

LAKE WISCONSIN ALLIANCE
BOARD OF DIRECTORS MEETING
LUCKY'S RESTAURANT
FEBRUARY 26, 2015

Officers Present: Kirk Boehm, Tina Sebold, Anne Brindley

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

Guests Present: Matt Krueger, Donna Stehling

1. INTRODUCTIONS
 - a. Call to order by President Boehm at 6:34 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. Ann presented the treasurer's report. The current account balance is \$806.15.
 - b. A motion was made to approve the report, and seconded. Motion carried.
4. MEMBERSHIP COMMITTEE REPORT
 - a. The membership committee report was presented by Kirk.
 - b. As of today, we have 56 individual members and 4 business members.
 - c. Any ideas to increase membership are welcomed.
 - d. **ACTION:** All board members were reminded of the goal to recruit one new business members or one individual (by each board member) by April 1.
 - e. **ACTION:** All should continue to recruit new individual and business members.
5. COMMUNICATION COMMITTEE REPORT
 - a. The communication committee report was presented by Dean.
 - b. Dean met with Econoprint. They presented a scope of service and proposed fee for development of the logo (\$240), the brochure (\$509-\$535), and the website (\$5,800-\$7,200 basic). Dean described items included in the proposed fees and discussion followed.
 - c. An example website we can go to is the Petenwell and Castle Rock Stewards at PACRS.org.
 - d. Ann mentioned Dandelion Marketing as an option. They are helping the Friends of MacKensie Center develop their website.
 - e. Discussion was held on how to obtain comparable proposals for the website and how to evaluate them. It was agreed the committee will vet proposals and present the top ranked two or three to the board for further consideration. If possible, it would be preferred to get two to three proposals for each – the logo, brochure, and website – for comparison.
 - f. **ACTION:** All interested should find two or three examples of websites and pass on to Dean with comments.
 - g. **ACTION:** Kirk will share the designer of the PACRS website contact information (Heritage) with Dean, and Mark will explore what his organization may suggest as examples.
 - h. **ACTION:** Dean will send out the list of items to include on the website to all board members.
 - i. Dean collected the names of all the political representatives of entities that have shoreline on Lake Wisconsin. He will email it to all board members.

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- j. Dean suggested using the email list to request donations to further our mission.
 - k. Ross volunteered to champion the brochure development.
6. EDUCATION COMMITTEE REPORT
- a. The education committee report was presented by Kirk.
 - b. The next educational meeting will be held on March 9. The topic is Lodi Reads Leopold-Birds of Lake Wisconsin. Ross is leading organizing this meeting.
 - c. The May event topic is fish shocking by the DNR, similar to the event held last fall.
7. FINANCE COMMITTEE REPORT
- a. The finance committee report was presented by Mark.
 - b. A 2015 budget was emailed earlier and discussed. In-kind contributions and tracking were discussed.
 - c. Mark will adjust the budget based on comments.
8. CONFLICT OF INTEREST DOCUMENTATION
- a. Kirk indicated all board members need to get the signed document in to Ross.
9. DNR GRANT UPDATE
- a. The DNR grant was discussed. The total grant amount is \$6,200. Kirk has requested 75% of the funds upfront. The remaining 25% must be provided by LWA as in-kind contributions. The grant deadline to be complete is June 30, 2016 or when LWA indicates the grant is complete, whichever comes first.
 - b. Activities that 'count' as in-kind activities were discussed. Any time/expenses spent contributing to the mission of the grant can be counted. Examples are time @ \$12/hr, mileage, related expenses, etc. Kirk sent out documents that include the forms to be used for recording in-kind contributions. Forms should be submitted to Mark at least monthly.
10. CHAMPIONS FOR:
- a. Website: Dean
 - b. Logo: Gary
 - c. Brochure: Ross
 - d. Annual Meeting: TBD
 - e. Monitoring: Melissa and Tina
11. ALLIANT ENERGY GRANT
- a. Melissa is preparing an application for an Alliant Energy grant that Allison discussed at the last meeting. The application will be submitted by the March 1 deadline. The grant would be used to develop and distribute the waterfront land owner information package.
12. RIVER ALLIANCE MEETING FOR WISCONSIN RIVER ASSOCIATIONS
- a. Matt presented information regarding the annual educational meeting held by the River Alliance that pulls together river/lake groups in the Wisconsin River watershed. The topic this year is 'why counties matter'. Groups can also bring topics of interest to this meeting for discussion and feedback from the River Alliance and other groups. The meeting will be held in April on a weekend; date, time and location TBD.
 - b. Matt also talked about an idea they have to arrange a meeting with the WDNR administration to discuss issues of concern to groups.
13. GOVERNOR WALKER'S BUDGET IMPLICATIONS

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- a. The LWA's position and possible actions regarding the budget were discussed, as well as how to address similar items in the future, and related use of the website, etc.
- 14. PRESENTATION OF LWA AT OTHER ORGANIZATION MEETINGS/EVENTS
 - a. We discussed the goal to meet with state and local representatives/agencies to introduce our organization, discuss our goals, etc. and how we can get this accomplished.
- 15. NEW BUSINESS
 - a. No new business was discussed.
- 16. NEXT MEETING
 - a. The next meeting date is March 26, 2015 and will convene at 6:30 P.M. at a location to be determined. A motion to adjourn was made and seconded. Motion carried.
 - b. The meeting adjourned at 8:27 P.M.

Submitted by: Tina Sebold

Date: March 26, 2015; APPROVED