

PARADOX LAKE ASSOCIATION



Annual Business Meeting
September 20, 2022



**WELCOME
FROM THE
PLA BOARD**

President – Dan Gorke

Vice President – Bob Hauserman

Treasurer – Matt Massiano

Recording Secretary – Dee Dee Foran

Upper Lake Directors

Nancy Girling, Micki Kuttler, Jeanette Barth

Lower Lake Directors

Scott Randall, Doug Kaufman, Tony Petrongolo

AGENDA

Welcome

Nominating Committee

Invasives Efforts

Finances

Membership

Fundraising

Communications

Volunteer Support

MISSION

OUR COLLECTIVE PURPOSE IS TO PRESERVE AND PROTECT PARADOX LAKE AND ITS SURROUNDINGS, TO ENHANCE THE WATER QUALITY, FISHERY, BOATING SAFETY, AND AESTHETIC VALUES OF PARADOX LAKE, AS A PUBLIC RECREATIONAL FACILITY FOR TODAY AND FOR FUTURE GENERATIONS.



Scott Randall
Micki Kuttler
Pete Pelone

NOMINATING COMMITTEE

Officers

President

Vice-President

Treasurer

Recording Secretary

Officers – (3) Year Term

Directors – (3) Year Term

(1) Upper Lake & (1) Lower Lake voted each year

Directors

Upper Lake (3)

Lower Lake (3)



BOARD OF
DIRECTORS

2022

CANDIDATES

President

Bob Hauserman

Vice President

Ryan Ragland

Treasurer

Matt Massiano

Recording Secretary

Sandy Courneen

Upper Lake Director

Dee Greer

Lower Lake Director

Teanna Fullen

Nancy Girling
Bob Hauserman
Liz Reid
Jim Fredrick
Janice Miller

INVASIVES EFFORTS

MAKING GOOD PROGRESS AGAINST OUR PLAN!

Highlights

- 70 days of Aqualogic harvesting
- Extensive surveying of deep water locations
- Solid understanding of lower lake EWM situation
- Clarified areas for ProcellaCOR treatment
- Plan communicated to Town, SLSC, SLA, ESSLA, APA, APIPP
- ProcellaCOR application permit process foundation work completed
- APA approved revision to Memorandum of Understanding

Challenges

- Limited EWM harvesting in Inlet Bay and Narrows
- Found more EWM in some deep water locations
- EWM density increased in Inlet Brook
- Harder to guide volunteers with change in harvesting approach
- Learning curve in use of the new APP

SOME 2022 DETAILS

AquaLogic and volunteer divers dove and harvested many areas multiple times - improving our understanding and reducing the EWM populations

Conducted successful on-lake meeting with APA to survey EWM situation and conducted plant survey required for APA permitting process

Repeated communications with membership and neighboring communities our plans to apply ProcellaCOR to ensure understanding/awareness

Larger invasives committee, increased communications, use of APP – will reassess during the winter to increase our effectiveness in 2023

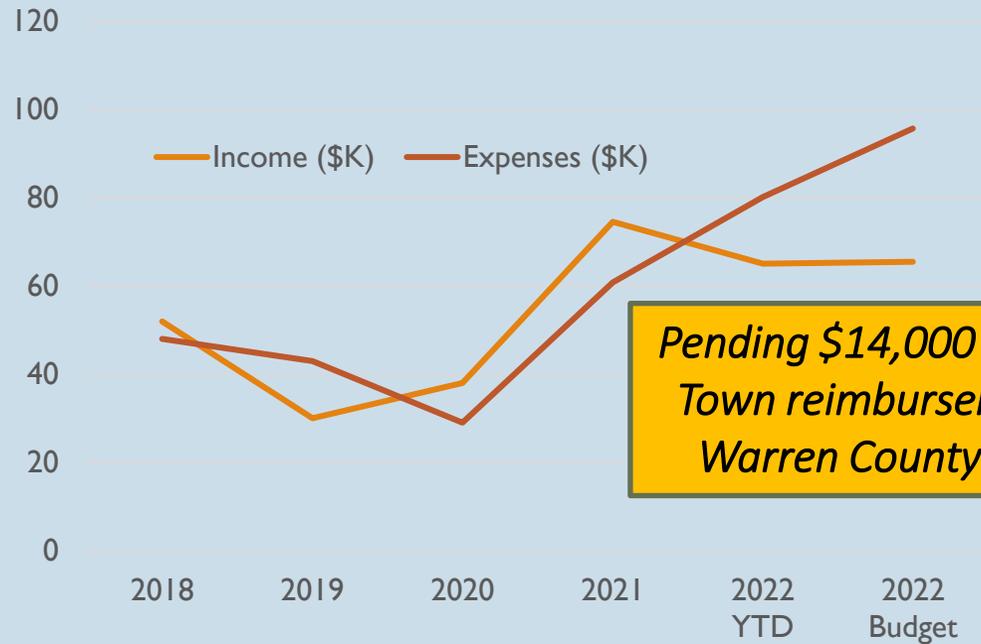
APA and DEC ProcellaCOR permit applications to be started soon

Matt Massiano

FINANCES

FINANCES – SEPT '22 UPDATE

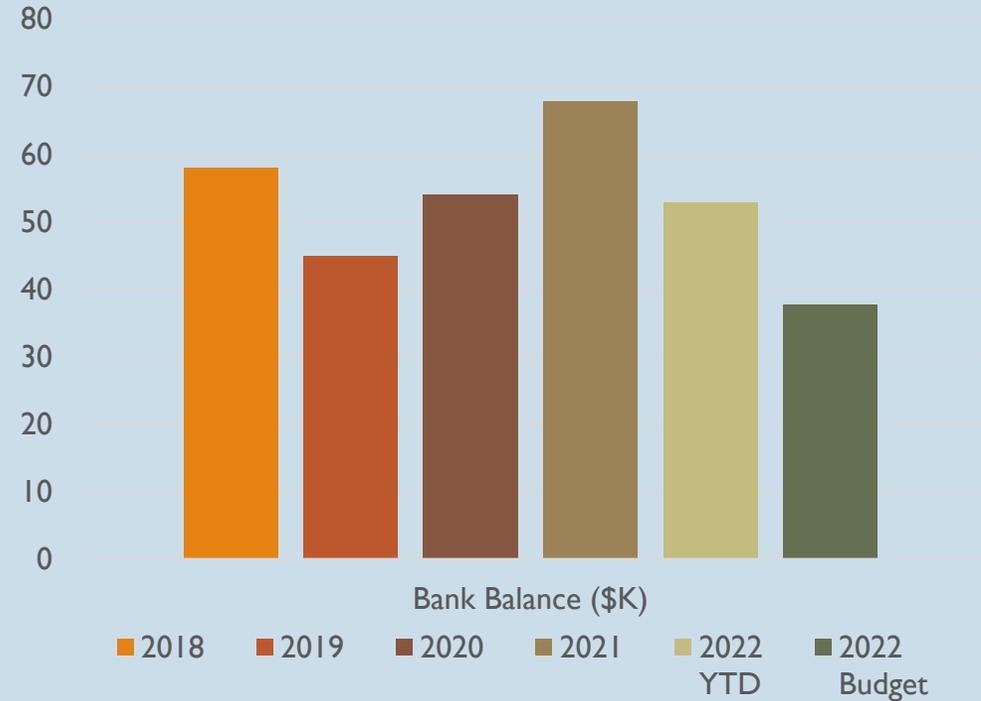
Income vs Expenses



*Pending \$14,000 income:
Town reimbursement &
Warren County grant*

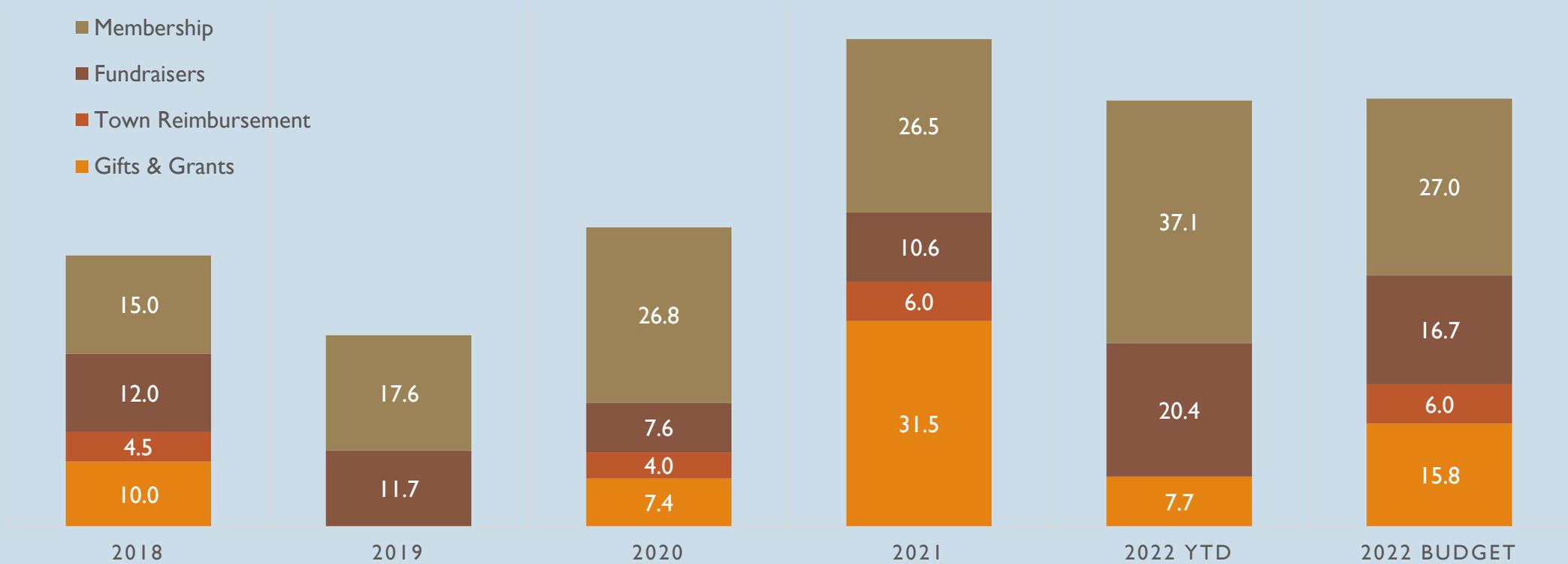
*2022 to-date: income on plan
with expenses below plan!*

Bank Balance



*2022 to-date:
bank balance at \$53,000*

INCOME BY CATEGORY – SEPT '22 UPDATE



2022 to-date: fundraising above plan with very successful picnic paddle race and raffle events and membership drive exceeding \$34,500 stretch goal!

EXPENSES BY CATEGORY – SEPT '22 UPDATE



2022 to-date: above plan with additional expenses pending

FINANCES – FOCUS FOR 2023

- Continue **increasing the number of members** and related donations through frequent communications
- Maintain **increased contribution levels from members**
- Explore funding opportunities with the State, County and Town
 - Grants Committee led by Susan Brown to continue searching for new opportunities
 - Bob Hauserman continued participation with the Schroon Watershed Steering Committee
 - Continued participation in Town of Schroon Fall Budget Workshop to request increased funding for '23
- Continue traditional fund-raising programs – raffle, calendar sales, Schroon Lake Craft Fair, annual picnic, Paddle Race and Paradox Brewery days

Dan Gorke

MEMBERSHIP

2022 MEMBERSHIP

- 2022 YTD: 199 paid members
- Year end 2021, 205 members
- 2022 budget \$27,000; 2022 goal \$34,500.
- Congratulations! YTD \$37,092! THANK YOU.
- Your membership and donation is critical to allowing us to expand our invasives effort
- Please recruit a neighbor

Dee Dee Foran

FUNDRAISING
“ALLSTAR TEAM”

Raised \$10,458

Thank you to all
Paddlers & Donors

Looking forward to the 2nd annual
event





**2022
RAFFLE**

Raised \$5,778

**Thank you to our
Donors & Sponsors**

UPCOMING FUNDRAISER

2023 Paradox Lake Photo Calendar
Order from our website in
October

YTD, all fundraising events has raised
\$20,517

Including Brewery Merchandise Sales and
Schroon Lake Craft Fair



Micki Kuttler

COMMUNICATIONS

COMMUNICATIONS TO MEMBERS

Website: Paradox-Lake.com

Primary source of information about the PLA

Monthly Newsletter Mailing List has grown to 329 people

Newsletters are posted on the website under News and Events - Newsletters

A Facebook posted after each mailing notifies people to look for the newsletter and provides a link to the website copy

Monthly Board Meeting Minutes are posted on the website once approved, under News and Events – Meeting Minutes

Mailing list and FB membership



COMMUNICATIONS BETWEEN COMMUNITY

- Private Paradox Lake Association Facebook Group is primary means of communication between members and greater community
- FB Membership has grown to 270, up almost 20% in the past year
- Email based 2-way communication system was tested this summer, in hopes of using it to create an online community directory. There was insufficient participation in the experiment. We continue to look for ways to create a paper community directory.

Bob Hauserman

VOLUNTEER SUPPORT

TASKS THAT ARE DONE BY VOLUNTEERS

- Snorklers
- Divers
- Aqualogic support scouts
- Aqualogic management
- Rakers
- Marking invasive plants
- Craft fair booth
- Organizing the raffle
- Calendar
- Note cards
- Picnic
- Membership
- Writing the newsletter
- Announcements
- Grant writing
- Nominating committee

- Water testing
- Making milfoil markers
- Writing reports
- Buoy placement & removal
- Signage at the boat launch
- Lake survey point data for milfoil monitoring (lake mapping)
- Conducting training on how to identify and remove invasive plants
- Coordinating sweeps to remove invasive plants
- Boat wash & steward tent setup/takedown
- Merchandise sales
- Steward recruitment



THANK YOU TO OUR VOLUNTEERS



2022
WRAP-UP

2023 Look Ahead

Year one of the “Surge” has made a difference

- More work to come
- Stay informed
- Stay involved
- Stay generous