

The 2020 Members' Survey resulted in 110 responses or about 50% of the membership which is a very strong result. Many of you expressed appreciation for the Association's efforts and effectiveness but there is room for improvement. The Board has met virtually to discuss your feedback and has identified some action steps which will depend on your support and, in some instances, clarification of pandemic-related restrictions next summer. The main findings and opportunities are summarized here:



1. **The environment (and related issues like geese/weeds/algae control) are easily the most important issues to respondents.** The Association's efforts in this area were also seen to be less effective than its importance dictates (the 'gap' between importance and effectiveness scores). This has implications for advocacy, education and focusing board activities.

Actions:

- The Board wants to strengthen its activity in this area via a 4-person 'task force', led by Peter Helston. Michael Clarke will continue to lead on the benthic (organism) testing file. Peter has confirmed that Loon and Turtle Lakes will participate in the Watershed Council's 'Love Your Lakes' program for 2021 (more details to follow). We are looking for **two, additional persons** to head up the **Geese Control** and **Water Algae/Weed Control** efforts. If you are interested, please reply to Dan Miller at salestech@rogers.com
- We also plan to communicate more on this subject via email, the website and social media. It is our aim to support YOUR efforts to care for your property in the best, possible way – for today and for generations to come.

2. **Advocacy with the town and district was the second-most rated activity in terms of importance with relatively high perceived effectiveness as well.** While there will always be opportunities, a couple of specific issues cited in the survey were influencing development, road maintenance and road safety.

Actions:

- The Association enjoys excellent relations with Paul Kelly, Mayor of Gravenhurst and Jo Morphy, our local Ward 2 Councillor. We will build on these relationships with Board member and permanent resident Sandi Wilson, who is tasked to keep her 'ear to the ground'.
- We will publish By-law information/links on the website to try and guide property development so that it conforms to best practices and preserves the natural state of our lakes and shoreline.

3. **Water safety and the Loon-Turtle channel/marker buoys were the next, most important issues to cottagers.** However, the water safety (sign) campaign, annual fireworks show and Facebook page are all somewhat polarizing in terms of support. Again, there is a gap between water safety importance and effectiveness that signals an opportunity. With all three activities, some members love them, some do not and some do not use them at all.

Actions:

- The Board believes water safety is a continuing priority but the sub-committee, led by Michael Clarke will be developing its plans for 2021 with the feedback from the survey in mind.
- Plans for the fireworks will, of course, be guided by pandemic restrictions and have yet to be finalized.
- The Board has approached the administrator of the Loon-Turtle Facebook page, Kim Smith, who has agreed to participate in future Board meetings. While the Facebook page remains independent of the Association, we look forward to continuing the close cooperation enjoyed with Kim.
- The channel marker buoys will be inspected again in the spring and the channel may need some clearing – we will use Facebook and the website to communicate any request for a ‘work party.’

4. **Almost 20% of respondents had not used or had no use for the recommended vendors section of the website yet it is seen to be important and effective among users.** A more robust and better-publicized Recommended Contractors/ Vendors section is indicated.

Actions:

- As part of the website rebuild (see more below), we will be exploring using a ‘plug-in’ that provides a more robust rating/review opportunity for contractors, trades and suppliers.
- In the meantime, comments about these businesses can be directed to Peter at peterhelston@contractmagazineservices.com

5. **Email is clearly the preferred way to communicate, followed by mail, Facebook, the website and word of mouth.**

Actions:

- Our email efforts are capably handled by Jaclyn Boucher.
- For Facebook, we have strengthened our ties with the page administrator, as previously mentioned.

- The website is a major opportunity and the Board has recently approved a ‘rebuild’ of the site using a more flexible WordPress architecture which will allow us to change content more quickly and with less cost. Watch for a relaunch early in the new year.

6. **The survey provided an opportunity to suggest several innovative opportunities that should be evaluated.** The Board is open to any individual members who wish to ‘champion’ any of these ideas to assess feasibility and member interest. If you feel that could be you, please contact Dan Miller at salestech@rogers.com. Ideas mentioned include:

- Youth-oriented activities
- Social activities like ‘music on the lake’
- Community-minded activities (‘giving back’) such as a food bank drive, shoreline/roadside clean-up
- Installing fire route/address numbers at the water
- New ideas to encourage renters (and landlords) of ‘good neighbour’ protocols

In addition, we have looked at other cottage associations in our area and list below some of their events...do any of these ideas excite you enough to want to get involved organizing something?

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| <ul style="list-style-type: none"> • Canada Day Events (i.e. fireworks) • Ladies of the Lake Luncheon • Art on the Dock • Annual Regatta • Red Cross & Life Saving endorsed swimming lessons • Tree and shrub planting program • Snowmobile Club • BOOM Sailing program • Lake Plan management planning • Photo Contest • Creative Writing Contest (stories, poems etc.) • Fall Dinner • Canoe for Cancer • Kids Fishing Derby • Canada Day Boat Parade • Spring Dinner | <ul style="list-style-type: none"> • Beach Volleyball Tourney • Kids Cottage Games • Cycling Event • Sailing/Paddle Board Regatta/Racing • Bethune House Guided Tour • Dock Garage Sale • Self-guided tour of historic cottages • Golf Tournament (Muskoka Bay?) • Swim Challenge (across the lake) • Cottage Life Discount • Movie Night • Cottage Watch Program • Skating Rinks • Music Events • Art Market • Large Object Pick-Up • Cottage Clothing |
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