



2017 Annual General Meeting

November 28, 2017

CHAIR'S REPORT TO MEMBERSHIP

1 September 2016 -31 August 2017

CHAIR'S REPORT TO THE MEMBERSHIP

Welcome to Friends of Cedar Bay's (FCB) 12th Annual General Meeting. Since incorporating in 2006, FCB has overseen or been a part of a number of initiatives. FCB fund raising, receipt of in-kind and direct donations from the Town and community groups have made the above possible:

- Stable operation and capital improvements;
- Snow plowing of the Cedar Bay parking lot (until March 2017);
- Hosting the Cozy Cabin, purchase of educational material for children at the Cabin;
- Working with community groups on trails including installation of benches along the main trail;
- Geocache trail creation;
- Educational nature workshops such as flower walks, owl prowls;
- Development of and improvements to the Interpretive trail;
- 2 Children's Water Festivals;
- Riding lessons and Equine Assisted Learning;
- Easter Egg hunts at the Lakeshore;
- Equestrian activities including sleigh and wagon rides, pony rides, mini-rodeos;
- Construction of a pavilion in the parking lot;
- Advocating for municipal support for capital improvements.

This report summarizes the highlights of the 2016-2017 year:

MUNICIPAL ACTIVITIES

- The road to the Lakeshore was completed in the Fall of 2016. It will not be plowed during the winter and Nordic Nomads created a ski trail on the road. It has been convent for taking supplies for the Water Festival, and for many families who walked down for the Easter Egg Hunt in April;
- The Municipality proposed installing electricity in the chalet but found it not feasible. Last year, FCB lobbied the Municipality to set aside \$10,000 in its 2016 budget for capital expenses for leverage for new projects. The following initiatives are being worked on by the Municipality:
 - working with contractors to deploy wood chips – working on removal of stumps, roots, rocks, and putting wood chips along the path ways for avoid tripping hazards etc ;
 - working with contractors to improve drainage in the field;
 - working on options for new washrooms.
- The Municipality coordinated a number of meetings with a citizens' trails group and the MNR to determine trail location, and usage. Some discussion occurred surrounding taking horses on the new trails which have been built for snowshoeing and fat biking.
- The Lease Committee worked on renewing our Stable lease with the Municipality with the following changes: a 2 year term to February 2019; the Municipality plowing the parking lot.

BOARD CHANGES AND MEMBERSHIP

At the 2016 AGM, the Board welcomed Sarah Flowers, Barbara Hancock, and Anna McKay. Anna's obligations to her son's hockey activity precluded her ability to remain on the Board. Other resignations included: Sandra Lockhart (treasurer), Howard Lockhart (Development Chair), and Liisa Kolehmainen (Equestrian Chair). Terry Lynne Jewell assumed the role of Treasurer, Blythe Bailey as Equestrian Chair. The Development Chair position was not filled.

This year we have 6 Board vacancies for the following positions:

- Chair (incumbent Joyce Timpson, 2 year period expires)
- Secretary (Paddy Dasno would like to take a break from the board and remain on the Lakeshore Committee)
- Equestrian Chair (Lisa Bailey replaced Blythe Bailey by Board appointment in November 2017)
- Treasurer (Terry Lynne Jewell assumed this position and is willing to remain as Treasurer)
- 1 member at large (to replace Anna KcKay)
- 1 member at large (Florence Woolner is resigning to devote her time to Lakeshore activities)

Change to our By-law to streamline board positions and selections are being proposed.

By September FCB acquired 65 memberships of families and individuals for an estimated membership of 200 persons.

LAKESHORE HIGHLIGHTS

The Water Festival and the Cozy Cabin activities are highlighted core activities of the Lakeshore Committee. They are described in further detail in the attached report.

EQUESTRIAN COMMITTEE HIGHLIGHTS

Exact data on activities is less available this year due to changeover in Committee Chairs and the departure of 3 boarders. There were numerous birthday party events involving pony and wagon rides. The Co-operative again partnered with First Step Womens Shelter with their wagon rides to mark Woman Abuse awareness month in November 2016. The co-op also brought the ponies to the Canada Day Celebrations at the Tourist centre.

The year 4 active members with their total of 6 horses between them left the Co-operative. Together the Board and co-op discussed a plan for Stable viability determining that for viability, 5-6 boarders were required. We determined that a deficit would be incurred in the amount it would take to maintain the 5 Cedar Bay owned horses. The thrust of the plan is to find a way for the 5 horses to pay for themselves and to assess if keeping the 5 horses was viable. The Co-operative has proposed many strategies to reach this goal. The attached report of the Co-op shows the success in the last 3 months in reaching its goal.

TRAILS

A group of community volunteers worked constantly over the winter to make trails for biking and snowshoeing. As recommended by FCB, the project was discussed at the Municipal Recreation Committee, which initiated a process whereby the various user groups will work together. **GEOCACHE**

The Geocache trail takes a day to complete. Many users do not have time to finish and find 2 - 4 caches. The Scouts, guides, and school groups use the Geocache as a learning/educational tool which was one of our objectives. Its use by locals has lessened because once local geocachers have done the trail, they may not use it again. There is potential to use the Geocache trail as a tourist attraction.

DEVELOPMENT

With the resignation of the Development Committee Chair, no projects have been pursued.

FUND RAISING

Fund Raisers

The community again showed its support for Cedar Bay through direct and in-kind contributions and offering FCB opportunities to generate revenue through special initiatives:

- We had a 2nd successful Christmas Craft Fair in December 2016 grossing over \$4,000.
- Tim Hortons, again offered us the chance to be the recipient of the Smile Cookie campaign. FCB volunteers pitched in promoting the sale of the cookies. Nancy McCord organized sales through the schools. We brought in a total of approximately \$3,700 in September 2016.
- First Step Women's Shelter along with Ah-shawah-bin provided another day of free wagon rides in recognition of November as Woman Abuse Prevention month.

Donations

The following individuals/groups/businesses made direct or in-kind donations to FCB:

- Festival of Carols (\$3,000)
- Salvation Army (\$2,000) – Children's Water Festival (\$1,000), and 1,000 for children's programs at the Cozy Cabin

WEBSITE AND SOCIAL MEDIA

Website Visits

Year Total unique visitors

2014 954

2015 285

2016 245

2017 1186 (2955 pages viewed, subtract 20% for spammers and robots)

January 2017 to November 19, 2017

64 clicks on FCB link from www.siouxlookout.ca

59 clicks on link from Facebook

43 from www.visitnorthwesternontario.com

5 from www.gonwo.ca

695 people found FCB from google.ca

3 people found us from google.pl (Poland?)

Pages most visited:

598 Home page

293 Cross country ski trail map

175 Contact Us

170 Cross country skiing

158 Horseback Riding

88 Cozy Cabin

A communication venue has been the Facebook Page for which there are 318 followers.

The increasing numbers for the website and Facebook Page reflect the interest in Cedar Bay activities.

LOOKING TO 2017-2018

The following new initiatives will be undertaken:

1. An expanded Children's Water Festival in 2018 organized by the Lakeshore Committee;
2. A plethora of programs organized by the Lakeshore Committee
3. Assistance to the Co-operative to improve its sustainability.
4. Therapeutic equestrian activities through the Poverty Reduction Strategy program
5. Inclusion of new and younger members on the Board of Directors
6. Putting more flexibility into the FCB By-law.

Thanks to the Board, the co-op, our volunteers, the Municipality and the community at large for making 2016-2017 a successful year for Cedar Bay.

Respectfully Submitted

Joyce Timpson, Chair
Board of Directors

28 November 2017