



Summer 2024 Newsletter

Dear members,

The Amis du lac executive met June 30 and several items were presented and discussed. We are very excited about the upcoming season and look forward to seeing everyone. Here is an update on our activities and what to look forward to for this summer! Thank you all for your continued support.

AGM – Sept 2, 2023

Another fantastic turnout (packed clubhouse) really shows the support we have from the community. Minutes to be provided before or at next AGM.

Finance

Treasurer Annie Barbeau was unfortunately not able to attend – further details will be provided at the next AGM. Basic financial position is:

Bank balance as of June 30: \$17,657.39 (no outstanding invoices)

Income:

- Membership: \$3,600
- Donations: \$2,585 (support of Jean-Louis Courteau)
- Calendars: \$2,473

Expense:

- Website: \$712 (3 years paid)
- Jean-Louis support: \$8,000

The financial outlook is good – we had roughly \$8,658 income and \$8,712 expense – we are basically balancing.

Note: We have also simplified Interac with easier e-transfer email names for membership, calendars, and merchandise. See Website update below for details.

Membership

Janet Boileau presented the membership update.

119 “memberships”



- 89 paid last year
- 30 did not

Of the 119 “membership” there are 57 “spouses/partners” listed – making total “humans” supporting Amis du lac closer to 176.

Recommendation: Align membership categories with Club – “family” (\$50) & “individual” (\$40) options. This will more accurately reflect the number of humans supporting Amis du lac and will be important when we demonstrate (reveal) our supporting base. Also, if we are to apply for grants, etc. – this will more accurately represent the real support we have.

Family membership is defined as a household and any children 18 or under.

Membership drive will start immediately, and focus on three groups.

- 1) Existing members to renew
- 2) Past members who did not renew last year
- 3) New membership campaign through Google Groups

Letters have been drafted for each group and will go out immediately. The membership form has also been updated to reflect the new Interac email address and the new “family” membership option.

Calendars

We didn’t sell out last year – had 20 left over so we are going to adjust numbers. Breakdown was:

2023 - 250 Calendars - 20 left over

Cost per calendar: \$7.40 - Total (incl tx): \$2,127 - **Profit: \$2,473 (actual)**

The executive discussed options and decided that we would produce only 200 and we would keep the cost at \$20.

2024 - 200 calendars

Cost per calendar: \$7.55 - Total (incl tx): \$1,706 - **Profit: \$2,294 (@\$20/ea)**

It was noted that printing a calendar is a bit out of synch with the eco-digital world we live in (and promote). It was decided to kick that forward to discuss next year and agreed that as long as the calendar sales remain robust, we should continue. We will look at trying to record data on sales (demographics) to understand who is buying the calendar and also what are more environmentally friendly options. Again, they are a huge tradition that remains popular and are very much a part of the lake culture, but we must acknowledge that the times are changing. Just thinking ahead.



Merchandise

Last year we did not offer any merchandise. We have sold everything and have people

Proposed Tote Bags for 2024

All 100% jute - biodegradable



- Big enough for towels
- 38 units
- Cost \$10.92 ea
- Sell: \$20.00
- Overall profit: \$345



- Medium size – very popular before
- 45 units
- Cost \$8.66 ea
- Sell: \$15.00
- Overall profit: \$285

asking for more. We are “mugged out” but tote bags remain popular. Propose two new styles – estimate \$500-\$650 in profit to support Amis du lac.

Website and Hosting

We have moved to a new Website Hosting company and will save 40% per year on website costs.

Highlights:

- We have implemented SSL – meaning we now have HTTPS:// in our website address – ensuring high level of security over the past approach.
- New domain name – we are now “AmisDuLac.org” – the old name remains and will continue (AmisDuLacDes16lles.org) – the old name just re-directs visitors to the new, simpler name.
- New domain name makes for very simple Interac e-transfer email addresses:
 - Calendrier@amisdulac.org
 - Mechandise@amisdulac.org
 - Membership@amisdulac.org
 - SousLesSeizelles@amisdulac.org

Digital Media and Communications

Connor Manrique-Johnson gave an outline of his plans for the summer with respect to role as the Digital Media and Communications lead for Amis du lac. Connor is developing a project this summer that will build an evergreen documentary (through video) based on interviewing residents to gain insight into their philosophy and the importance they place on topics like ecology and sustainability of the lake. Corinne Hamel’s document, Le guide du bon Riverain, and her related questionnaire provides a template for Amis du Lac to engage with a broader community to share lessons learned and foster educational opportunities in ecology and management. Connor will explore opportunities to develop relationships with similar sized



communities nationally and internationally that have a shared interest in environmental stewardship.

Connor also informed the exec that there is a possibility for grant money to support youth who undertake projects and initiatives in the environment. The grants are through the David Suzuki foundation.

Milfoil Control – JL support – book project partnership

Milfoil: Jean-Louis has done a tremendous job in bringing the milfoil under control. It is now considered “manageable”, and JL will continue to “manage” it around the lake. There are a few locations where he is monitoring and will be diving to continue his removal efforts. We all express our sincere thanks to JL for his selfless work in getting the milfoil under control.

Jean-Louis book: Amis expanded support for JL in 2023 to \$6,500. This year we decided to support him in his (amazing!!) book project to \$8,000 (see budget above -- we are still in very good shape). Books already purchased will be available at Motorless Day at the club – July 3rd. JL will be there talking about the book and signing copies.

Next year: JL has approached Bill with another great “community” fun project for next year – stay tuned!!

Mini-Biofilia

We are currently on a pause for the Biofilia data gathering and will likely conduct a series of “checkpoint” tests in 2026/2027 that will be added to the Biofilia data to continue the monitoring. The report from the scientists was presented last year – you [can see it here](#) if you missed it. Yes, it is good news.

Dave Kerr will continue to perform the Secchi disk testing, monitoring clarity. This testing is part of a government program where municipalities conduct these tests and upload the data to a centralized database. Dave will work with Mme Isabel Leroux, deputy director general and municipal inspector in providing this data.

Dave will also be providing details of the Secchi disk tests, what they mean for us, and why they are important. That will be posted to the website in a few weeks.

Loons and Loon Nests

Catherine Wensley has asked lakers to participate in a “loon reporting day” on July 13. Residents are asked to report any loon sightings on that day (time and location) so we can get a clear picture of how many loons we have. They do move around.

BTW, we currently know of one active loon nest with egg(s). Fingers crossed.

Reminder: Be careful driving your boat as the baby loons (and baby ducks) are vulnerable and cannot dive to get out of the way of a speeding boat.

Signs for boat navigation

We did joint work with the municipality on boat navigation signage. Last year was the pilot and the municipality is moving ahead with permanent metal signs.

Motorless Day at the Club – Sponsored by Amis du Lac

July 3, 2024 is Motorless Day. Amis du lac will be serving up hotdogs, veggie dogs, and chips for the kids and families in support of Motorless Day. Jean-Louis Courteau who will be discussing his new book “Souse Les Seize Iles.” He will also be signing copies for those who are present. The books will be available for pick up (and signing) for those who pre-purchased their books. A limited supply of copies will be for sale at the event.

Michael Hyde

President, Amis du lac/Friends of the Lake.