

LAKE WISCONSIN ALLIANCE
BOARD OF DIRECTORS MEETING
LUCKY'S ON THE LAKE
JULY 26, 2018

Officers Present: Kirk Boehm, Tina Sebold, Melissa Keenan

Directors Present: David Kell, Mike Gleason, Bill Stehling

Visitors: Donna Stehling

1. INTRODUCTIONS
 - a. Call to order by President Boehm at 6:35 PM.
2. MEETING MINUTES
 - a. Minutes of the June meeting will be reviewed at the September meeting.
3. TREASURER'S REPORT
 - a. Kirk reported.
 - b. Funds currently stand at about \$16,373.
 - c. Kirk renewed our PO box and paid the website fee, and paid a Facebook boost fee for recent events.
 - d. Kirk will reimburse David for the deposit and fee for the Merrimac park for the annual meeting.
 - e. A motion was made to approve the report, and seconded. Motion carried.
4. FINANCE COMMITTEE REPORT
 - a. See treasurer's report.
5. COMMUNICATION COMMITTEE REPORT
 - a. Mike reported.
 - b. Mike updated local events on our calendar, and will continue to work on this.
6. EDUCATION COMMITTEE REPORT
 - a. Melissa reported.
 - b. Melissa discussed what the speaker, at our annual meeting will talk about regarding monarch butterflies.
7. MEMBERSHIP COMMITTEE REPORT
 - a. David reported.
 - b. We have 125 membership renewals. We have 13 businesses that have renewed. He sent out our annual meeting flyer to ~175 members, past members, etc. via Vertical Response. Vertical Response reported 101 of those emails were opened.
8. BOD DIRECTOR RECRUITMENT
 - a. There are no board members terms expiring.
 - b. We need to recruit more board members; specifically someone with treasurer skills. Brandon Herbert has said he is interested in being a board member.
 - c. We discussed ways to get more people involved. Kirk wants to send out a member recruitment letter soon. The topic and format of the letter was discussed.
9. NOMINATION COMMITTEE
 - a. No board members are up for renewal so the committee is not needed.
10. ANNUAL MEETING
 - a. David reserved the Merrimac park for Saturday, August 25.
 - b. The speaker will present on Monarch butterflies.

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- c. The meeting invitation has been sent out to the membership and mailing list.
 - d. Arrangements for the meeting were discussed.
 - e. Tina will prepare the annual meeting notice and David will send it out. David will provide addresses for members without email.
 - f. Melissa will get a press release format notice to Mike to send out.
 - g. Tina will make a board for business members and a LWA banner for the meeting.
11. ALLIANT GRANT
- a. Update: We did not get the grant for the survey. Our options for the survey are to move forward with a lesser scope, do our own email survey to members, or wait until the DNR grant program in December. The board agreed to wait until fall and apply for a DNR grant to conduct the more complete survey.
 - b. Kirk and Melissa will lead the effort, use the previous grant application, and let the board know if assistance is needed to prepare the application.
12. NEW BUSINESS/OTHER BUSINESS
- a. Kirk asked about getting a more permanent banner to use for events, weekends, etc. All board members should get their ideas to Kirk within the next week.
13. NEXT MEETING
- a. The next regular meeting date is September 27, 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 7:50 pm.

Submitted by: Tina Sebold

Date approved: August 25, 2018