

PINE SHADOW LAKE ASSOCIATION · FOR THE BOARD ONLY · INCLUDED IN ASSOCIATION OFFICE

Membership Gap and New-Owner Report

Prepared February 2027, before spring renewals · Compares county property records with the association's member list

244

Lakeshore owner households in county records

186

Paid members in 2026 (76%)

58

Households not paid

11

New owners since last May

Who isn't a member yet **COUNTY RECORDS** YOUR MEMBER LIST



New owners since May 2026 (11)

Owner (from county records)	Lot	Sale recorded	Mailing address	On member list?	Next step
Okafor, J. & M.	7	Mar 2026	Lakeshore	Yes (added by board)	Already welcomed
Brandt, S.	14	Jun 2026	Eden Prairie, MN	No	Welcome letter + renewal link
Nguyen, T. & A.	29	Jul 2026	Lakeshore	No	Welcome letter + renewal link
Halverson Trust	33	Jul 2026	Fargo, ND	No	Welcome letter (mailed)
Moreau, P.	40	Aug 2026	Lakeshore	No	Welcome letter + renewal link
Kessler, D. & R.	52	Aug 2026	Rochester, MN	No	Welcome letter (mailed)
Pine Point LLC	61	Sep 2026	Brainerd, MN	No	Board decides: business owner

...and 4 more in the attached spreadsheet.

Previous owners of these lots are still on the member list for 5 parcels. They're marked "sold" so they stop getting renewal reminders.

Lapsed members (25)

Last paid	Households	Suggested approach
2025	10	"We missed you last year" version of reminder 1
2024	9	Same, plus what dues paid for since they left
2023	6	Personal note from a board member who knows them

Never joined (22)

Fourteen of the 22 have mailing addresses away from the lake, so they're likely seasonal owners who never got an email invitation. **Suggested approach:** one mailed invitation in March with the member summary from the Annual Lake Report, then the normal reminders.

List corrections found

Issue	Count	What we did (with board approval)
Mailing address in county records differs from member list	6	Flagged for the board to confirm; not changed automatically
Lot sold, previous owner still on the list	5	Marked "sold"; removed from renewal reminders
Two lots, one household, listed twice	3	Merged so they get one reminder, not two
Member's lot not found in county records (likely an older lot number)	2	Board to check plat or ask the member

What this could mean for dues

58 Households to invite or win back	15-20 Realistic new or returning members	\$600-\$800 Added dues at \$40 each	84% Membership if 20 join (from 76%)
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Projection only. It assumes about a third of invited households join, which depends on the association's outreach.

Recommended plan before spring renewals

- 1. **March 1:** welcome letters to the 10 new owners not yet contacted (template merged from this report).
- 2. **March 15:** mailed invitation to the 22 owners who never joined, with the member summary from the Annual Lake Report.
- 3. **April 15:** renewal reminder 1 to everyone, with a "we missed you" version for the 25 lapsed households.
- 4. **After each round:** paid/unpaid list, now including how many invited and lapsed households came back.

Where the data comes from and how it's used: lakeshore parcel owners and sale dates come from public county property records. We compare them with the member list the board maintains, and we use them only for this association's own outreach. The list is never sold or shared, and owner information isn't published. The board approves every letter and every list change before anything is sent.

Included in Association Office: this report once a year, timed before spring renewals, plus new-owner checks each quarter so welcome letters go out within a few months of a sale.