

LAKE WISCONSIN ALLIANCE  
BOARD OF DIRECTORS MEETING  
BLACKHAWK FAMILY RESTAURANT  
January 22, 2015

Officers Present: Kirk Boehm, Tina Sebold

Directors Present: Melissa Keenan, Bill Stehling, Mark Taber, Dean Voeks, Gary Sanders

Guests Present: Allison Werner

1. INTRODUCTIONS
  - a. Call to order by President Boehm at 6:33 P.M.
2. MEETING MINUTES
  - a. Minutes of previous meeting were opened for discussion. There were no comments.
  - b. A motion was made to approve the minutes, and seconded. Motion carried.
3. TREASURER'S REPORT
  - a. No Treasurer's report was presented. It will be distributed by email.
4. MEMBERSHIP COMMITTEE REPORT
  - a. Membership committee report was presented by Kirk.
  - b. As of January 10, we have 55 individual members and 4 business members.
  - c. **ACTION:** All board members were reminded of the goal to recruit two new business members (by each board member) by April 1.
  - d. **ACTION:** All should continue to recruit new individual and business members.
5. COMMUNICATION COMMITTEE REPORT
  - a. Communication committee report was presented by Dean.
  - b. Dean got a form from the newspaper to do a press release.
  - c. Examples of other organization logos were reviewed and discussed.
6. EDUCATION COMMITTEE REPORT
  - a. Education committee report was presented by Melissa.
  - b. The first educational meeting was held on January 13. Seventeen people attended.
  - c. The May event topic is fish shocking by the DNR, similar to the event held last fall.
  - d. A new DNR grant program, the Healthy Lakes Initiative Program, was discussed. The grant is used to pay a percentage of best management practices (BMPs) such as fish sticks, native prairie, rain gardens, water diversion, and french drains. Grant applications are due in February. We should keep this grant in mind for next year. In preparation for next year, we could have Sue Graham write up a short paragraph that we can send out to our email list to spur interest from land owners. If there is interest, a workshop could be held this fall to provide more details. The workshop could be coupled with the lake tour.
  - e. Dean presented an idea for an annual award called the SHORE Award or Shoreline Heros of Restored Ecology Award that could be presented at the annual meeting. Discussion followed.
  - f. Melissa plans to meet with the people that performed lake monitoring last year, in preparation for this year. Last summer only turbidity measurements were taken. Possibly adding water chemistry parameters at a location was discussed. Addition of other monitoring locations and/or parameters in

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cooperation with the DNR's monitoring program and goals will be discussed with Sue Graham at DNR. Tina will assist with this effort.

- g. Development of waterfront owner packets that could be sent to all land owners and distributed by realtors to new landowners was discussed.
- h. Upcoming watershed and lake events were discussed. Allison will email additional information.

7. FINANCE COMMITTEE REPORT

- a. The finance committee report was presented by Mark.
- b. A 2015 budget was handed out and discussed. In-kind contributions and tracking were discussed.
- c. A budget request expense form was handed out and discussed.
- d. Mark has the information needed to file the 2014 annual report to the IRS. The report is due five months and 15 days after the end of our fiscal year. The LWA fiscal year coincides with the calendar year.

8. CONFLICT OF INTEREST DOCUMENTATION

- a. Kirk indicated all board members need to get the signed document in to Ross.

9. GRANT APPLICATION UPDATE

- a. The grant applied for in December was discussed. The application has been confirmed complete by the DNR and more information should be provided by the DNR in February.
- b. After LWA has been in existence for one year (December 2015), we will be eligible for both lake and river grants.
- c. Allison informed the group that Alliant Energy has grants available. The grant amount is typically about \$2,000 to \$5,000. There are two application deadlines. The first is March 1 and the second is about September/October. Award notification is about two months after the application deadline. This may be an option for the 'save the islands' project we have been discussing. Tina will provide the information to those involved in that effort.

10. PRESS RELEASES FOR EDUCATIONAL MEETINGS

- a. Kirk indicated all board members need to get the signed document in to Ross. Dean handed out an example press release. Local newspapers and editors to contact were discussed.

11. PRESENTATION OF LWA AT OTHER ORGANIZATION MEETINGS/EVENTS

- a. Several opportunities were discussed. In general, we prefer to have the logo and materials further along before having an official presence. However, attending events is a great idea to network with other organizations and get our name out. All were encouraged to attend any events that we can.
- b. We discussed the goal to meet with state and local representatives to introduce our organization, discuss our goals, etc.

12. SUMMARY

- a. The list of items discussed that require a champion is:
  - 1. Logo
  - 2. Website
  - 3. Brochure
  - 4. Award
  - 5. Chemistry – Melissa and Tina
  - 6. Home owner packet - Melissa

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- b. At the next meeting, champions for all the items should be identified.
- c. **ACTION:** Each committee chair should prepare a paragraph for Kirk to send out to the email list (members and non-members) asking for interest/help with each item above. The email can be sent after we know the result of the grant application. Paragraphs should be to Kirk by February 6.

13. NEW BUSINESS

- a. No new business was discussed.

14. NEXT MEETING

- a. The next meeting date is February 26, 2015 and will convene at 6:30 P.M. at a location yet to be determined. A motion to adjourn was made and seconded. Motion carried.
- b. The meeting adjourned at 8:18 P.M.

Submitted by: Tina Sebold

Date: February 26, 2015; APPROVED