

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

Officers Present: Tina Sebold, Ross Ament

Directors Present: Gary Sanders, Bill Stehling, Melissa Keenan

Guests Present: Nick Leis, Chuck Lanius, Tim Larson, Dave Marshall

1. INTRODUCTIONS
 - a. Call to order by Vice President Ament at 6:29 P.M.
2. MEETING MINUTES
 - a. Minutes of the 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. Ross presented the treasurer's report. The current account balance is \$800+.
4. MEMBERSHIP COMMITTEE REPORT
 - a. The membership committee report was presented by Ross.
 - b. As of today, we have 56 individual members and 5 business members.
 - c. Any ideas to increase membership are welcomed.
 - d. **ACTION:** All should continue to recruit new individual and business members.
5. COMMUNICATION COMMITTEE REPORT
 - a. The task force committee met regarding the brochure, website, and logo.
 - b. Dean prepared a list of criteria for the website to share with vendors.
 - c. Gary has been working on the logo and has narrowed it to three concepts. Three sample logos were discussed and two were favored by the Board members present.
 - d. Dean is contacting companies to potentially interview for presentations to the Board. The preference to have one company prepare the logo, brochure and website was discussed.
 - e. Communicate ideas and questions to Dean and Ross.
6. EDUCATION COMMITTEE REPORT
 - a. The education committee report was presented by Melissa.
 - b. The fish shocking demonstration is scheduled for May 7 at 6 pm.
 - c. The July and September meetings are planned to be related to algae/phosphorus and a lake tour, respectively. Logistics for the boat tour were discussed briefly.
 - d. A meeting was held on March 16 with Rachel Sabre from DNR to discuss lake monitoring. Putting the 2014 monitoring results in the Lake WI living newsletter was discussed as well as other ideas for sharing information. Connie Ament is leading the citizen lake monitoring. Connie is contacting volunteers for interest for this year. A lake monitoring kick-off meeting for this year is scheduled on April 27th at 3 pm at Lodi Library. All are welcome.
 - e. Melissa will work on education items to be included on the website.
7. FINANCE COMMITTEE REPORT
 - a. The finance committee report was presented by Ross.
 - b. The 990N tax report has been filed.

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- c. Mark is tabulating in-kind contributions for the grant.
8. CONFLICT OF INTEREST DOCUMENTATION
 - a. All are in to Ross.
9. DNR GRANT UPDATE
 - a. In-kind contributions and reporting to Mark were discussed briefly.
10. CHAMPIONS FOR ANNUAL MEETING:
 - a. The annual meeting will likely be held in August. This will be discussed at next meeting.
11. ALLIANT ENERGY GRANT
 - a. The Alliant grant results should be out in May. The grant application was for a mailer to shoreline homeowners.
12. SAUK CITY EARTH DAY PARTICIPATION
 - a. The event is on April 26th at UW-Baraboo, from 9 am to 4 pm. We have access to a table. Melissa and Ross are looking at schedule to possibly attend. Items that can be available at the table were discussed.
13. AQUATIC RESOURCES ENHANCEMENT FUND GRANT
 - a. Tim Larson, retired DNR Lake Wisconsin fisheries biologist, presented information on this grant. Alliant Energy has been required to set aside monies (\$28,000/yr since 2003) for studies for Lake Wisconsin. Tim and Dave Marshall (former DNR aquatic resource biologist) are proposing conducting a nearshore fish population assessment on the lake. They are also doing similar assessments on Big Green Lake and Swan Lake this summer. They suggested it is a good approach to apply for the \$3,000 small scale lake grant. LWA would sponsor the study. There is no cost to LWA. LWA does some grant administration. LWA must submit the grant application and subcontract the work to Dave's company, Underwater Habitat Investigations, LLC. The timeline proposed is a two year project that would start in June 2015. LWA could also apply for a state grant for the required match. The deadline for the grant application is April 30. Discussion included mechanics of the grant, what the study involves, possible use of data, and the timeline of the study. The group was in favor of pursuing the grant. A motion was made to work with Tim and Dave on the grant, and seconded. Motion carried.
14. LEINENKUGELS FUND RAISER - FRANK BEER DISTRIBUTOR'S (MIDDLETON)
 - a. Leinenkugel's is looking to be the 'beer of the lake.' Leinies has a Canoes for a Cause program. Frank Beer Distributors is looking to put together a program, as part of Canoes for a Cause, for establishments around the lake, where Leinies would donate \$1/case May 1 to labor day to an organization to keep the lake clean. They could also set up events where \$1/pint sold for the day goes to that organization as well. LWA mission, goals, and current activities were discussed and Ross described our history. LWA would be the recipient of a donation from Leinie's at a public event. A motion was made to partner with Frank Beer distributors to pursue the Canoes for a Cause program, and seconded. Motion carried.
15. NEW BUSINESS
 - a. No new business was discussed.
16. NEXT MEETING

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- a. The next meeting date is set for April 30, 2015 at 6:30 P.M. at Lucky's on the Lake. A motion to adjourn was made and seconded. Motion carried.
- b. The meeting adjourned at 7:42 P.M.

Submitted by: Tina Sebold

Date Approved: April 30, 2015