

LAKE WISCONSIN ALLIANCE  
BOARD OF DIRECTORS MEETING  
LUCKY'S RESTAURANT  
DECEMBER 3, 2015

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

Directors Present: Gary Sanders, Bill Stehling, Dean Voeks, Ann Brindley

1. INTRODUCTIONS
  - a. Call to order by President Boehm at 6:36 P.M.
2. MEETING MINUTES
  - a. Minutes of the October meeting was opened for discussion. A motion was made to approve the minutes, and seconded. Motion carried.
3. TREASURER'S REPORT
  - a. Mark provided the report. We are waiting for the Alliant grant funds to come in.
4. MEMBERSHIP COMMITTEE REPORT
  - a. The membership committee report was presented by Ross.
  - b. We had one new member since the last meeting for a total of 83 members.
  - c. A membership renewal notice was sent out via email, and several by mail earlier this week. Ross will resend this several times before the end of the year to try to get most members renewed.
  - d. Ross suggested we produce a certificate or plaque of some type for the businesses that are members to show our appreciation for their support. Highlighting them on our website was also discussed.
  - e. Ross shared a membership list and asked all board members to try to recruit new members.
  - f. Ross also suggested we consider developing levels of membership for business members and an introduction package for new business members, as tasks for 2016.
5. COMMUNICATION COMMITTEE REPORT
  - a. Dean discussed putting photos on the website. Board members should forward any photos we are interested in posting to Dean so he can prepare them properly (tagging) for posting. The number of photos we should use and how they should be managed was discussed.
  - b. All website content should go to Dean and Melissa.
6. EDUCATION COMMITTEE REPORT
  - a. The education committee report was presented by Kirk for Melissa.
  - b. Kirk described additions made to the website including topics, education seminar presentations, etc.
  - c. The November educational meeting went well and had about 15 attendees.
  - d. The January educational meeting will be held on January 7 from 6-8 pm at the Lodi Town Hall. The topic is the nearshore fishery survey.
  - e. The March educational meeting will be held on March 10 from 6-8 pm at the Lodi Library. The topic is shoreland zoning ordinance changes and the impact to Lake WI residents. Presenters will be from local counties.
7. FINANCE COMMITTEE REPORT
  - a. Mark and Kirk provided a report. Kirk is working on the filings for the remaining DNR grant funds. There is no problem with the labor match required by the grant.

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8. ALLIANT ENERGY GRANT UPDATE
  - a. Kirk reported for Melissa. She is waiting for the final ok from Alliant. Kirk described the information to be included in the packet.
9. LWA PRESENTATION
  - a. The development of a presentation for groups was discussed.
  - b. The purpose, content, message, etc. of the presentation was discussed.
  - c. Kirk, Melissa, Dean, and Tina volunteered to work on the presentation.
  - d. Different audiences to consider are government agencies, potential contributors, etc.
10. DNR RIVER GRANT
  - a. We will not be submitting a grant for the December DNR program. There is another grant deadline in February that we would like to submit an application for. We need to get started on it soon to have enough time to prepare the application. Several ideas were discussed as potential ideas.
11. ACCESSIBLE PIER AT THE FERRY LANDING
  - a. Ross discussed using some funds from the Leinies fundraisers for the ADA pier at the ferry landing. Ross reviewed information from the donation request. The project flier indicated funds are needed by February 2016.
  - b. A decision on funding the project and the amount will be postponed to the January meeting when we should know more about our financial status.
12. LAKE LEADERS INSTITUTE
  - a. Kirk discussed this program. Its purpose is to assist people involved in organizations like ours to become better leaders. It is sponsored by UWSP and the Lakes Association, and is held every other year. Kirk will bring more information to the next meeting and will forward the website address to all board members.
13. ICE FISHING CONTEST
  - a. Gary presented the details of the ice fishing tournament that is planned on January 16, 2016 at Lucky's. Leinie's is sponsoring the tournament.
  - b. Stephanie of Lucky's attended the meeting for this discussion and described the plans for the day.
  - c. Promotion of the event was discussed. Dean offered to send a press release to the local newspapers.
  - d. A motion was made to order official rulers for the event with the LWA logo and website address, not to exceed \$180, and seconded. Motion carried.
  - e. We need to have a table at this event with LWA information. Kirk is available and will organize it.
14. NEW BUSINESS/OTHER
  - a. Ross introduced some information he gathered regarding the advocacy issue discussed at the last meeting. Discussion followed. All board members were asked to review this information for future discussions.
  - b. Ross discussed creating goals through strategic planning.
  - c. The River Alliance email alert notice was discussed. A motion was made to forward the River Alliance email to the membership, and seconded. Motion carried. Discussion followed. A motion was made to withdraw the motion to forward the River Alliance email to the membership, and seconded. Motion carried.

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15. NEXT MEETING

- a. The next meeting date is January 28, 2016 at 6:30 P.M. at a location TBD. A motion to adjourn was made and seconded. Motion carried.
- b. The meeting adjourned at 9:08 P.M.

Submitted by: Tina Sebold

Date Approved: January 28, 2016