

LAKE WISCONSIN ALLIANCE  
BOARD OF DIRECTORS MEETING  
LUCKY'S ON THE LAKE  
JULY 27, 2017

Officers Present: Kirk Boehm, Ross Ament, Tina Sebold  
Directors Present: Melissa Keenan, Gary Sanders, Bill Stehling, Jeff Snyder  
Visitors: David Kell, Craig Hamilton, Donna Stehling, Chris Arnold and Ramesh Janardhanam

1. INTRODUCTIONS
  - a. Call to order by President Boehm at 6:33 P.M.
2. MEETING MINUTES
  - a. Minutes of the June meeting were opened for discussion. A motion was made to approve the minutes, and seconded. Motion carried.
3. TREASURER'S REPORT
  - a. Mark sent the report before the meeting. There are no outstanding invoices. Funds currently stand at \$13,856. A motion was made to approve the treasurer's report, and seconded. Motion carried.
4. FINANCE COMMITTEE REPORT
  - a. See treasurer's report.
5. COMMUNICATION COMMITTEE REPORT
  - a. Dean provided a report to Kirk.
  - b. Dean issued press releases for the July educational meeting.
  - c. Dean requested and obtained a proposal for a video from Fred Lochner via MSA Professional Services.
6. EDUCATION COMMITTEE REPORT
  - a. Melissa discussed the July education meeting and ice cream social (Merrimac Scoop). The event about the Merrimac ferry and was attended by about 35-40 people. It was a good, successful meeting. All materials from the meeting are available on the website.
  - b. Melissa is looking for ideas for the September educational meeting. Fish shocking could be done again if the DNR is available.
  - c. Melissa discussed the photo contest. We have received ~7 photos so far. **ACTION:** Kirk will ask Dean to put a notice in the newspaper.
7. MEMBERSHIP COMMITTEE REPORT
  - a. Ross provided a report before the meeting. We had 6 new members (5 individuals, 1 business) for a total of 144 memberships. We received one donation as well.
  - b. Ross' email is being used on the website now for mass emails. With Ross rotating off the board, this will need to be changed. A new membership committee chair will also be needed.
  - c. We should consider having a budget amount for Roxanne to help us with managing our records. Perhaps we could consider an annual fee.
8. ANNUAL MEETING:
  - a. Melissa and Kirk have been doing the planning. It will be at the Thirsty Moose.
  - b. Jesse Hieb will be our guest speaker. Melissa has an announcement flyer put together – it's on the website under events. An email reminder will be sent out. Jesse will speak for about 30 to 45 minutes with a presentation.
  - c. **ACTION:** Dean will send out a press release.

LAKE WISCONSIN ALLIANCE  
BOARD OF DIRECTORS MEETING  
LUCKY'S ON THE LAKE  
JULY 27, 2017

- d. Tina will provide the banners for the meeting similar to last year.
  - e. Committee chairs provide reports for the meeting to Kirk by Aug 23.
9. LEINES FUND RAISING EFFORTS UPDATE: Kirk connected with Nick. The sponsorship has changed so they now want more justification for sponsoring events.
10. NOMINATING COMMITTEE: Kirk and Ross provided the slate of nominees for the board. Board terms are up for Kirk, Ross, and Bill. Kirk and Bill have agreed to run for another term. A new membership committee chair is needed. Additional nominees include David Kell and possibly Craig Hamilton. **ACTION:** Kirk is planning to send out a letter to the email list asking for assistance. Tina will send out the annual meeting notice to the membership next week by email and by mail to those we don't have email addresses for.
11. MEMBERSHIP INSERT IN LAKE WISCONSIN LIVING:
- A. The impact of this mailing was discussed. We believe we did get additional members from it as we have gotten ~20 new members in the last two months.
  - B. Kirk discussed an opportunity to have a permanent space in the Lake WI Living newsletter. Do we want to have a half page for LWA and pay for it? Each year 4 to 5 are sent out. Cost would be ~\$400 for a half page B&W. So total cost would be \$1,600 to \$2,000 per year. The mailing list for the newsletter includes ~1800 to 2000 targeted recipients. Possible content for the half page was discussed. Kirk will calculate the costs and provide it to the board for the September meeting.
12. MSA PROPOSAL: The proposal from MSA for a video production was provided before the meeting. The fee was \$8,240. Discussion followed. Other possible firms were identified. The proposal was tabled.
13. NEW/OTHER BUSINESS:
- a. Boat Landing Monitoring Update: *Previous notes: Chris Arnold from Columbia County Land and Water, brought a proposal to us from a local citizen. The goal would be to monitor the boating landing (via camera) at County V and CS and then using our website inform the public as to how many parking site are open and/or if it is full. The BOD approved in theory and would like to see the full-blown plan and then may formally approve.* Update: The goal of project is to provide an approximate number of stalls available at the grade boat landing. A UW student is working on this as a summer project. No images will be stored; only number or stalls would be reported and data deleted (so no privacy issues). Data and equipment needed and preliminary tests were discussed. The next trial may be on the Weyland's grade parking lot and/or Moon Valley. For now, Ramesh will need a website to post the numbers and a place to test it. They are looking at a DNR or tourism grant to help buy the equipment needed for the tests. The board agreed that LWA supports this effort and would like to continue to follow it.
  - b. Sauk County LWRM plan: Kirk sent the draft document to the board before the meeting. Melissa talked about the plan briefly. Comments are due by August 7.

LAKE WISCONSIN ALLIANCE  
BOARD OF DIRECTORS MEETING  
LUCKY'S ON THE LAKE  
JULY 27, 2017

14. NEXT MEETING:

- a. The next regular meeting date is September 28, 2017, at 6:30 pm at Lucky's.
- b. A motion was made to adjourn the meeting and seconded, motion passed. The meeting adjourned at 8:05 pm.

Submitted by: Tina Sebold

Date Approved: September 28, 2017