

Secretary's Report to the Membership 9/11/2021



We are roughly 18 months into the COVID-19 pandemic and we are finally seeing the involvement of the membership increase since the pandemic started last March. Currently we have 40 paid members with several members yet to renew. This is an increase over last year and the year just begun on July 1st. We are fortunate to have three new board members swearing in today, all of whom recently started attending board meetings and getting involved. Although we have not fully recovered from the pandemic, we did a lot this past year to support the Post Office and the White Mountain Lake community.

2021 marks my fourth year organizing events in White Mountain Lake. We saw our biggest turnouts and donations ever over the past year. More than 230 kids attended our Trunk-or-Treat in October, a more than 130% increase over 2019. The event was covered by the White Mountain Independent. We received \$2,586 in donations for Breakfast with Santa and purchased gifts for 100 kids. In April we held an Easter Egg Hunt at the lake park. In May we held two community cleanup events along White Mountain Lake Rd. Thanks to generous donors, we have proper safety vests and other equipment to do cleanups for years to come. We held our third Back to School Supply drive in early August and helped 30 students with school supplies and backpacks. The donations were so great for this event that we have about 50% of what we will need for next year already. The library was restocked because of our successful book drive and dozens of unread books were donated to a local charity.

When I joined the board in September 2019, I assumed admin privileges over the White Mountain Lake Community Association Facebook page. On September 15, 2019, the page had 185 likes. On September 12, 2020, the page had 532 likes, 595 followers and a reach of ~3,000 people. Currently, the page has 822 likes, 951 followers and a reach of over 7,000 people, with a peak reach of over 12,000 people during the recent flooding. I met someone this past weekend at the Swap Meet who said she loves following our page. The page has become a vital source for news and information concerning the community.

I continue to be proud of what this board, its membership and volunteers accomplish to support this community. The Association is truly a vital resource and I look forward to seeing what the new board envisions and works toward.

Respectfully submitted,

Jessica DeLaney

Secretary of the White Mountain Lake Community Association