

LAKE WISCONSIN ALLIANCE
BOARD OF DIRECTORS MEETING
THIRSTY MOOSE
JUNE 23, 2016

Officers Present: Kirk Boehm, Tina Sebold, Mark Taber, Ross Ament

Directors Present: Bill Stehling, Dean Voeks, Melissa Keenan, Anne Brindley

Visitors: Donna Stehling, Matt Kruger

1. INTRODUCTIONS

- a. Call to order by President Boehm at 6:32 P.M.

2. MEETING MINUTES

- a. Minutes of the May meeting were opened for discussion. A motion was made to approve the minutes, and seconded. Motion carried.

3. TREASURER'S REPORT

- a. Mark's report indicated all outstanding invoices have been paid and all the membership fees have been deposited. Invoices paid will be provided for future meetings. Motion was made to approve the report, and seconded. Motion carried.

4. FINANCE COMMITTEE REPORT

- a. Invoices for purchases should be given to Mark.
- b. Ross presented an update on the ferry crossing pier. A motion to contribute \$1,000 to the fund was made and seconded. Motion carried.

5. COMMUNICATION COMMITTEE REPORT

- a. Dean sent out organization letters reviewed at the last meeting to Lodi Rotary Club, Sauk Prairie Lions, and Sauk Prairie Kiwanis. **ACTION:** Send any ideas for service clubs and organizations to contact to Dean.

6. EDUCATION COMMITTEE REPORT

- a. The education committee report was presented by Melissa.
- b. News releases were posted to the website for the May educational meeting and Clean Boats Clean Waters.
- c. The next educational meeting will be fish shocking on September 13th from 6-8 p.m., location TBD.
- d. Melissa did not reach Rachel Sabre at DNR regarding the citizen lake monitoring, and suggested we add this to the volunteer part of the website.

7. MEMBERSHIP COMMITTEE REPORT

- a. The membership committee report was presented by Ross.
- b. A summary was provided that indicated we have a total of 188 members of which 14 are businesses.
- c. Ross is looking at membership tracking software and discussed one that looks favorable called Little Green Light. Sales Force was another package but is more complex. There are annual fees associated with them. The software would be used to make renewals easier and would keep records that we can access, search, etc. Matt suggested looking at Watergrass also. Support for the packages was also discussed. The goal would be to have the program in place for use with renewals toward the end of the year.

LAKE WISCONSIN ALLIANCE
BOARD OF DIRECTORS MEETING
THIRSTY MOOSE
JUNE 23, 2016

- d. Ross presented the draft mailer for volunteers and discussion followed. Putting this on the website, sending as an email, mailer, etc. were discussed. It would also be helpful to add information to the website describing what the committees do. Use of survey monkey was also suggested as an option.
8. TECHNICAL ADVISORY TEAM (TAT)
- a. Dean described the TAT activity spreadsheet. Discussion followed. **ACTION:** All board members were asked to provide comments to Dean or to edit the spreadsheet directly. Dean will work to provide access to all board members.
 - b. Kirk suggested before meeting with the TAT, a planning meeting retreat be held with River Alliance helping with planning and facilitating the meeting.
 - c. Matt described taking the spreadsheet when developed further and using it in the planning discussion. Other thoughts, gaps, etc. should be added to the spreadsheet. The spreadsheet could then be sent to the TAT for review of what is important to them, ideas for implementation, and other feedback for consideration at the planning retreat. Work can be done ahead of the retreat meeting to help spur discussion and keep the time reasonable.
 - d. Some version of and information from this document could be presented at the annual meeting.
 - e. Matt will send out potential meeting dates to board members to set the planning meeting date (after labor day.) Matt/Allison will also provide some guidance on the end goals and path to get there.
9. ANNUAL MEETING AGENDA
- a. The meeting date is August 27th at the Thirsty Moose.
 - b. Kirk discussed the agenda for the meeting. It is a business meeting, and will include board member elections, volunteering, website update (Dean), update on the near shore fishery, committee chairs reports (5 min each), and a guest speaker. Time would be 1 pm to 3:30 p.m.
 - c. Several options for a guest speaker were discussed. Kirk, Tina, and Matt will work further on this.
10. NOMINATIONS
- a. Nominations for board positions where the terms are up was discussed. **ACTION:** Tina will check the term dates from the website against earlier meeting minutes.
 - b. Make-up of the board and potential gaps were discussed. Ross will contact the person that indicated interest in volunteering. **ACTION:** Board members should bring nominations for the board to the next meeting.
11. ADVOCACY
- a. Anne presented a discussion on advocacy and the 'test' to maintain non-profit status (and provided handouts.) A handout describing election under section 501(h) was provided. Discussion followed. This item could be added to the planning process to be more defined. **ACTION:** Anne will send the 501(h) filing form to Kirk and Mark for review.
12. LEINIE'S FUND RAISER
- a. Kirk is keeping in contact with Nick regarding events and event details and will report more when he can.
 - b. A tasting event is planned at Piggly Wiggly (Lodi) in July and at Lucky's, date TBD.
13. NEW BUSINESS/OTHER BUSINESS
- a. Old business: Update on the donation letters - the letters are complete and will be posted.

LAKE WISCONSIN ALLIANCE
BOARD OF DIRECTORS MEETING
THIRSTY MOOSE
JUNE 23, 2016

- b. Old business: FAQ for the website update - **ACTION**: Send ideas for this section of the website to Dean to be compiled for review at the next meeting.
 - c. Other: Matt Kruger discussed River Alliance holding an event called Wisconsin River Lobby Day. River groups would get together to form a united message and take that message to a meeting with state legislators. Six to 10 groups would participate. A more formal invitation will be sent out for an event in September or October. The meetings would be anticipated to occur over about a 2 week period.
14. NEXT MEETING
- a. The next meeting date is July 28, 2016 at 6:30 P.M. at location TBD.
 - b. A motion was made to adjourn the meeting and seconded; motion passed. The meeting adjourned at 8:32 P.M.

Submitted by: Tina Sebold

Date Approved: July 28, 2016