

RECORD OF DECISIONS
FOR A MEETING OF THE BOARD OF DIRECTORS OF L'ASSOCIATION POUR LA PROTECTION DE
L'ENVIRONNEMENT DU LAC GAUVREAU
1900 Hrs, 10 Mar 2021, VIA ZOOM

Present: Ian Arnold, John Leech, John Shaughnessy, Caitlin McLachlan, Mike Perron, Réjean Belcourt, Phil Allen, Matt Belanger, Marc Montsion

Regrets: Rink de Lange,

1. Introduction:

The chair opened the meeting at 19:05

2. Approval of Minutes of BOD Meetings 16 Feb 2021:

Approved as written.

3. Communication Planning:

a. The Board reviewed a presentation on the communication strategy including timings and preliminary priorities for this year. The main media approaches involve the website, Email, newsletter, and Facebook to encourage engagement of the membership. In addition to approving the strategy, the Board agreed:

- To review the membership list to ensure accuracy;
- To ensure privacy measures were included in all measures; and,
- Instead of using the long official title of the Association official, our communications would use a new 'branding': *Enviro Lac Gauvreau*.

b. Website evolution.

An Association member (Stuart Fraser) has come forward to revamp the website. Based on a meeting including the current webmaster, Andrew Kerr, the Board decided to accept Stuart's offer of assistance to design and maintain a new website.

4. Membership and Recruiting:

The Board decided to defer consideration of this plan until the next meeting.

5. Relationship with Municipality:

It was reported that the list of areas to be supported and proposed actions were forwarded to the municipality. An application for funding from Fonds Vert was forwarded within the proscribed timeframe. Further information was provided and response is awaited.

6. Financial Matters:

The Treasurer will update the draft budget so that the application for our annual grant can be submitted.

7. Date/time of next meeting:

Tuesday, 30 March, at 19:00

8. Adjournment: The meeting adjourned at: 20:55