

Membership and Area Stewards Report for 2011

Chair: Ian White

Committee Members: Jean Francis, Josee Hammill

The role of an Area Steward is two-fold: to be the Lake of Bays Association's (LOBA) local representative, helping members whenever possible, and to cultivate new members. Last year, 37 Area Stewards worked diligently to contact property owners in their assigned areas. Every year, this activity begins at the June Board of Directors meeting and extends through to September. Last year, we were fortunate to have virtually all areas of the lake represented.

Our Area Stewards, many new to the role, visited over 500 residents, members, and potential new members. We were successful in acquiring 67 new members and a total membership of 1326 at the end of 2010.

The structure of the committee was changed last July when Chair, Betty McDonald became LOBA's new President. The coordinators of Membership Services and Area Stewards, Les Dakens and Ian White respectively became committee co-chairs sharing the responsibilities while individually spearheading new projects. Earlier this year, a new business opportunity necessitated Les's resignation from the committee. We appreciate Les's contributions and creativity, and his involvement will be missed. Josee Hammill joined the committee early in 2010, and has also become a director of the LOBA.

The goal of the Membership Committee is to increase the membership of the LOBA. Its volunteers, the Area Stewards, serve as public relations representatives in their Lake of Bays neighbourhood. Their job is to listen and discuss any issues that are important to LOBA members and non-members.

They also encourage new membership by increasing awareness of the Association and by helping people join the Association to share in its benefits and add to its strengths. We are fortunate to have so many capable Area Stewards, but we do need more. Would you like to serve as steward for your lakeside road?

If you are interested, please contact Ian White at ian.white@rogers.com or 416-231-9598 or Josee Hammill at mjhammill@rogers.com or 416-486-1439.