



Annual General Meeting
Saturday July 16, 2017 Minutes

1. **Chairperson's Opening Remarks:** Sue Madsen, Chair of the Board of Directors, welcomed all to the AGM.

2. **Approval of the Annual General Meeting Minutes from July 08, 2016:**
Business arising from the Minutes – Devil's Elbow meeting held in 2016

Motion by Peter Haans to approve the Minutes of July 08, 2016 as presented.
Seconded by Marsha McLean. Motion approved.

3. **Park Update:** No Park representative was able to attend the AGM. It was noted that there was significant storm damage at Oastler the week prior to the 2017 AGM resulting in the evacuation of campers. Damage was localized. No one was seriously injured but there was significant tree and site damage resulting in the closing of Oastler Park. The Massasauga Park remained open during the 21 day cleanup effort.
4. **Treasurer's Report:** Sue McPhedran presented the Financial Report for the year ending March 31, 2017 (reporting year end period). At year-end, the Friends of Massasauga had a balance after expenses of \$8,637.89. Overall the organization is in good financial shape.

Motion by Sue McPhedran to approve the Financial Report to March 31st, 2017 as presented.
Seconded by John Gillies Motion approved.

5. **Nomination Report:** Sue Madsen asked for nominations from the floor.

Marsha McLean moved a motion, seconded by John Gillies, to appoint Susan/Bruno DiGravio and Nancy Christie to three-year terms on the Friends of The Massasauga Board of Directors following completion of their current 3rd year terms.

Sue McPhedran moved a motion, seconded by John Gillies, to appoint Luc Voorn to a three-year term on the Friends of The Massasauga Board of Directors.

The Board of Directors for the upcoming year is as follows;

Entering the 1st year of a three-year term; Nancy Christie, Susan/Bruno DiGravio and Luc Voorn.

Entering the 2nd year of a three year term; Sue McPhedran, Mary Pat Nickel and Dan Purdon.

Entering the 3rd year of a three year term; Peter Haans, Marsha McLean, Maura Purdon and Sue Madsen.

The Board currently has ten members. Up to 12 members are allowed. Don Wheeler has resigned from the Board but has indicated he will remain a FOMP member.

Discussion ensued with respect to filling the Vice President role in order to provide more support for the President. Sue McPhedran indicated she would agree to fill the VP role leaving the Treasurer role open. Dan Purdon indicated he would be agreeable to taking on the Treasurer role.

The Board Executive for 2017/18 is:

Sue Madsen – President

Sue McPhedran – Vice President

Dan Purdon - Treasurer

Maura Purdon – Secretary

As a result of the changes in people in the Executive roles, signing authority agreements with the Banks will need to be revised. As incoming Treasurer, Dan agreed to explore what credit card or cards make the most sense for the organization to hold.

Motion by Peter Haans to confirm the Board membership and new Executive as outlined.

Seconded by Bruno DiGravio.

Motion approved.

6. **Update on Strategic Planning:** Board Members reported on the range of work initiatives aligned to the goals outlined in the 2015-2018 Strategic Plan.

- **Board capacity and Membership - Board Capacity:** Filling the VP role is intended to facilitate more support for the President.
Growing Membership - One of the goals from the Strategic plan was to grow membership and capacity in order for the organization to continue to accomplish objectives as well as build from a broad stakeholder base inclusive of campers (a key target group) cottagers, local people, area business people, paddlers, etc. Sue Madsen noted that campers make some 42,000 visits to the Park annually. In an effort to get the word out about FOMP to this group, Sue set up a spot at Pete's Access over the long weekend and spoke with campers as they came through. Campers were willing to be engaged in conversation. Mary Pat noted that it would be helpful to strategize how best to meet campers/build connections with

campers in addition to what Sue has done to date. A number of ideas were discussed – adding signage at key places, looking at ideas from other Friends groups, creating contact lists. It was noted that FOMP has completed projects that benefit campers e.g. fire grills, trailhead signs, decks and, currently under development, trail markers. Luc Voorn identified work that could be done at Devil's Elbow. Sue McPhedran said she will contact the San Souci Copperhead Association about a video that group made. Overall membership is approximately 43 through 2017 but no actual numbers were available at the time of the meeting.

- **Marketing and Communication** – The Board retained Howe and Wye Consulting Services in 2016 to develop a Marketing and Communication plan. Great progress was made developing the brand and supporting brochures, ppt. template and posters. Communication materials are being used to get the word out about FOMP activities in local areas e.g. MacTier. Sue Madsen is looking at how we access images that were used by the design firm to create templates without ongoing payment. Bruno DeGravio indicated we have capacity to feature a Newsletter on the FOMP website.
- **Education and Research** – Sue McPhedran reported that FOMP co-hosted a successful Environmental Day along with the Woods Bay Association and the Georgian Bay Biosphere Reserve. Two phragmites cuts were completed last year. 'Private' sites where there are phragmites appear to be under control. Work needs to be done on Park sites of concern.
- **'The Moose'** – Sue McPhedran noted that the 'Moose' has been restored and is in its permanent location. Peter Haans is working on signage for the Moose using a local person if possible.
- **Fire Rings** – Sue McPhedran indicated no new fire rings were made last year. Possible 2018 project.
- **Devil's Elbow** – Any plans to work on this area would require Park review and support.
- **Calhoun Lodge Stabilization** – Dan Purdon commented that a plan needs to be put together re costs. Some work has been done but was halted as the Contractor did not have insurance.
- **Trail Enhancement and Trails** - Peter Haans updated on the status of development of trailhead markers (rocks). The 'markers' are now at Pete's Access. Discussion ensued as to whether the markers are 'site' markers or 'mileage' markers, whether the markers should be consistent across sites as well as what is the connection between markers and trail guides. John Gillies noted that the Moon Island Trail needs a bridge/boardwalk to access the trail. There was discussion around trail guides with a proposal that FOMP look at revising guides through the winter subject to Park support for same and involvement as necessary. Peter Haans asked about what information needs to go on existing signs e.g. bar codes. Peter will come back to the Board re trail boxes and will update/refresh existing signs. Luc Voorn raised the idea of a night orienteering trail for future consideration.
- **Music in the Mass** – Marsha McLean provided an update on this event which is set for August 6th. The day of the event there will be a 50/50

draw, raffle and Silent Auction. FOMP is getting great local support re items for the 50/50 and Auction. Board members are asked to bring a donation of food and promote the event. Thanks extended to the Board for the contribution of auction/raffle items. Colleen Purdon outlined the approach to Noon Hour Concerts that has been used in the Owen Sound area for 24 years as something FOMP may want to look at in the future re fundraising.

- **Environmental Day** – Sue McPhedran noted a guided canoe paddle is planned for August 5th at 10AM starting at the Moon Island Day Site.
- **Photography Workshop** – A tentative date of September 2 has been set. Lots of positive response to this event.

Motion to adjourn the meeting by Marsha McLean

Seconded by Mary Pat Nickel

Motion approved.

Approved: _____