



2016

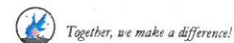
Annual Membership Meeting  
Brainstorming Results

*Making a difference, together!*

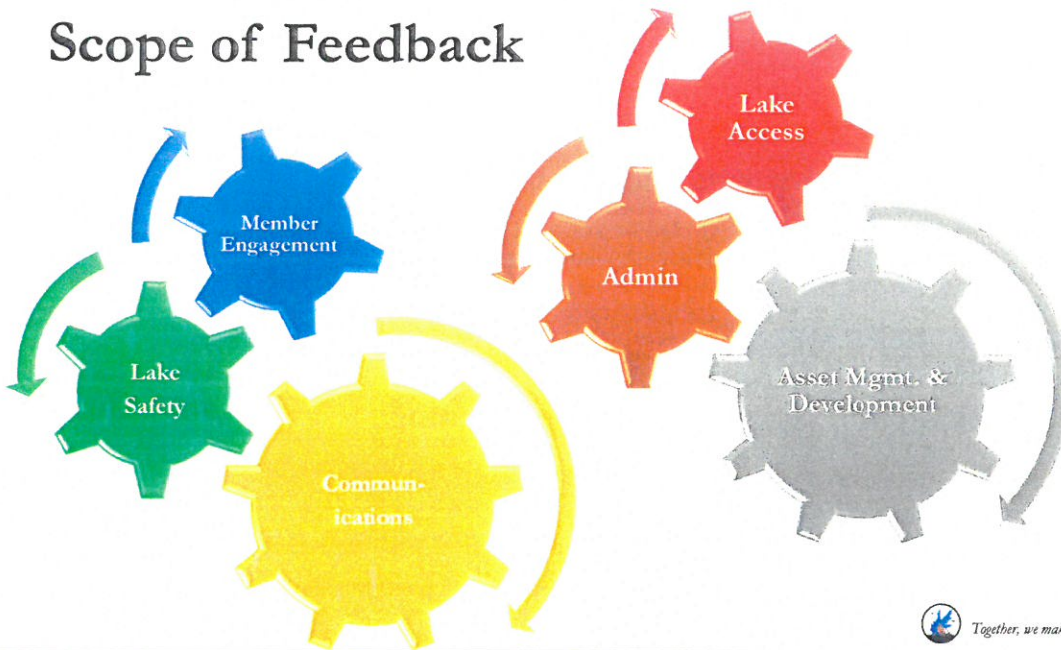



## How Can We Serve the Membership Better?

- How do help our Membership engage with the WLIC?
- How do we keep them safe?
- How do we keep them happy?

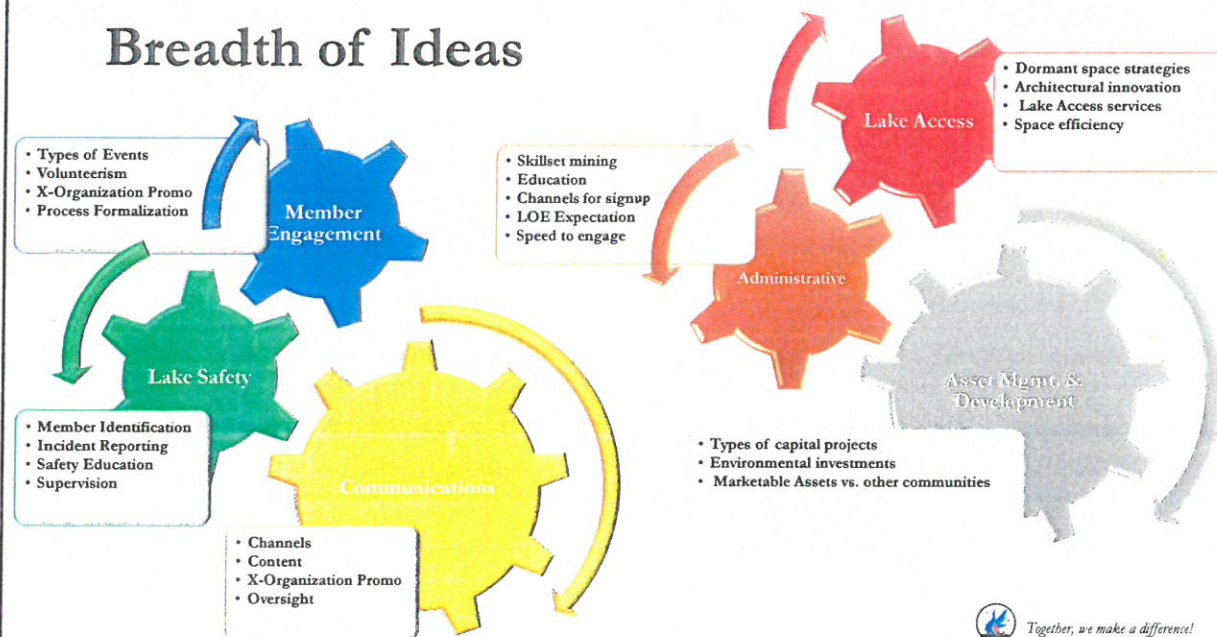



## Scope of Feedback



 Together, we make a difference!

## Breadth of Ideas

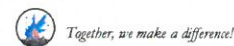


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## Ideas/Considerations – Member Engagement

### General Engagement/Embedding Cont'd.

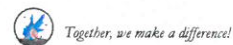
- Use sign up genius for projects, activities and events.
- Encourage paper copy of newsletter. Charge a subscription
- Permanent sign boards at entrances or access areas
- Lake etiquette in training classes.
- Promote/sponsor Kayaking and Canoes events/races. Leverage Yacht club for sponsorship



## Ideas/Considerations – Member Engagement

### Volunteerism:

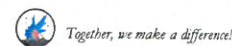
- Post on Facebook
- Formalize and communicate level of commitment for various volunteer activities. Board vs. Committee positions.
- Reach out to Clubs when specific need arises.
- Solicit at New Member Orientation meetings. Find out interests. When new members come to window, mine for skillsets.
- Collaborate with the school district to source youth volunteers.
- Sign-up boards at the Annual Meeting. Sign-up stations – make them interesting so people *want* to stop by. Have sign up tables at all community events. Publicize specific need.
- Push volunteer needs on the website – specific needs (i.e., lake cleanup, painting, etc.)
- Come up with quick hits...get people engaged in volunteering once. They will become repeaters.
- Brainstorm types of volunteering that works with the schedules/demands of the young family.
- Establish calling tree lists.



## Benefits to Exploring



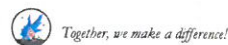
- **Minimizes Liability and Risk for the Membership**
- **Protects property values**
- **Fosters a pleasurable lake experience for all**
- **Engages Membership in long-term planning**



## Ideas/Considerations – Safety & Security

### Supervision:

- **Member Identification:**
  - Holiday Strategy... Disposable wristbands for holidays w/significant guest attendance. Member requests, or pick up at table day of. Clearly identifies approved guests.
  - Develop more visible and user friendly Lake ID program
- **Extend Water Patrol hours** of operation. Many violations occur after 9:00 pm.
- **Install more cameras** at more Access Areas -- U-Cove weak link (inviting, high traffic and easy access).
- **Non-Resident supervision strategy:** monitor NR lake access differently as they have higher propensity to take boat/equipment elsewhere. Pose a greater risk.
- **Create neighborhood watch program.** Shore watch program.

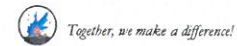




## Benefits to Exploring

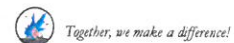


- **Minimizes Liability and Risk for the Membership**
- **Fosters relationship between leadership and membership**
- **Facilitates change management**
- **Engages Membership in long-term planning**



## Ideas/Considerations – Communications

- **Establish WLIC Facebook page.** Post and/or share on the Families Club page. Ensure the content is timely. Monitor/moderate content (initiated 11/2016)
- **Establish text option** for communication (initiated 11/2016)
- **Update website more frequently.** Have it concurrently post to FB.
- **Constant contact/Mail Chimp** for managing communications (established Sept. 2015)
- **Permanent signage by entrances.** Uniform, so Members always know where to look.
- **Provide public service information** – construction, committee meetings, etc.



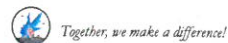
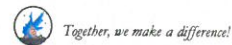
## Ideas/Considerations – Lake Access

### Space Efficiency:

- Shrink space sizes. Assign spaces by type of boat. Pontoon, sail vs. runabout. 8 foot spaces vs. 13.

### Dock Safety:

- Revisit dock width (4x24). 4 feet seems unsteady.



## Ideas/Considerations – Asset Mgmt & Develop.

- **SWOT Analysis**

- **Strengths:**

- Activities
    - Privacy
    - Small community
    - 3 generations of families often reside
    - Lake
    - Neighborhood
    - Eclectic housing stock

- **Weaknesses**

- No sidewalks
    - Older homes at high prices
    - Salt runs into lake in winter from road treatment
    - No ordinances for keeping boats in driveways
    - Exposed powerlines



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## Next Steps

- BOD Review and Reactions
- Report to Membership (method TBD)
- Prioritize ideas -- Quick hits vs. longer-term investment
- Cost estimating
- Project planning

