

## The Greensboro Association 2012 President's Report

August 10, 2012

The state of the Greensboro Association is strong. We are not facing any major issues or challenges and in recent years have been able to grow our funding balance. Committee activities are vibrant and active.

Our mission is centered on lake protection, (including addressing issues like geese populations), and village improvement and we are in a position to allocate additional funding to long-term lake protection; near-term lake related projects and a new village beautification initiative.

Let me highlight a few of the accomplishments made this year by our committee members.

- **Andy Dales** helps with all aspects of the association – especially Caspian Lake protection. Andy is the backbone of the association with his year-round dedication and we owe him our gratitude in his leadership.
- **Anne Cassidy** has been leading the efforts to produce our Annual Directory for many years and the effort she has put in is reflected in our 2012 Directory.
- **Linda Ely** and **Betsy Hunt** with help from **Susan Wood** helped us continue evolving the website and communications for our members.
- **Tara Reynolds** and the Grants Committee transformed our grant applications process a few years back and is now effectively balancing our core project mission with appropriate community grant giving based on both need and consistency with our mission.
- **Tod and Gwen Mann** have led the Membership Committee for several years and have worked closely with Anne Cassidy to track down members, attract new members and maintain the member database. I thank them for their long service as they now pass along the chairmanship of the committee to **Mary Parker**.
- **John Schweizer** assumed the role of Chair of the ad hoc Tax Committee and, together with his committee, was instrumental in raising awareness and educating the membership on taxation and its impacts.
- **Larry Hewes** conducted a detailed review of the draft Greensboro Town Plan that the board approved as a set of suggestions for consideration by the Town Planning Commission.
- **Victoria von Hessert** agreed to chair the newly formed Events Committee, which has replaced the Fireworks Committee previously led by **Michael Porrazzo**. The Events Committee successfully ran the first annual Fun Run and 4<sup>th</sup> of July Parade float.
- Thanks also to **Anne Harbison** and **John Hewitt** for their continued their long-standing tradition of leading the Memorial Garden and Summer Lake Concerts.

- **Niall Kirkwood**, after stepping down from the President role, continues as a leader on the board and participant across many committees – including our Winter Newsletter.
- **Annie Paumgarten** is retiring from the board after producing the highly valuable resource book “50 Ways to Preserve, Protect and Enhance Caspian Lake”, and leading a new survey/ outreach program which has strongly influenced our association strategies.

## Looking forward

While we remain a healthy and active organization and can celebrate many accomplishments, we also have several goals for the next year:

- **Expand Lake Protection** – The lake continues as our #1 priority and we still need to identify and attract additional committee members in this mission and provide the depth of attention needed for the lake in future years. This year it may be geese and run-off questions, but issues change over time. Over the next year, we want to add committee members to join Andy and address both nuisance and substantive issues that may impact the quality of the lake.
- **Visible Village Improvement** – The board has recommended a budget allocation to pursue – in collaboration with town officials – a village beautification project. While exact details are still at the idea stage, we want to take advantage of a portion of our available funds to give back to the community in a way that is both visible and supportive of the village.
- **Community Awareness** – Last year, we set the goal to increase the visibility and awareness of the association among more of our community – especially younger generations who may not fully appreciate the many past accomplishments, the scope of our work and the opportunities to serve. We held the first Fun Run and participated actively in the 4<sup>th</sup> of July Parade. We also increased our communication outreach, website and social media engagement. We want to continue this activity so that everyone in our community is aware of the association and its mission.
- **Member Expansion** – we must continue to attract new members to the association and with an aging membership and increasingly fragmented population, it is more challenging. We welcome our entire community of residents to value our role, join and participate.

I want to thank all past leaders who have done so much for the community over so many years and also welcome new board members. Please continue to spread the word about us and encourage people to join. Let’s work together to support our village, protect our lake and enhance our community.

Respectfully submitted,

John C. Stone III