brochure Campaign
- Direct Phone Calls
- Email Campaigns

Proposed New Membership Drive Marketing Initiatives

- “PaBIA Lite” One year limited services Free Trial Membership for all Ojibway members who aren’t yet members of PaBIA
- PaBIA Supporter “RED” Regatta bracelets
- PaBIA Board/Committee presence at Sailing Rendezvous Parties
- Brand Tom Rusinow’s Boat Rally as PaBIA event
- Send invitations to PaBIA Annual Meeting
- Letter/Brochure Campaign
- Direct Phone Calls
- Email Campaigns

2012 P.A.B.I.A. Market Size Estimations and New Member Acquisition Goals

Age Bracket	Number of Ojibway Members not yet joining PaBIA	Conversion Goal	Net New Member Goal
21 – 29	107	0	0
30 – 35	32	16%	5
35 +	89	20%	18
New 2012 1 st time Ojibway members	unknown	unknown	unknown

Membership Drive Marketing Implementation Timeline: Marketing Activity

- Email to 121 Ojibway Conversion Prospects: before end of January
- Letter/Brochure/Free “PABIA Lite” membership – Mailed to Conversion Prospects: beginning of February
- Direct Telephone calls to Ojibway Conversion Prospects: February and March

- Order PaBIA. Red Regatta rubber bracelets: by end of April
- Distribute PaBIA. Red Regatta rubber bracelets: at Regatta
- “Evite” Invitation to PaBIA Annual Meeting: mid-July
- PaBIA Annual Meeting: Sunday, August 5
- “Evite” PaBIA Boat Rally: August
- PaBIA Boat Rally: August