

The Coalition of Haliburton
Property Owner's
Associations
C.H.A.

Lakeland Conference
Haliburton, September 19, 2009

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The Coalition of Haliburton Property Owner's Associations

- What it is
- Why Formed
- Membership
- Mandate
- Current projects
 - Lake Stewards meeting
 - Newsletter Synergy
 - Lake Area Property Owner's Manual



C.H.A. - What

- A Coalition of Haliburton County POA's (high %)
- Non Profit – member funded
- Simple structure
 - Small executive (Policy & Governance)
 - + Panels
 - **Environment**
 - **Development and Advocacy**
 - **Marketing Outreach and Promotion**
 - **Information Technology**



C.H.A. - Why

- Meeting in June 2008
 - Common interests and challenges
 - Lack of volunteer time
 - Decided that there would be synergy in getting together



C.H.A. - Mandate

From a foundation of shared values, the Coalition of Haliburton Property Owner's Associations will support and strengthen member associations by sharing resources of common interest and advocating on common issues.

C.H.A. - Not

- Not duplicate the work of other groups
 - FOCA
 - WRAFT/CAPTR
 - CEWF
 - Environment Haliburton
 - Stewardship Council
 - Etc
- Not a political organization

C.H.A. - Projects

Lake Stewards Meeting

- Sept 26th at Fish Hatchery
- Purpose to benefit every member lake association
- Get to know each other – background, projects etc
- Presentation on resources available to Lake Stewards and how to access

C.H.A. – Projects cont.

Newsletter Content Sharing

- Develop contact information for all member association's Newsletter Editors
- Provide structure for content sharing
- Put all editors in touch with each other



C.H.A. – Projects cont.

The Lake Area Property Owner's Manual

- A Manual for the 80%
- Self supported financially
- Unique Distribution Method
- Real benefits to C.H.A. member associations



The Lake Area Property Owner's Manual

Target Audience

- Lake Area owners who have not been motivated to search out best environmental practices
 - history
- But will make one change at a time if:
 - They understand why
 - The reasons are palpable to **them**
 - We make it easy and simple
 - They understand how the change will benefit **them**

The Lake Area Property Owner's Manual Format

- 40 + topics – cleaning products to night skies
- Binder – replaceable pages – fits on kitchen shelf
- One page per topic –
 - Rationale
 - Top 5 do's and top 5 don'ts
 - Sources for more information
- Back of each page = Advertising
- Customized section for each lake
 - Local information
 - Association info



The Lake Area Property Owner's Manual Distribution Method

- Background
 - Frequent ownership changes
 - Associations lack resources to track changes
 - = Membership losses
- Solution – Delivery by Real Estate Agents
 - Agent provides each new owner with:
 - Customized manual for that lake
 - One year membership
 - And with the owners permission provides POA with new owners information

The Lake Area Property Owner's Manual C.H.A. Member benefits

- Improved Environmental Stewardship
- Auto membership of new owners
- Volunteer time freed up
- Advertising pays for manual which includes customized welcome kit from Lake Association

*C.H.A. Members receive tangible benefits only
achievable through the Synergy of working
together*

The Coalition of Haliburton Property Owner's Associations Questions

