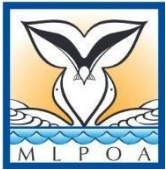


Minutes of Moira Lake Property Association



Meeting Aug 28, 2025, 1:00PM

Centre Hastings Arts Centre, Madoc

In Attendance Board:

1. Doug McCarthy	drjmccarthy@gmail.com	647-801-1995
2. Dianna Patch	diannapatch@bell.net	613-473-0424 (L) 613-827-0700 (C)
3. Andy Sherwin	asherwin@sympatico.ca	416-726-9525
4. Joe Kaehler	jkaehler@hotmail.co.uk	613-827-8690
5. Anne Kaehler	akaehler@royalpage.ca	613-827-0907
6. Cid Palacio	cid_palacio@yahoo.ca	416-763-8752
7. Tracy Thompson	tracey.thompson.personal@rogers.com	519-572-5378
8. Sharon Abraham	sharon.a.abraham@gmail.com	905-243-7843

In Attendance Guests

9. Kevin McLaughlin	inhousetran@sympatico.ca
10. Eric Sandford	esandford@centrehastings.com

1. Meeting called to order by Doug McCarthy at **1:00pm**
 2. **Approval of Agenda - Motion** to approve the meeting agenda, with addition of Boat Launch under new business moved by Cid Palacio, seconded by Joe Kaehler - The motion was **carried**.
 3. **Official Correspondence**-Confirmation of receipt of all previously circulated documents, including any updates to the agenda or action items. New documents presented: Letter of Resignation from James Borer effective Aug 26, 2025 and Notice of Assessment from Revenue Canada dated Aug 1, 2025 (all clear).
 4. **Approval of Previous Meeting Minutes of July 21, 2025- Motion** to approve the minutes of the previous meeting by Joe Kaehler, seconded by Tracey Thompson- The motion was **carried**.
 5. **Board Introductions:** Each board member provided a brief overview of their history/background..
 6. **Debrief of Annual Meeting-** Positive feedback received from members, attendance higher than last year.
- Motion** to approve the minutes of the AM dated Aug 9, 2025 moved by Andy Sherwin, seconded by Anne Kaehler. Motion was **carried**.
7. Determination of Officers/Committee Roles: A motion was put forward by Dianna Patch and seconded by Andy Shwerin to approve the following slate of officers & Committee chairs. The motion was carried.

OFFICER ROLES:

- Doug McCarthy from Acting President, was elected President
- Cid Palacio from Secretary, was elected Vice-President
- Sharon Abraham (new member), was elected Secretary
- Tracey Thompson (new member), was elected Operations Officer

COMMITTEE CHAIRS:

Sharon Abraham was elected Social Committee Chair

Note:

James Borer resigned from the board effective Aug 26, 2025

Dianna Patch stepped down as Operations Officer and remains as a Board Member

Anne Kaehler remains as Treasurer

Joe Kaehler remains as past President

Andy Sherwin remains as Chair of Roads Committee

8. **Treasurer's Report**- Anne provided update \$13,446.56 in bank account as of Aug 27, 2025, with outstanding payments to be made of \$625.23 to Doug McCarthy for various expenses, and \$66.17 to Joe Kaehler for AM expenses.
9. **Lake Stewards Report**- Doug provided overview, See details below
 - **Water Testing**- August Test just completed, a further test to be conducted in early October. Annual Report in November.
 - **Update on Lagoon report**- Doug will send draft summary report to the Board
 - **Update on CLMP proposal**- Funding request resubmitted last week, will find out in early Dec if approved.
 - **Quick Win Projects**
 - **Walleye Spawning Beds**- Doug going out with Watersheds Canada staff this Friday to evaluate spawning beds for suitability. Centre Hastings Municipality to make a decision relative to budget in late September.
 - **Shoreline Assessment**- to start in early Spring 2026 in partnership with Watersheds Canada, subject to budget approval from Centre Hastings Municipality as per above budget date.
 -
10. **Operations Report** provided by Doug McCarthy,
 - Member renewals/new 210
 - Number of expected 0
 - Number of unknowns 62
 - Number of Lapsed members 56
11. New Projects and Ownership (see schedule A attached)
12. New Business- Boat Launch- Joe provided update, concern over maintenance. Plaque expected to be installed in September.
13. Action Item review
14. Next meeting Oct 30, 2025 from 1-4pm, location to be confirmed.
15. Motion to adjourn meeting at 3:35 moved by Tracey Thomposon, seconded by Joe Kaehler- Motion Carried.

Recap of New/outstanding action items:

Action Item	By Whom	Target Date
Lagoon Report- Doug to send to members	Doug	Aug 31, 2025
Move \$4,300 in funds from our main account into GIC/Term Deposit after general meeting	Anne	Aug 31, 2025
Clean up Boat launch area	Anne Dianna Cid Joe	Sept 10, 2025 at 1pm

Schedule A – List of projects/Initiatives and Ownership

Initiative	Short Description	Owner/Lead	Team support	Priority	Resources Required	Timing	Strategic Alignment
Increase Membership in Low-Penetration Zones	Identify underrepresented zones and implement targeted outreach to increase membership.	Tracey Thompson	Doug, Joe, Diana	High	Medium	Start immediately; ongoing through 2026	Member Engagement; Financial Sustainability
Develop & Implement a Facebook strategy	Assign ownership for Facebook, establish a strategy, and implement.	Cid Palacio	Sharon + volunteer	High	Low	Start immediately; Deliver Strategy by December 2025.	Member Engagement; Governance & Administration
Update Member Database	Audit and fill missing contact info; align with Treasurer's records; explore CRM capabilities.	Tracey Thompson	Doug, Joe	High	Low	Start immediately; ongoing	Governance & Administration; Member Engagement
Define MLPOA Merchandising Strategy	Develop and launch branded merchandise program; target 2025 Christmas sales.	Doug McCarthy	Tracey Thompson	Medium	Medium	Start immediately; launch Nov 2025 in time for Holiday shopping	Financial Sustainability; Member Engagement
Publish 2025 Annual Strategic Governance Report	Summarize accomplishments vs. 2025 Strategic & Operating Plans; update KPIs; publish.	Doug McCarthy	Cid Palacio	High	Low	Start Oct 2025; publish Dec 2025	Governance & Administration; Member Engagement
Brainstorm Additional Bulletin Topics	Generate annual content list with board and member input to guide monthly bulletins.	Doug McCarthy	Andy, Dianna	Medium	Low	Start Oct 2025. Complete in November 2025.	Member Engagement; Governance & Administration
Conduct Brief Member Survey	Design and distribute short survey to gather member input on key topics.	Doug McCarthy	all	High	Medium	Design Oct 2025; distribute Nov 2025; analyze Dec 2025	Member Engagement; Governance & Administration

Develop Advertising Policy & Strategy	Create policy and outreach plan for advertisers on website, Facebook, and newsletter.	Andy Sherwin		High	Low	Start Q4 2025; complete Q1 2026	Financial Sustainability; Governance & Administration
Investigate Feasibility of Electronic Participation in AGM	Assess legal, technical, and logistical feasibility of allowing remote AGM participation; present recommendations.	Doug McCarthy	Andy	High	Low	Start Q1 2026; complete Q2 2026	Governance & Administration; Member Engagement
Examine Potential Increase in Membership Fees	Review fee structure, benchmark against peers, model scenarios, and assess member willingness to pay.	Doug McCarthy	Andy Sherwin	High	Low	Start Q1 2026; complete by June 2026	Financial Sustainability; Governance & Administration
Plan and Deliver the Return of the MLPOA Regatta	Organize Regatta; restore tradition; coordinate volunteers, permits, safety, and promotion.	Sharon Abraham	Dianna Patch	Medium	High	Plan Q1 2026; hold summer 2026	Member Engagement; Governance & Administration
Examine Gravel Subsidy Allocation Models	Review and propose alternatives to current spend-based model.	Andy Sherwin	Kevin McLaughlin	Medium	Low	Start Q1 2026; complete Q2 2026	Governance & Administration; Financial Sustainability
Run the 2026 MLPOA Photo Contest	Organize and run May–Aug contest.	Cid Palacio	Dianna Patch	Medium	Medium	Plan Q1 2026; launch May 2026; announce winners Aug 2026 AGM	Member Engagement; Governance & Administration

Explore Feasibility of Deploying Warning Markers	Assess regulatory, operational, and cost feasibility; study other lakes; report at Aug 2026 AGM.	Doug McCarthy		Medium	Medium	Start Q2 2025; complete Aug 2026	Governance & Administration; Member Engagement
Hold Second annual Social ie possible corn roast &/or Golf Tournament	Bring back late-summer social event; break-even format; restore tradition post-COVID.	Sharon Abraham		Medium	Medium	Plan Q2 2026; hold Aug/Sep 2026	Member Engagement
Boat Launch Phase II	Investigate possibility of improving further to offset lack of pool	Cid Palacio	Joe Kaehler	Medium	High	Q2 2026 preliminary	Member engagement