



LONI BEACH RESIDENTS' ASSOCIATION
ANNUAL GENERAL MEETING
23 JULY 2022

SOCIAL MEDIA REPORT

The "*Loni Beachers: The Loni Beach Residents' Association (LBRA)*" Facebook Group was created in 2017 and as at 18 July 2022, has 153 members, plus 2 pending. As an aside, I had wanted to name the Group "Loni Beach", not "Loni Beachers", but it turns out that there is a real person with that name, who lives in New Zealand - perhaps an honorary membership should be extended to her!

Last winter, President Jude Guzzi accepted my offer to manage and revitalise the Group until the 2022 AGM. There were over 200 members in the Group, however, the first thing that needed to be done was to remove the many deactivated, duplicate, and fake accounts. The next thing was to create Group Rules and Membership Questions. (I didn't know at the time that I really ought to have done that initially...)

A deadline was imposed for existing members to agree to the Group Rules and those who did not, were also removed. Having Group Rules and Membership Questions helps to set the tone and expectations of the group culture, to prevent conflict, and to provide a feeling of safety for members. The Group Rules (which are pretty standard) are:

GROUP RULES

1. **Posts/Comments Must Be Relevant:** All posts and comments are to be about Loni Beach: People, Places, Events, Topics of Interest, etc. Share your photos, past and present!
2. **Be Kind and Courteous:** We're all in this together to create a welcoming environment. Let's treat everyone with respect. Healthy debates are natural, but kindness is required. Be positive or neutral: Negative/inflammatory remarks will be removed.
3. **No Business Advertising or Promos:** Give more than you take to this group. Self-promotion, spam and irrelevant links aren't allowed.
4. **Respect Everyone's Privacy:** Being part of this group requires mutual trust. Authentic, expressive discussions make groups great, but may also be sensitive and private. Use your discretion.

5. **Build Our Group Culture:** Talk to the admin team. If you have any questions or concerns or are experiencing issues in the group, please turn to one of the admins for help. If you see a post/comment that violates our rules, report it to the admins. And do not block any of the Admins!

And the Membership (Eligibility) Questions are:

MEMBERSHIP QUESTIONS

1. What is your connection to Loni Beach?
2. Do you agree to the Group Rules?

Four campaigns were then run over January-June, 2022 to celebrate all the great things about Loni Beach and to generate interest, engagement, and participation in both the Group and in the Association. (The Group and the Association are separate - membership in the LBRA is not required for membership in the Loni Beachers Facebook Group.)

Campaign #LBRA30: As the LBRA is celebrating a "milestone" in 2022 - 30 Years of incorporated existence - posts with the hashtag #LBRA30 highlighted activities and accomplishments of the Association, along with some "DYK?" (Did You Know?) tidbits gleaned from the "history vault", the LBRA Newsletters and the AGM Minutes.

Note: All Newsletters and AGM Minutes known to exist are posted on the website; www.lonibeach.org The Newsletter was sporadically published, but if anyone has a copy of one that is not listed, it would be great to add it to the website.

In addition, to complete the records, it would be great to secure copies of the following missing AGM Minutes: 1999, 2000, 2001, 2006, 2007, 2014, and 2015.

Campaign #LoniLocal: This one was a bit of a bust....Attempt to create meaningful connections and to help support the local business ecosystem by posting "shout-outs" to Loni Beachers small business owners.

Campaign #LoniMerch: This campaign featured products with some sort of Loni Beach connection available for purchase outside of the LBRA and a summary is now pinned at the top of the Group page.

I recognize that not all members of the LBRA have Facebook Accounts (and that not all who do play on Facebook are members of the Group), so here's a recap:

LONI "MERCH"

- **T-shirts/Hoodies/Crewneck sweatshirts** with a map-based design of Loni Beach. Towns Apparel Company. Order direct via <https://townsapparelco.com/>

- **Sterling silver necklace** designed by Loni Beacher Jenn Wyman, supporting the Lake Winnipeg Foundation. Hilary Druxman Design Item No. 53N1."Wood". Order direct via <https://hilarydruxman.com/>
- **Love, Lake Winnipeg EP** featuring Loni Beacher John K. Samson. Lake Winnipeg Foundation. Order direct via <https://lakewinnipegfoundation.org/catalog>
- **Loni Beach: A Gimli Heritage Neighbourhood booklet.** Out of print, but available to download on the Loni Beach website and for loan at the Evergreen Regional Library.
- **Loni Beach Store 8x10 prints** This is not a print of "George's Grocery", the store that was in Loni Beach, but the other one that was called the Loni Beach Store at the corner of Hwy #9 and North 5th. Contact Artist Millard (Bart) Barteaux at 204 641 1037. He is also looking for an exterior photo of George's Grocery so that he can paint it!
- **Fresh Air Unlimited: The Fresh-Air Camps of Lake Winnipeg.** Tergesen's. Purchase directly.
- **Secrets Found in Gimli** by Loni Beacher Diane Alexander: Tergesen's. Purchase directly.
- **Heritage Property Signs.** Saga Publications/Nelson Gerrard: Order direct via <https://www.sagapublications.com/> or email: eyrarakki@hotmail.com
- **Haunted Manitoba** by Matthew Komus, son of Loni Beacher Linda Komus: Check local bookstores.

Campaign #LB4thR: Posts with this hashtag provided information on where to redistribute various items, such as batteries, books, wine corks, e-waste, paint cans, etc.

Interspersed with these campaigns were informational posts (upcoming Municipal Elections voting, garbage/recycling/yard waste schedules, Gimli Council Agenda Items and Provincial News Releases relevant to Loni Beach, well water testing, etc.) and frequent sharing of beautiful photographs of flora, fauna, sunrises and sunsets, ice formations, etc. I found on other sites such as Meanwhile in Gimli and What's Up Gimli.

It has been so gratifying to see that the Group continues to grow, connections are being made, and that members are participating more and more.. Some great ideas and suggestions have resulted, such as the one about having a social open house weekend where residents could drop in and see some of the older, newer, or character cottages/homes in the community or the one about a perennial plant swap.

And that's a wrap!

Salin Guttormsson
18 July 2022

