

LAKE WISCONSIN ALLIANCE
BOARD OF DIRECTORS MEETING
LUCKY'S ON THE LAKE
JANUARY 25, 2018

Officers Present: Kirk Boehm, Tina Sebold, Melissa Keenan

Directors Present: David Kell, Mike Gleason

Visitors: None

1. INTRODUCTIONS
 - a. Call to order by President Boehm at 6:38 PM.
2. MEETING MINUTES
 - a. Minutes of the December meeting were opened for discussion. A motion was made to approve the minutes, and seconded. Motion carried.
3. TREASURER'S REPORT
 - a. Kirk reported for Jeff.
 - b. Funds currently stand at about \$12,000.
 - c. New memberships dues have come in.
 - d. Expenses are outstanding for raffle prizes, calendars, and the Lions event.
4. FINANCE COMMITTEE REPORT
 - a. See treasurer's report.
5. COMMUNICATION COMMITTEE REPORT
 - a. Mike presented the report.
 - b. Getting community events on the website calendar was discussed. He visited local COCs for events. If we have any events we would like to see on our website, let Mike know.
 - c. The ice fishing flyer should be available tomorrow and the Lions event should be posted ASAP.
6. EDUCATION COMMITTEE REPORT
 - a. Melissa provided the report.
 - b. Nate Nye-DNR fish biologist, did an education event in January at the library. It was well attended.
 - c. The March event needs a topic. Melissa will look for topics. Suggestions included the River Alliance and sponsoring an event with another local organization.
7. MEMBERSHIP COMMITTEE REPORT
 - a. David provided the report.
 - b. We have 42 memberships renewals; 3 are businesses.
 - c. **ACTION:** David will send us all the 2017 list of businesses that we can target for renewal.
 - d. We discussed putting business members on the website for recognition.
8. GRANTS
 - a. Alliant Energy grant – the application was submitted and a response is expected ~mid-February.
 - b. DNR Grant – Membership survey - The survey of the membership was discussed briefly. Kirk and Melissa will work on a grant application for it.
9. BUDGET DISCUSSION
 - a. Kirk indicated we will ask Jeff to prepare the 2018 budget at the next meeting.

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- b. **ACTION:** All committee chairs should bring their proposed budget to the next meeting and Jeff will prepare a budget for discussion/approval at the following meeting.
10. MEMBERSHIP INSERT – LAKE WI LIVING
- a. Melissa will prepare some information on lake monitoring; David will prepare a piece on membership; and some other topics may be included.
11. ICE FISHING TOURNAMENT
- a. Flyers will be available tomorrow and Kirk will send it out; please try to post copies in the area.
 - b. The tournament is on February 10. We need help around 3 pm for the raffle and prizes.
 - c. Raffle tickets are available to sell.
12. CALENDAR UPDATE
- a. The calendar has been mailed. They turned out well.
 - b. We discussed starting the process earlier for 2019.
13. LIONS ESKIMO OPEN HOLE SPONSORSHIP
- a. The event is February 17, 2018, from 10 am to 3 pm. We need to be there at 9 am to set up (in front of the Thirsty Moose).
 - b. Kirk discussed the specifics of the event, items that can be brought on the ice, promotional information, etc.
 - c. **ACTION:** Tina and Melissa will coordinate getting a board with our logo for the event.
 - d. Let Kirk know if you want to help cover the event.
 - e. We discussed giving away some memberships. A motion was made to offer 5 individual and 1 business membership as drawing prizes, and seconded. Motion carried.
14. SURVEY OF MEMBERSHIP
- a. Kirk reported on the meeting with the UW. The survey does not qualify for the DNR grant; applications must be project-related vs. studies.
 - b. Kirk suggested raising the money for the survey. Discussion followed regarding how to accomplish that.
 - c. Some of the specifics of the survey were discussed.
15. NEW BUSINESS/OTHER BUSINESS
- a. **ACTION:** All look for people who may be good candidates for the board.
16. NEXT MEETING
- a. The next regular meeting date is February 22, 2018, at 6:30 pm at Lucky's.
 - b. A motion was made to adjourn the meeting, and seconded, motion carried. The meeting adjourned at 7:37 pm.

Submitted by: Tina Sebold

Date approved: March 8, 2018