

2009 Membership and Area Stewards Report

Chair: Betty McDonald

Committee Members: Jackie Britz, Jean Francis

On a sunny morning before the summer solstice the area stewards, Membership Committee, membership volunteers and the Board of Directors met at Bev and Fraser Govan's Cottage to review our projects and celebrate the beginning of summer on wonderful Lake of Bays. The focus of the meeting was to kick off the Membership Drive in Franklin Township.

Forty-eight volunteers registered to journey up and down roads to meet about 400 new and seasoned residents as well as visitors and families renting cottages on Lake of Bays. The effort resulted in a good group of potential new members for 2009 and 56 new members by October 2008, compared to 46 new members in 2007. Any new members we recruited during the 2008 membership campaign automatically became a 2009 member. The Association had 1,278 members at year end, October 31, 2008

We didn't reach our target of 2,000 visits — an unrealistic and overzealous expectation. It takes time to chat with people and plenty of resources. This year's drive will continue in the pockets of Franklin we missed last year. We'll also continue to campaign in Sinclair and Ridout townships and, if time permits, tap into Maclean Township as well.

The greatest joy of this process is meeting people and establishing relationships while we discuss the association's history, its achievements and current challenges. And the Association learns a lot from the feedback area stewards and volunteers get as they go door to door from people who don't join. Some reasons for not renewing, or not joining, are easy to understand. Some people just forget to renew, others have been struggling with illness, and there are renters who can't commit to being a constant vacationer on Lake of Bays.

We need area stewards in many Lake of Bays neighborhoods, including Green Point and parts of Hwy 117. If you would like to assist please call Betty McDonald on Haystack Bay at 635-2817 or in Toronto at 416-724-0120, or Gloria Woodside at 705-767-2220.