

**The 2022 Annual Meeting of the Chautauqua Trail
Chautauqua Wawasee, Syracuse, IN – September 27-20**

Attending:

Lakeside Charles Allen (Director of Operations), Nancy Brucken, Bob Brucken, Joe and Barb Caner, Bill and Nancy Carlson, Gretchen Colon (Vice President of Development and Marketing), PA and Christi Dunfee, Kip and Katie Greenhill (Kip, CEO), George and Pat McCormick

Ocean Park Frank Gwalthney

Bay View Karl (Trustee) and Michelle Hansen (Director of Development)

Monteagle (Mayor Elect) Greg and Pam Maloof

Mt. Gretna Cliff and Kathy Snavely

Dunes Rebecca Jascoviak

Wawasee Ann Strong-Wade, Larry Lane, Kip Schumm, Mary Moretto, Mark Knecht, Richard Thrapp

President Frank Gwalthney opened the meeting at 9:04am, with a greeting and reading of our mission:

The Chautauqua Trail is a group of organizations and individuals committed to the communication and implementation of the chautauqua concept of building community by supporting all persons in the development of their full potential intellectually, spiritually, emotionally and physically. The Chautauqua Trail facilitates interaction and communication among its members to further their preservation, growth and development.

Host Mark Knecht thanked everyone for coming. Hopes we enjoyed the reception last night, meeting each other and some of Wawasee's donors. There are two planned programs, the cruise on Thursday and the Kindly event. Chautauqua Wawasee is an "immature" Chautauqua, and we look forward to learning from other Chautauquas, he said.

Frank noted that Deb LeBarron (NY) is not in attendance, as her mother passed away unexpectedly last Saturday. Mary-Lou Gardner (Chautauqua Canada) is not here due to issues in crossing the border between countries. Gayle Dempsey (Muskoka) is not here, as she could not find enough caregivers to take care of Gary while she was here.

Ocean Park: Frank mentioned that they were founded by Free Will Baptists, part of the radical Republicans that got Abraham Lincoln elected. He showed a Google maps satellite view of Ocean Park. It is not a gated community.

Lakeside: Kip Greenhill looks forward to hosting us next year, with staff and a host committee. He talked about some of the programs he anticipates. Kip talked about the gifts of the current leadership team at Lakeside. Like everyone, staffing challenges and emerging from COVID are issues. They've gotten some help from other businesses to volunteer to "audit" their operations, which has been most helpful. Also has developed some college partnerships, which has helped keep costs down. Infrastructure challenges will be met, and they're focusing on planning their sesquicentennial. Bob Brucken noted that they and CHQ are gated; they have about 1,000 cottages in a square mile. Pat McCormick noted they used to depend on conference season for income, and there is now a better organized shoulder season.

Bay View: Karl Hansen is one of the trustees. About 337 acres owned by the Association, 445 lease-holding cottages, as well as a mile of Lake Michigan. Just put \$3.7 million into improving the lakefront. Four program areas, like others CHQ: children's programming, youth, music conservatory (which performs an opera every year), student recitals, porch talks, movie night, 62 classes from gardening, painting, cooking, etc. 30 buildings on their campus to maintain. Seasonal staff: 13 FT, over 100+ seasonal staff. About 5,000 residents during the season and 15,000 come through in the summer. Not gated. 445 cottages, two burned down within the last year. Also on the National Historic Registry. 765 leaseholders and 200 associate members. Large staff turnover this year, although it is a small staff. Challenges finding qualified people, and they are a little bit rural; finding housing for everyone is challenging.

Monteagle: Greg Maloof shared they have 160 leaseholders within their gates. Purchasing buffer properties when they become available. 8 main buildings on the campus. Also on the National Registry. Gate fees make up a major portion of their revenue. A picnic before twilight prayers on Monday evenings started this year, and will be continued to meet the new pastor of the week. Speakers and programs follow a weekly theme. Well-run year-round facility with their eight week program season.

Mt. Gretna: Kathy Snavelly (shared her PPT, available upon request)

Dunes: Becky Jascoviak shared they're near Chicago and Great Bend in Indiana, about 5 years old. No facilities, partner with the Indiana Dunes State Park up until this year (who worked with a private vendor to establish a restaurant which won't permit outside groups). They're working with the local library now. Most popular programs are writing workshops, sunrise yoga on the beach. Attempting to move to a year round model; just had opening for the 2022-23 meeting with a writing theme. Their next session in November is about seeing the world through other points of view. They're not allowed to charge and no gate fees, so they are doing a lot of grantwriting and fundraising.

Wawasee: Mark Knecht has copies of his slides available. Don't own any facilities. There are 110 cottages, the majority are privately owned. 10 are owned by the resort and are rented out. Re-created in 2014. 3 contracted workers, no employees. 15 programs yearly with a \$60G budget, fundraising and grants. Changing of the logo this year from a building and name to the name and four pillars. Completed a program assessment tool, using a sustainability mindset. Charge for very few programs.

Minutes: Mark moved to accept the 2021 minutes as presented; Ann seconded. The minutes were unanimously approved.

We discussed the current map on the website and what is/not accurate about it. Chagrin Falls is kinda off/on, thinking New Piasa has faded, Halifax faded before COVID. Ridgeway has new contact people with whom we are not familiar. Greg mentioned Waxahachie has a one/few day program, as does Plains without their own buildings. DeFuniak has a four/five day series and utilizes a whole bunch of buildings owned by other organizations; they have always partnered with the local high school. (They did displays on each of the Chautauquas when we were there.) Frank mentioned Boulder is doing well; we met there in 2019. They only have 3 pillars.

Frank explained the information contacting by the Chautauqua Trail officers. Gathering information from each Chautauqua is going on, with each of the four officers contacting all the known Chautauquas. We're working on the rack cards, which we can put for free within 300 miles of any national park. Frank explained that Lakeside hosts our website, which needs to be updated. Karl

(Bay View) put rack cards in local hotels with QR codes and has found them to be very effective. He explained the various methods of using social mediums, but strongly suggested a strategy be established first. Reaching out to local colleges and high schools for free help often works. Gretchen (Lakeside) also talked about a student intern project that worked very effectively for them. Community colleges are great resources, Karl added. Mt. Gretna Area Historical Society has a QR code tour available, with codes posted throughout the community. Frank talked about the Museum in the Streets, with whom they partner with Old Orchard Beach, utilizing QR codes. It wasn't inexpensive for the signage, Frank added; it was an easy sell for families to underwrite those costs.

Topics:

What is the primary value your Chautauqua offers:

Kip (Lakeside): (from the teen perspective) they felt safe there; all the opportunities available and the freedom to choose

Nancy (Lakeside): Opportunities for families to do things together

Bob (Lakeside): seeing the kids gather and circulate in groups without adult supervision

Gretchen (Lakeside): purposeful and enriching experiences

Charles (Lakeside): over 5,000+ program offerings

Michelle (Bay View): multigenerational interactions

Karl (Bay View): Safety, programming, multigeneration connects – understanding who we are, why we are which undergirds that; purposefully inviting involvement and enhancement of the human experience

Greg (Monteagle): intergenerational experiences; youth programming with the involvement of the parents and youth staff

Pam (Monteagle): programming

Paul (Lakeside): Shuffleboard!! 26 shuffleboard courts

Joe (Lakeside): Well-maintained shuffleboard courts

Ann (Wawasee): we bring experiences to the community to give it another dimension

Mary (Wawasee): like hearing multigenerational; we don't have that opportunity here because we don't have land/buildings; but we bring experiences to this area that otherwise wouldn't be here

Mark (Wawasee): Make Syracuse unique affordable programming (see slides)

Kathy (Mt. Gretna): unique experiences under the four pillars

Gayle (Muskoka via email): PDF document supplied; available upon request from the Secretary

Frank (OP): we are an oasis for safety, ungated so finding people from Old Orchard Beach and local campgrounds notice something about this place, like stepping back in time

Becky (Dunes): right outside Chicago, 100s of cultural events going on; their niche is bringing people together who wouldn't normally come together (ie, writers, lecturers, artists speaking/interacting together

Pat (Lakeside): peace and tranquility; being able to allow your children to run freely

Bill (Lakeside): for a lot of kids, the freedom they are allowed may be strange because they can do anything and go anywhere.

Gayle (Muskoka via email): Encouragement of creative thinking, curiosity, education and all art forms, as well as the support and promotion of artists, partners and the rich history of the area. Muskoka Chautauqua animates the village, attracts visitors and adds value to the quality of life and the local economy. Our programs bring diverse people together, surrounded by the beauty of nature, to share experiences and ideas and uplift body, mind and spirit.

What percent of your programs are in each of the four pillars?

Pam (Monteagle): equally split
Greg (Monteagle): agrees
Karl (Bay View): Education, while Michelle thinks it's worship
Bob (Lakeside): reasonable balance; worship includes study of religion
Gretchen (Lakeside): agreed with Bob, although residents may participate in certain areas of programming more than others
Katie (Lakeside): children's programs are wonderful and they're offered many different opportunities
Gretchen (Lakeside): Chip uses his creativity and the children are captivated; new intergenerational, interactive science experiences
Nancy (Lakeside): lots of God Squad shirts running around
Kip (Lakeside): reflection on faith in the culture
Nancy (Lakeside): MGM (middle grade ministries) popular, extension of God Squad
Bill (Lakeside): A lot is offered; how much people partake of it is up to them. Having lots of offerings is the important thing.
Pat (Lakeside): availability of optional activities should be appreciated
George (Lakeside): balanced programming in four pillars
Becky (Dunes): programmatic offerings are based on grants received; faith is probably the weakest; emphasis on experiential
Frank (Ocean Park): balanced, but it might appear that religion is least available experience
Kathy (Mt. Gretna): weakest is probably religion; first year we've had a Rabbi at one of our worship services
Mark (Wawasee): Faith pillar is probably least; working on next year, Mary added they're working on larger programs in this area
Joe (Lakeside): a lot of well-balanced programs
Gayle (Muskoka) via email: our programs integrate all of the four pillars pretty much equally; most pillars are integrated into each activity and event in a wholistic way.

Is your audience changing for events? Membership? If so, how.

Paul (Lakeside): it's the most eclectic place he's ever lived in his whole life; used to be predominantly teachers and preachers
Pam (Monteagle): not much has changed; no mortgages allowed there; nothing available for sale except the inn for 1.6 million currently
Greg (Monteagle): certain programming attracts certain groups of people; membership – towns people invited to come in (budget based on healthy endowment and gate fees)
Karl (Bay View): more parents working from their cottages; future members come out of Bay View families; did a BV Cottage census got a 95% participation rate which was very enlightening; strong recreation program evolves into getting young people involved. Only 36 members under the age of 50. Targeting younger adults being in BV for a longer period of time.
Michelle (Bay View): talk about getting young people involved, usually not involved in long term commitments; This year, the young people feel that communication seems to be an issue (all available online, but they want it given in their preferred formats, social media and sound bites)
Charles (Lakeside): have younger homeowners coming in; older homeowners want different things from them. Young people are working on campus somewhere. Want to have cultural diversity represented, and did well with that this year.

We broke for lunch and reconvened at 12:16pm.

Bob (Lakeside): Comments from a two generation perspective: housing wasn't expensive previously. Now they have air conditioning, etc., built like full time homes which is more expensive. The grounds around the cottages are often maintained by paid gardeners now. That's a substantial change from 50 years ago. Cottage owners now have a bigger investment. The same thing is true at most other Chautauquas.

Gretchen (Lakeside): new families are arriving; introduced a new family hotel package, which went well. Tourism stats say families are looking for experiences to share together. Young people are getting their first job experiences in Lakeside and that turns into long term relationships within the community. They're reaching out to families and we've met with some good success. A young blogger with 20G followers came and shared his experiences on his site.

Nancy (Lakeside): Demographics have changed. People are building bigger, more elaborate cottages. She's worried about housing prices and is it becoming a playground for the wealthy. You don't want to price yourselves out of a middle class family market.

Kip (Lakeside): Hoover seats 2,600 and we had to close it during COVID, so we moved programming outside. They've asked what young families want: they don't need Hoover anymore is what they heard. They'll be doing a lot more pop-up and street entertaining. Nancy added you don't have to leave the gazebo to watch the sunset.

Nancy (Lakeside): No longer just a summer resort. We must be careful not price ourselves out of reach.

Bill (Lakeside): Heard talk about being more ecumenical here. They had mass on Thursdays this year and it went well.

Pat (Lakeside): 11 cottages on her street with a few open lots. Folks who used to rent cottages and stayed 2-3 weeks are not renting them anymore, but staying. 7 of 11 rented, now just 4. That's a change.

George (Lakeside): Mentioned his hearing is horrible. Lakeside has installed an electric coil (hearing device) around the gazebo and in another building. Now he can hear presentations in those places.

Becky (Dunes): Participants were originally all Becky's friends. The second year, it was her friends and their friends. The third year, she recognized very few attendees – so she knew communication was working.

Frank (Ocean Park): Attendance same, but more new families buying in. He's noticed that houses are now converted to what young families want. People under 60 do not know the difference between a hammer and screwdriver – so membership is morphing to people that hire others to do the work to make the cottage what they wanted. It can also be significantly cheaper to rebuild than to remodel. We depend on volunteers and they're mostly older people. The younger ones are used to hiring people to do everything.

Karl (Bay View) – is it the member or membership experience that's changing? With higher rates, people are expecting more. Yes, Frank responding, expectations are much different. Wonders if there is a different experience in programming and housing? Charles asked if they do a satisfaction survey. No, limited staff and volunteers. Charles suggested doing a satisfaction survey; they'll give you a good idea of what your focus should be. In Ocean Park, Frank mentioned, trying to figure out who to survey would be difficult. Easier to do it in a gated community.

Kathy (Mt. Gretna): Very few residents of the Chautauqua take advantage of their programming. It's an eclectic mix of folks from in and outside of the community. In Mt. Gretna Borough (the Chautauqua), owners of properties get two shares of stock. And there's a group

called the Stewart Society (named after the President of the first board, George Stewart) and that group is comprised of financial supporters of summer programs.

Mark (Wawasee): Just discovering who their audience is; surveys at each event. Facebook analytics are analyzed. Two of our board members are younger. Asked what the key is to reaching the family? It's the mom – so that's where you need to target. Our audience is very patriotic.

Gayle (Muskoka, via email): Our audience seems to have changed quite significantly since COVID. We are now seeing more visitors from other Canadian provinces, more visitors from the US and more international visitors. We have also seen an increase in participation by grandchildren of the original founders of Muskoka Chautauqua who have also brought to us more archival material and appreciation.

Joe (Lakeside): Prices are going up as they are in other Chautauquas. Thought prices 20 years ago were crazy. People of his own age are the ones saying they're pricing themselves out of the market. The young people aren't saying that.

Frank (Ocean Park) has noticed a change in pricing and what people expect for that pricing. When Frank bought their cottage it was \$20G; now he could sell it for \$300G

What program's success and failure has surprised you in the last year or two?

Charles (Lakeside): no failure in Lakeside!! 3 surprises: children's programming (added a fee at the gate) but still well-received. The experiment a week after to season closed, the shoulder season: having a stand alone ticketed event (A Girl Named Tom) went really well. Residents are getting more "seasoned" so their taste in visiting artists is more "seasoned." Hoover events were differently received this year.

Michelle (Bay View): New this year (programming is very siloed): The Wood's Walk, started with a pastoral reading, a native American author further down the path, various musicians along the way, and kids from the rec program were docents in the woods (talking about invasive species and plants). Happened Fourth of July weekend with very little PR, had over 200 participate. Realized ice cream soda day a bit late, but planned it quickly – had 150 people show up for it. Learned that the community is looking for more free programming and to connect with their community. Had a big band program this year, and it was not well attended.

Karl (Bay View): Wood's Walk and Open Hearts programming. Disappointed in the big band and reception to the Firekeeper's Daughter – very low response from Bay View and community on an indigenous, unique story. Book was written on the Upper Peninsula.

Gregory (Monteagle): Bringing Opera to the Mountain was very well received, with Sewanee University. No program failures.

Pam (Monteagle): Sunday service, and twilight prayers M-Th for 30 minutes. Potluck supper started right before Twilight Prayers on Mondays, hoping to up attendance; entrée is provided and then folks bring a side to share. Expected 30-40 and over 120 showed up on average each week. What CHQs want is to get people together. That happened on Mondays and it was always the best attended Vesper service.

PA (Lakeside): Brought a 27 yr. old violinist to play with the symphony this summer from Belgium; super successful.

Joe (Lakeside): Outside concerts, pop-ups really well-received.

Mary (Wawasee): art festival held Memorial Day weekend. Pretty successful, except that the artists didn't like the date. They have to use the dates the hotel will share with them.

Mark (Wawasee): native American program in it's fourth year gets better every year. Started a patriotic speaker program two years ago, which people love. A program like America's Funniest Home Videos, family videos on all the fun family things to do here. Lots of participation, but not quite a real community event. Put videos together and show it at the town theatre. Two high school students helped them the first year.

Gayle (Muskoka, via email): a new feature, film screenings under the stars – a special selection of new documentaries from the Hot Docs Canadian International Documentary Festival have been very successful.

Kathy (Mt. Gretna): When they have programming on really hot humid nights attendance often suffers.

Becky (Dunes): usual attendance is 12-30 people. Did a month long art show. Had 2,000 vote for their favorites and got 400 emails to use – that was a big score!! Yoga on the Beach is popular at 6am. They suggested Sunset Yoga; the instructor and one person, so they're going to sunrise again.

Bill (Lakeside): The orchestra conductor is new and gotten great reviews. Silent Movies with Clark Wilson has been extremely popular.

Nancy (Lakeside): Two of their granddaughters worked the gates; that experience will serve them for many years. This opportunity for young people to learn skills they'll use all their lives.

Kip (Lakeside): Community talent show they had when he was there as a teen was big. No cost for programming and creating healthy, wonderful memories for communities and intergenerational!!

Nancy B (Lakeside): Kids Set Sail has been a great success. (Nancy is one of their instructors and does a great job, according to circulating reports!) Staffing at the end of August is getting quite challenging.

Bob (Lakeside): Contemporary music concerts are enthusiastically received by audiences attending those events. The big time lectures were good, but some had attendance of 10-12 people. We have to learn what our constituency wants.

Gretchen (Lakeside): Tusky Experience (focusing on the black pilots) and the wooden boat traveling experience were very cool. Tried to connect with cottage renters when they arrived at two tents; didn't really work as intended.

Larry Lane (Wawasee): We're in an unusual situation, but one of the two big programs that stood out was Taps Across the Lakes – high schoolers, traveling musicians and they're getting calls from other lakes to be included. It's an unbelievable experience and we're getting calls from all over the place to get involved. Just outstanding. They have a lot of universities around them; Purdue University Glee Club met here pre-season to rehearse. They packed the building for their closing concert. They are not affiliated with the school, so they can include Christian music. Alumni showed up here in droves to attend. Purdue also got the concert info out to their alumni – over 400 people turned out. Every Sunday the wooden boats have a Thunder Run, a boat parade. Great event!

Of what is your Chautauqua most proud?

Bob (Lakeside): Security and peace maintained on the grounds

Michelle (Bay View): It's a really special place. What she likes most, is when you dig

around in the archives and read about why people came to Bay View are very similar to the same reasons they say they come today.

Karl (Bay View): Outhouses are gone – that's a good change. Have a staff that takes ownership of Bay View 365 days a year; great passion for it. Last year, they found out only one of staff had ever set foot into a cottage. They love, protect and represent Bay View and they keep coming back. Very proud of their efforts and becoming part of the greater community.

Greg (Monteagle): 135 years of continuous seasons. Proud of outreach and history. Pam agreed.

PA (Lakeside): great place to bring your family and friends!

Joe (Lakeside): Same thing that brought them to Lakeside originally, the Lakeside Symphony – a treasure with 60 years.

Ann (Wawasee): thanked us for coming, Larry's enthusiasm. Blessed us.

Mary (Wawasee): Not having land, office space, we're still here and growing. Good leadership!!

Mark (Wawasee): Have been profitable for about four years; allowed us to create an endowment of \$100G. Partnerships in programming have excelled.

Kathy (Mt. Gretna): Community learning to better work together

Frank (Ocean Park): Getting back to their roots and embracing our past

Bob referred to a meeting in Lakeside in about 1982, when they learned they weren't the only Chautauqua. We think there were 3 people involved in starting the Chautauqua Trail, Alfreida, (NY) John Wentzel (MG) and Dick from OP, we think.

Becky (Dunes): We're still here. Finally at the point where partners are calling them for advice, referrals.

George (Lakeside): Alfreida was the one the called us all together. She was CHQ NY archivist at the time.

He's working on a new book on the history of Lakeside. He remembers the old days at Lakeside with very little programming. In the last 20 years, they've grown programming. During that down time, a lot of the buildings were not used and boarded up. It's great they've come back to our roots from 100 years ago.

Pat (Lakeside): There's a thread that goes through Lakeside, like every CHQ, no matter what happens, there's always a group of people ready to solve problems.

Bill (Lakeside): 120 years ago, there were 300 CHQs in North America. Proud Lakeside is still here. Bill has been so impressed with the work of all the new CHQs and they deserve recognition for that.

Nancy (Lakeside): proud of Lakeside's 150 years, and her personal connection – when asked if their family was interested in their cottage, their family said without a doubt they want to keep the cottage in the family.

Kip (Lakeside): bring your families! One of the teens talked about all the stuff she gave up to come to Lakeside every summer. Her peers gave her a standing ovation. Kip couldn't speak he was so overcome. That's the power of the youth programming.

Nancy (Lakeside): It's a feeling you get when you come through the gates. She hopes that working on the porch doesn't ruin that for her.

Gretchen (Lakeside): The thousands of lives that Lakeside has changed. Kids that hear the

symphony and ask to take violin lessons. Faith stories that have started there. Also, working alongside a team that gives their all to make Lakeside what it is.

Katie (Lakeside): She's been going to Lakeside for eight years. This year she helped in the bookstore there. She hosts a Stuffy Sleepover at Hoover Porch, starting with an activity, then a story, snack then walk to the bookstore together. There's a blanket with a sheet there and they stuck their stuffies into bed and kiss them goodnight. Then they go home. While they're home eating dinner; the stuffies are then placed all across the campus. Photos are taken of them and placed online, so the kids can see them with a story about how the stuffies got out and what they're doing. The next morning they come to the bookstore and get their stuffie. The kids love it; they separate from their stuffies temporarily. And they're learning the importance of books. The kids are in and out of that bookstore all week.

Larry (Wawasee): Little did he know when he was five years old when he came here what a special place it was. One of the donors wanted the spirit of Chautauqua to remain; now in their 12th year, people can now spell Chautauqua and they know what it is, what it means – they've experienced it for themselves.

The meeting was recessed until 9am tomorrow morning. Bill/Nancy moved to recess. Motion carried.

Frank called the meeting to order on Thursday, September 29 at 9:07am. He's hoping we wrap up late this morning.

Housekeeping from Mark: anyone missing a pair of glasses? Thanked us for our participation last night. Cliff Kindy would be happy to entertain invitations to come to your Chautauqua. He suggested we dress warmly and bring sunglasses for our excursion on the Lilly Pad. The boat will be full, and lunch will be served on the lower level. The cruise starts at 1pm. Arrive about 5:50pm for dinner this evening. There will be a cash bar. Dinner at 6pm, our final time together, in the room where the welcome reception was. He requested we return the surveys upon checkout.

Bob Brucken passed around a book of 100 watercolor paintings by a Lakeside artist. Frank also reminded us to fill out our Lakeside preliminary information form and give them to Gretchen. He highlighted the option of homestays during your visits to Chautauquas; they cost nothing and you learn a good deal about that Chautauqua from your hosts.

What procedures do you have in place in case of an emergency?

Charles (Lakeside): their security team is in the middle of revamping their procedures and ALICE (Alert, Lockdown, Inform, Counter, Evacuate) training, CPR, etc and doing training on a regular and PRO level. Working with local police on this and mental health/first aid.

Michelle (Bay View): have CPR trained staff, youth leaders are all trained. Just had their first active shooter training this spring for staff and lead volunteers; next year, will include ushers and move beyond training for just the large facility. They updated their carolon system so they can put out an emergency notice.

Karl (Bay View): all kid workers have background check, reviewed every year or two; their waterfront director handles their largest liability. Lifeguard training regularly occurs. Polices regarding pets on leashes, open fires, no charcoal grills, no fireworks or firearms. He's also on a committee working on a crisis management plan. All new residents also receive a background check.

Michelle continued – there were two arsons this winter by a 12 year old (who needs a lot of

prayer). Supt. of bldgs. and grounds is working on a cottage owner checklist for all residents to use in shutting down their cottages. Sexual harassment training is also given to staff. Charles added that all employees receive a background check and trying to extend to lead volunteers. They get a risk assessment from their insurer every year. Michelle said All volunteers have a background check and also provide their license and insurance info to BV.

Greg (Monteagle): police are less than a mile from their entrance. Have 2 defibs, background checks, and full time security. Pam added that they have texting for parents (schedule changes, etc.). Greg added youth staff has CPR training, as do lifeguards.

PA (Lakeside): He knows there are storm shelters are located and thinks we are all soft targets.

Mark (Wawasee): Goods ideas for adopting here. Their approach is preventative; avoid topics that are controversial. For a women's program celebrating the 100th anniversary of suffrage, had a political figure come and invited police to attend. 20 people showed, so it wasn't an issue.

Kathy (Mt. Gretna): Told story of shooting 7 years ago Labor Day. Reviewed their safety plan and offered copies to all participants, which can be emailed in PDF format.

Frank (Ocean Park): Lifeguards are employed by Old Orchard Beach. Guidelines with experience for our Fourth of July parade. Had a Muslim leader there as a speaker, two weeks after what happened in NY this summer; plain clothes policemen were in attendance.

Bob (Lakeside) mentioned they had uniformed policeman on Friday and Saturday nights, from their perspective, as a deterrent. It's also a nice exposure with the community.

Nancy (Lakeside) asked what situations like what happened in NY will impact our programming. Karl mentioned they have regular security during the season, patrolling. Residents don't like seeing them on campus. Michelle said they did their active shooter training for staff in the spring; even that was controversial.

George (Lakeside): Chautauquas have been open to people with differing opinions; it would be disappointing if current circumstances led us to change that. Karl said it goes back to our who we are and why we are. Debate and conversation, dialogue is important and then we'll share a lemonade.

How is your CHQ handling VRBO, rentals?

Mark (Wawasee) – no issue

Pam (Monteagle) rents a cottage through the Association; she has a cleaning lady, but the Association takes care of everything else. Greg said there are no choices – all goes through the rental office. No AirBnB, no VRBO. The neighbors keep track of who is there. Only 160 cottages.

Karl (Bay View) – struggling there. Because of the cottage census, we know 92 cottages that are rented at some time during the season – but the ones we have problems with are the 11 under VRBO or AirBnB. All rentals now must be one week. Updating leases in 2025 to deal with this; we're also looking at how many people can be in the cottage (via density).

Greg (Monteagle): no pets, no parties, no smoking; 2 people per bedroom; parties must be registered at the rental office

Charles (Lakeside): they have their own rental office. VRBO, etc. sites sometimes forget to put in gate pass and other information. There are issues that need to be dealt with, but they've been put on the backburner for right now. They work to have their rental office offer the best service possible.

Bob (Lakeside): hears the number of rentals is declining, but knows it will be increasing very soon. His neighbor makes \$3,400 weekly on renting his home, after paying all the fees – and it's a rather small, four bedroom, modest cottage – plus a gate fee they must pay.

Michelle (Bay View) stressed in control of rentals: the vast majority of new cottage buyers were renters first.

Kip (Lakeside): the competition hasn't been all bad. For 3 months, they had a 50% increase he believes is due to Charles leadership. Some of their board members rent via AirBnB. It's hard to police all the rental venues online. Karl asked how they manage it – Charles said three full time during the season, one full time, two part time off season. They're also standardizing the cleaning procedures. One person works the accounting side.

Nancy (Lakeside): goes back to our talk about expectations. Originally, the cottages weren't cleaned before renting – everyone did their own. Renting fees differ across the board.

Charles clarified that for their 20% take, how much they take care of vs. other rental sources.

Bill (Lakeside): suggested that we speak with our state legislators about our concerns with VRBO and AirBnBs.

George (Lakeside): who collects fees? Monteagle 10%, Bay View same thing. Charles asks their owners what they want to collect, and what gets added with the services offered through Lakeside. They've talked about treating it more like a business, but that's down the road.

Joe (Lakeside): they started as renters at \$40 a week and rented their first 20 years

Frank (Ocean Park): Ocean Park Realty is part of the Association for sales and rentals, however there is no way to make people do it this way. When people work through VRBO and AirBnB, they don't police how many people are in that residence. OPR does that. So, often if people leave OPR, they come back because they receive better service. Rentals are weekly and change over on Saturdays. He thinks they get 10% of rentals and a cut of the sales fee. OPR rents space in their office.

Charles (Lakeside): does not have an in-house broker now, but going that way again. You own the land and the building in Ocean Park. In Lakeside, they own the land and leases it to renters.

Kathy (Mt. Gretna): just addressed this through the borough from their perspective; board is now working on issues like perhaps only a certain percentage of cottages may serve as rentals, drawing for permits like a lottery, and other issues. Probably the most hot button issue currently. Only a certain number of guest parking passes are issued.

Mark (Wawasee): sold their VRBO cottage last year; learned the higher price you put on your cottages, the higher quality renter you will get. Number one criteria is how clean is the cottage. There are parking restrictions too. They live three doors away so they closely monitored everything.

Nancy asked if we could be proactive as a Trail since this is an issue for multiple CHQs.

Frank said it would probably work better to work with our local legislators. Karl reminded us that if you are a 501c3 you cannot hire lobbyists. Bob mentioned you can do it with issues directly effecting you.

Frank appointed a committee to work on this matter before us. Committee Chair: Greg Maloof, serving with Frank, Bob, Karl, Kathy and likely Lynne Davies from Mt. Gretna.

Does your CHQ have an Architectural Review Board? Does it have teeth?

Frank (Ocean Park): no; buildings are on the national historic landmark, but not the Association

George (Lakeside): he was part of the board when they set up the ARB; cottages were a mishmash. Things have greatly improved. It has made a huge difference. Bill added he served on that board and they always have a target on their back. Enforcement is another issue. Most people are very cooperative. Membership of the board has changed over time

and therefore the flavor has changed. There is a full time staff to help provide review and continuity.

Bob (Lakeside): established their review board in the 1980s; initially voluntary compliance, but there has been some litigation since that time. Some people have torn down construction, because of their enforcement measures.

Charles (Lakeside): they have a part-time person who oversees construction/remodeling plans prior to their submission to their board. He helps them cut down on the process/steps. The county caught something last year they missed on a right-of-way issue; Lakeside now controls the zoning inside their gates. They just put together a land management/development task force to look at ways to create an investment model on Lakeside owned properties. Lakeside has the historical designation.

Michelle (Bay View): on the national historic registry (1980s); today, good about watching consistency in architecture. Now a full time staff member to shepherd residents through the process and committees. They require internal and external permits. The AR committee has been inconsistent in the past and how have a guidebook. Enforcement has depended on who is in charge. Unfortunately, that has resulted in extra correction costs by cottage owners.

Karl (Bay View): permit fee for changes; not sure whose responsibility it is to oversee the process, so that is a work in progress. Patrick has been hired to check things on campus now.

Greg (Monteagle): yes and yes; it is all submitted through the executive director and staff, then architectural committee; on national register. Work only completed off season – all must have vehicle passes. Have a guideline booklet (all based on what can be seen outside); if you change the footprint of the building, a public meeting must be held.

Kathy (Mt. Gretna): one set up through Mt. Gretna Area Historical Society, but no teeth

7 minute recess and we'll wrap things up!

Do we wish to RELIGION, FAITH, SPIRITUALITY in Chautauqua Trail materials?

Mark (Wawasee): Use faith, as they think it's more inclusive.

Greg (Monteagle): non-denominational, have a different pastor of the week

Karl (Bay View): Are we Christian, faith-based?? They use worship, rather than religion. Part of humanity is mind, body and soul – perhaps that's another one.

Charles (Lakeside): they often tease they have preachers and politicians (or those of less faith, PA pitched in). Religion or spirituality, at the core should be your WHY. Evangelical Christianity is getting a bad rap in the news, but should not sway us from our foundation. We need to be full of love and kindness and treat all others with these gifts. We sometimes separate a spiritual commitment, activities and having a personal relationship with Christ. You can call it what you want, but it's the behavior that makes the difference.

Bob (Lakeside): the process of worship and studying about religions; we as Chautauquans include both. But there is a great diversity among Chautauquans and Chautauquans in how that takes place. But we welcome them all.

Nancy (Lakeside): Discussion is important because of the marketing materials we've talked about – religion is a charged word these days.

Gretchen (Lakeside): as she looks at her target markets, and thinking about the Pew Research study Kathy noted – regardless of the word, what are the activities we need to do to get people to live/embrace their faith

Nancy (Lakeside): just make sure the word is inclusive, please

Bill (Lakeside): preachers of the week, each brings something to the table
George (Lakeside): use of the terms spirituality and faith may be better; organized religion is less acceptable, so use of the other two words might be better
Barb (Lakeside): likes spirituality
Frank (Ocean Park): As the chair, perhaps he shouldn't express a decision. But this is for our organization, so we select a word that we can all accept. PA remembers a conversation on the board – faith-based was the term they used.
Greg (Monteagle): each CHQ should make its own decision based on input; they also have a chapel, outreach, many committees to project religion based on programming. Not sure we can pick one word.
Kip (Lakeside): important discussion for us to have; just before COVID, taught a high school leadership class. Everyone talked about diversity and inclusivity. Both religion and diversity are two words that are touchstone. Instead, they talk about a culture of belonging. Sustainability is important.

We're not talking about compromising our faith, we're talking about using the best word to represent what we're talking about.... Frank reminded us of our mission statement.

Charles (Lakeside) talked about charged words in our culture; we need to define things for ourselves. The four pillars are big enough to drive a truck through, Mark said. So if we're looking for a term that is broad.....

Karl (Bay View) behavior reinforces value. What behaviors do we have in common – our programs show that. Chautauquas enhance the human experience – and faith is an important part of that.

Bill/Joe moved to use the word faith, rather than religion in our printed materials. Katie said it's really a journey to/of faith. Motion carried unanimously.

How do other Chautauquas deal with third parties, hotels?

Mark (Wawasee): They have a contract with the hotel for this meeting. We look for different partners, which create win/wins, for each event; each of those partnerships have a benefit.
Kathy mentioned she worked with hotels all the time when she worked for the state and she'd be happy to offer advice if asked.
Greg (Monteagle): there is an Inn on the property and they set their own rules. There's a small gift shop, but no other businesses on the property. Snack shop (in season) money goes to youth programming.
Karl (Bay View): two hotels on the property; different events there. Program areas – use an outside venue for an opera performance. They have a gift shop for social interaction and Sugar Shack with sells Bay View-related things. Memorial services can be held there; small fee involved.
Michelle (Bay View): new partnership started this year to share entertainers on tour, etc. – worked really well and drastically reduced the cost of having that particular entertainer there.
Charles (Lakeside): now developing partnerships with colleges and universities; interested in our "playbook" for partnerships that other CHQs have
Kip (Lakeside) – have two hotels on property, but no alcohol can be served there. Several

advisors have said you can't make those facilities work without alcohol. Several years ago, he would have agreed with that. But we have a brand based on safety – and how do inebriated people impact that brand?

Joe (Lakeside): had a situation about 20 years ago when he was President of the board; two organizations wanted to become a condo or coop. Research: condos are quite well-regulated by the state, so we convinced them to become a condo instead of a coop.

Frank (Ocean Park): there is a place in Ocean Park, a restaurant closed and reopened as a coffee place. COVID killed it. It was BYO; their request to have an alcohol permit was denied.

Mark (Wawasee): this started as a church camp, then a men's ministry facility which went bankrupt (because they couldn't serve alcohol); sold to a private individual, so that issue has been taken care of.

Suggested we make this an agenda item of next year, and include community colleges, etc. Karl also asked how we can work together for back of the house stuff that would help us all. They use Backlog for development, could they offer a shared service we might all be able to utilize?

Election of Officers:

Bill moved Frank as President; Bill allowed his motion to be amended to include re-election of all officers. The motion carried unanimously.

Random Thoughts from Frank:

- Alcohol and Chautauquas....income tax is thanks to Prohibition!

Frank adjourned our meeting at 12pm.

2023 — Lakeside, Ohio; their 150th anniversary – August 10-13

2024 — Ocean Park, Maine

2025 — Bay View

2026 — New York

2027 — Mt. Gretna

2028

2029

2030 — New York

2031 — Ocean Park

2074 — New York

2076 — Lakeside, Ohio

Respectfully submitted,

Kathy Snavely, Secretary