

BOARD ROLES FRAMEWORK FOR CONSIDERATION FOR JLA 2021

Please note that the roles outlined below are directional. The member elected board will determine what roles are needed on the lake and which member will fill each role. The objective of the list below is to assist those who may not have a deep understanding of the JLA to date, or the areas of responsibility that have been a focus in the past. We hope it helps.

- 1) President (executive)
 - Responsible to set policies and strategic direction for the JLA, both for the near term and for the foreseeable future.
 - Responsible to ensure that the directors follow the mission, vision and values as set out by the board and that policies and procedures are in place.

- 2) Vice President –(executive)
 - Responsible to set policies and strategic direction for the JLA in conjunction with the President and the other members of the board.
 - Act in support of the other members of the board and as a second in command when the President is unavailable.
 - May be allocated additional roles and responsibilities as progress is made on various files moving forward.

- 3) Secretary – (executive)
 - Ensuring the integrity of the governance framework
 - Responsible for the efficient administration of the JLA.
 - Compliance with statutory and regulatory requirements and support for implementing decisions made by the JLA

- 4) Treasurer – JLA finances – (executive)
 - Responsible for managing the long-term and day-to-day monetary operations of the JLA.
 - Oversee incoming and outgoing payments, budget creation, cash management (treasury), accounting, financial reporting to members.

- 5) Membership
 - Build and develop JLA’s membership base and strengthen the value proposition for membership.
 - New memberships/maintenance of data base in coordination with JLA Treasure
 - Innovative approaches to adding value to lake members, welcome package
 - All director roles may have additional responsibilities as required

- 6) Social
 - Take the lead in engagement and coordinating all the JLA social activities for adults and kids.
 - Work with volunteers to ensure these events bring the community together for fun and social connection.
 - Regatta and activities around regatta weekend
 - Hot dog/Corn roast
 - Kids fishing derby
 - Volunteer Appreciation

- Children's Camp
- Innovation on building lake connectedness

7) Environmental

- Responsible for leading JLA's environmental projects to strengthen the Association's efforts to act as an effective steward for the lake environment and surrounding areas.
- Work with all levels of government and other stakeholders, build relationships with other stakeholders, and ensure that the JLA has a clear voice on environmental issues.
- Water quality projects, monitoring, protection, and enhancement
- Fisheries projects, monitoring, protection, and enhancement
- Animal projects, concerns, monitoring, protection, and enhancement
- Forestry projects, concerns, monitoring, protection, and enhancement
- Shoreline monitoring, protection, and enhancement

8) Lake Safety

- Responsible for overseeing all aspects of lake safety for the enjoyment of all members, lakers, visitors and for the surrounding community.
- Buoys and beacons
- Fire pumps and fire signage
- Lake speed signs
- Safety and prevention message
- All director roles may have additional responsibilities as require

9) Marketing/Communications

- Build an annual marketing and communications plan that provides valuable information and engagement with members, lakers, visitors and for the surrounding community.
- Ongoing communications to members and property owners
- Lead the planning, development, budgeting, and creation of the semi-annual Smoke Signals
- Website notices, event flyers,
- Management of notice boards and marinas
- Opportunities to collaborate with other directors to feature lake stories
- Opportunity to feature lake in media for benefit of all lakers

10) Digital Communications

- Responsible to provide leadership and guidance for the JLA as it relates to the digital experience for members, lakers, visitors and for the surrounding community.
- Website management and maintenance
- Social media management and maintenance
- Investigating innovative technologies that can benefit the lake or it's owners

11) Legal/Governance and Government Liaison

- To ensure good governance from board & by-laws followed
- Liaison and lobby government at all three levels
- Lead any legal issues that threaten the lake
- Nominating & Constitutional roles and responsibilities
- Help with First Nations and other critical relationships to help protect lake