



Preserve Lake Dunlap Association

P. O. Box 312448
New Braunfels, TX 78131
501(c)(3) Organization

Board of Directors Meeting Minutes July 21, 2011

Meeting called to order at 6:31 pm

- **Attending:** David Shaw, Jay Harmon, John Ivy, Scott Wakefield, Julius Grossenbacher, Ray Kottler, Bruce Shepherd, Lydon Flume, Marcus McKean, Paul Edelen, Robbie Kinsey, Bob Meder. Guests- Cindy VanEpps and Greg Pool.
- **Meeting minutes:** Minutes from 6/16/2011 were approved.
- **Treasurer's report:** Report for 7/21/2011 was reviewed and approved. John has opened new accounts at First Commercial Bank, New Braunfels. The accounts will be under the name PLDA, Inc., which is a 501(c)(3) organization.
- **GBRA Lake Lowering Decision:** On July 11, GBRA announced that the lowering of the lake would be postponed until August 15. The lake lowering will last 60-90 days. Several events took place leading up to the revised extension. On July 7, David Shaw was interviewed by KSAT, Channel 12, San Antonio (the URL for that interview is posted on the PLDA website). Also, additional meetings and communications were conducted. David stressed that the final extension was a result of all the efforts by the PLDA board, property owners and other influential contacts (safety/hazard concerns also contributed to the delay).
- **July 4th Parade:** Thirty boats participated in this year's parade. Previously agreed upon awards were given.
- **Website:** Cindy VanEpps presented the new website prototype. The prototype consists of seven primary sections. Three secondary sections, including "Join PLDA", are also on the website. Several of the sections generated discussion among the board. They are as follows:
 - Home page. No suggested changes.
 - News. No suggested changes. Cindy requests that additional content be provided as required.
 - Events-Need to ensure that all pictures are appropriate for public (signs on boats, etc.). Also, the idea that sponsors be allowed space on this page was suggested.
 - Good Info. Need to post Lake Dunlap map.
 - Sponsors. This section generated a great deal of discussion. David expressed concerns that having sponsors, with their web page accessible, was too commercial. It was generally agreed upon however, that a company sponsor would pay \$250.00 and be given a spot on the Sponsor page, and the spot would be website accessible. As stated above, the idea that sponsors be given space on the Events page was also suggested. This topic needs to be more thoroughly discussed.
 - About Us. No suggested changes. The Board Member page may need to be updated.

- Without Us. It was suggested that a video of last year's flood be posted on this page.
- Join PLDA. This section also generated a great deal of discussion. Although this topic may require more discussion, it was agreed upon that we would keep the basic membership at \$40, and \$25 for seniors. Instead of having a separate fee for flags, allow members to become Gold (or Silver or Bronze) members. Those rates would be; Gold membership=\$240, Silver membership=\$140, and a Bronze membership=\$115.
- Facebook Group. No suggested changes.
- Contact PLDA. No suggested changes.

There was also a process related discussion. Website changes should be proposed by email. Any substantive changes to the PLDA website must be approved by the board. Furthermore, the Webmaster will report back to the board once a month.

- **Membership drive:** Deferred until next meeting.
- **New/Old Business:** A 501(c)(3) requirement is that PLDA contribute to educational/community organizations. Jay proposed contributing \$250/yr to the Comal County Fair Educational fund. Lydon felt that the contribution should be to a more lake-related, such as conducting a lake safety course. This topic will be discussed at the next board meeting.

Jay also reminded the board that we are to conduct a lake clean-up project this summer. The board agreed that the cleanup will be done on August 13. It will begin at 8:00a at Southbank. The event information has been posted on the PLDA website.

Adjourned at 8:10 pm