

2022 URLA AGM
Report from the Public Relations Director

- In 2021-22 as the Covid Pandemic continued, communications to Upper Rideau Lake Association (URLA) members remained a priority.
- As a result, the 2021 AGM was held virtually through an online portal. Over 75 participants, including speakers and local elected officials, participated. The AGM was recorded and made available through the URLA website.
- It was decided the 2022 AGM would return to the in-person format, but with the addition of live streaming to FaceBook and YouTube.
- A new URLA sign was designed and installed on the south side of Narrows Lock Road. The sign is full-colour, with a modern image on an aluminum surface resistant to rain and snow.
- Newsletter updates with contributions from URLA Board members were delivered regularly throughout the year to approximately 365 recipients.
- A new URLA website was launched in the Fall of 2021 with a modern, mobile-friendly interface and embedded blog.