



Silver Lake Association (SLA)

October Meeting Minutes Summary

Date: October 11, 2014

Time: 9:00 am – 11:50 AM

Location: Camp Asbury, Koinonia

I. Call to Order

Meeting called to order at 9:10 am by Mark Emmerson, President and led the Pledge to the Flag

II. Meeting Attendance 22

III. Approval of September Meeting Minutes

Vote: Ayes: 16 Nays: 0

Resolve: Motion carried

IV. Treasurer's Report

Motion to accept Treasurer's Report:

Vote: Ayes: 16 Nays: 0

Resolve: Motion carried

V. Committee Reports

○ **Membership Cards**

- We will need a new style of Membership Card to fit all the merchant discounts
- It will be double the size of last years
- We will now have 18 merchant discounts all but 2 were advertisers in last year's directory
- There will be approximately \$150. In discounts on the card
- Bob Conolly will print the card and has the capability to number them

Motion to approve the new style of card:

Vote: Ayes 16 Nays 0

Resolve: Motion carried

○ **Window Cling**

- An email was sent out to get ideas for the design of the window cling
- Would like to have 1000 printed. Some would be used for the membership Package (about 500+ and the remaining would be sold as our merchandise).
- They will be able to "cling" to car windows or house windows
- The catch phrase of "Lakers Who Care" was changed to "People Who Care"
- Anyone can purchase one, each business should get one.



Motion to approve the Window Cling Design with “People Who Care” Phrase:

Vote: Ayes 16 Nays 0

Resolve: Motion carried

- **Koozies**

- It was discussed to purchase Koozies for merchandise sales
- They would also be used as a gift in our welcoming packages to new homeowners on the lake
- We should put the SLA website address on the emblem
- It was agreed to have blue Koozies with green print
- We should inquire if it would be possible to have different color Koozies

Motion to approve purchasing Koozies with dark blue color and green print logo:

Vote: Ayes 16 Nays 0

Resolve: Motion carried

- Jim and Kathie Musclow will ask their daughter for an estimate on the cost of printing the window clings and the Koozies
- Mark Emmerson will be the care taker of these items
 - **Directory**

- Plans are to have different items and articles in the directory next year (it’s our directory)
- There will be an Emergency Service page with many contacts besides police and fire
- Family stories of life on Silver Lake will be new for next year’s directory
- Stories and information from our older directories will be included
- Must use information in our directory that our members will be interested in
- Received information for a story from an old directory from the Castile Historic Building employee. The Castile Historic Building is open on Tuesdays 9am – 12pm & 1pm – 4pm
- Not sure if SLA will have to subsidize Bob Conolly for the publishing of our directory yet.
- Discussion on the non-members names to be omitted from the directory went to a vote

Motion to keep all names (members and non-members) in next year’s directory:

Vote: Ayes 14 Nays 2

Resolve: Motion carried

- **Water Quality**

- Visited the Klein Farm, discussed visit summary, plans to visit other farms in the future
- The way the corn was planted vertically in the field west of Broadbooks Tract was brought up. Concern was for the erosion going into the lake. WQ Committee will look into this matter and discuss with the Klein family.
- Worked with the State, a local donor, local contractor and sign manufacture to create several invasive species disposal stations. The initial installations are planned for Fall/Winter.
- Extended discussion of sediment dam locations and installations
- Created a bullet list for Fall/Winter activities
- Will be creating a FX Browne report summary
- A 1 pager will be put together for the Directory



- A speaker will be confirmed for the June 2015 Monthly meeting
- Set in motion “Lake Clean Up Day” for spring 2015
- Create a bullet list for Spring/Summer 2015 activities
- Put together plans for the Silver Lake Institute Experience
- “Lake Clean Up Day”
- Lawn & Lake Sampling Program
- Hydrolab
- CSLAP
- Develop strategies to improve communications with the membership via email and text blasts
- Will try to get contact information (phone numbers & email addresses) from our members to use as a more effective communication device
- Tract Directors will get info while selling memberships. The Winter newsletter will have an article asking members for their info and explaining what we would use it for. Something could also be put in the Directory to help get this information.
- A small discussion unfolded about the current water level issues and likely causes
 - **Emergency Services**
- Handed out “Yellow Dot” program envelope samples.
 1. Includes a decal for the car window so responders know to look in glove box for medical list of medications
 2. Includes a decal for the refrigerator so responders can find the medical alert list in the freezer.
- Leaves cannot be burned or thrown in the lake. Must be bagged
- Waste management should be called to let them know how many bags will have to be picked up on trash collection day.
- Next year everyone will be charged for trash collection in their taxes. Anyone that would have a dispute should call the assessor to discuss the individual’s situation.
- Any questions about burning can go the SLA website for information.
 - **Merchandise**
- It was a very successful year selling our clothing merchandise with over \$1000. in sales.
- Marcia will put together a summary of the sales report for the directors.
- Reports should be submitted for our records and accountability.
- Pat and Marcia submitted a picture of people modeling the SLA clothing to be used on the website, newsletter, and directory
- We will now be able to sell our merchandise through our website.
- Gray sweat shirts will sell for a lower price to lessen inventory (not selling well since we started selling the dark blue sweat shirts)
 - **Home Owners of Distinction Award Committee**



- Linda Holz is the Chairperson for the HOD Committee. She replaces Betty Nasca.
- Board agrees to continue to promote the HOD Award. It is a good way to educate residents how they can help care for the lake.
- Pat Urschel is also on the committee
- Will put nomination form on the website, in the newsletter, and in the directory.
- Need to have updated list of the criteria to follow
- Will talk to Linda Holz to get updated information.

VI. Old Business

○ Web Camera

- We are in the process of installing our 2nd web camera at SL Campgrounds & Docks.
- Owner Cynthia Hendrickson will have her IT person install the camera on her deck. He will also get the cable and power cord for the camera.
- Should be installed in the next week. Will contact Jason to assist putting the camera view on the website.
- Mark Emmerson will get prices for a new telephoto lens for the camera located at SL Marine. Also will get prices for a new camera.
- Will look to see if a panning camera is available.
- After the camera is up and running, Randy Steltermann will contact Channel 4 to possibly get the lake view back on the news.

○ Newsletter Articles

- It is time to start collecting articles for the Winter Newsletter.
- If anyone would like to volunteer to be on this committee contact mark Emmerson.
- Deadline for articles will be the end of December.
- Must get newsletter out on time to ask membership for articles, pictures and other information for the SLA Directory.

○ Meeting Location

- Looking for alternative locations for our monthly meetings. The Annual Meetings needs more room for the high number attending.
- We can check with local churches, Epworth Hall, and Castile Government Building.
- Must compare cost to rent and how refreshments will be provided (if needed).
- Will communicate with Camp Asbury (best location) to see if they can provide the bigger room for our Annual Meeting.
- Camp Asbury sent our Association a thank you card.
- Was given a contract form to sign and hand in for next year.

VII. New Business

○ Presentation of Service Awards

- Mark Emmerson Presented Service Award Certificates to Ron Straitiff, Bill Soules, and Doug Klein (not present).



- Other recipients were J. Bill Harrington and Betty Nasca.
- Will put an article in the Perry Herald
 - **Dissolution of SLA**
- Mark Emmerson has a meeting with Theron Foote to get legal advice on what we should do in case SLA would ever dissolve as an Association.
- Should we have an Article in our By-laws for that situation?
- Will communicate to all of the Directors the results of that meeting.
 - **Wyoming County Free Press Website**
- This website has only Wyoming County news on it. You have an option to choose an individual Town or Village news location if you wish.
 - **Donations from the SLA**
- At the Executive Committee Meeting it was brought up that there should be a budgeted item for our donations.
- Fire Departments did not send a letter to the SLA looking for Annual Donations this past year.
- We have the right to donated to who we choose.
- Need a receipt for our records when we donate.
- Motion to donate to the three Fire Departments; Perry, Castile and Silver Springs :
- Vote: Ayes 16 Nays: 0
- Resolve: Motion Carried
 - **PMSA Meeting October 22, 2014 at 7 PM**
- Mark Emmerson will attend to update the activities of the SLA.
- They will have a focus group discussion for the Comprehension Plan for the Village of Perry.
- Was asked if the SLA could write a support letter for the grant they are receiving.
- The grant will be used for the SL Trail, SL Beach, etc.
- There is no written documentation to show where the trail will be located, so the letter of support was denied at this time.
- SLA supports the trail and beach projects and will be involved.
 - **501c3 status**
- Would not be feasible at this time to continue to apply for a 501c3 Charitable Not For Profit Corporation Status
 - **Directors Survey**
- Mark Emmerson handed our a small survey to the Executive Committee to be filled out and commented on.
- If approved by the Executive Committee all Directors will receive one.

VII. Adjournment

- Motion to Adjourn:



- Vote: Ayes 16 Nays 0
- Resolve: Motion carried
- Time: 11:55 am

Minutes approved by the Board of Directors on 11/23/2014.