

LAKE WISCONSIN ALLIANCE  
BOARD OF DIRECTORS MEETING  
LUCKY'S ON THE LAKE  
JANUARY 24, 2019

Officers Present: Kirk Boehm, Tina Sebold, Brandon Herbert

Directors Present: David Kell, Mike Gleason, Sandra Boehm

Visitors: Rod Ripley

1. INTRODUCTIONS
  - a. Call to order by President Boehm at 6:34 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. Brandon reported. Funds currently stand at about \$16,372. There are some small deposits to be made and Brandon will check the PO box.
  - b. The raffle license is in place.
  - c. Kirk had to pay for the annual meeting ad, ~\$50 (to Facebook).
  - d. Endres Mfg. Company in Waunakee has a grant program that we should look into and consider developing a project to apply for.  
**ACTION:** Brandon will share the information with the board by email.
  - e. A motion was made to approve the report, and seconded. Motion carried.
4. FINANCE COMMITTEE REPORT
  - a. **ACTION:** All chairs of committees should send Brandon a budget for 2019 by the February meeting.
  - b. See the treasurer's report.
5. COMMUNICATION COMMITTEE REPORT
  - a. Mike reported. The ice fishing tournament and the Eskimo Open are posted on our website.
6. EDUCATION COMMITTEE REPORT
  - a. Kirk reported for Melissa.
  - b. Melissa sent in her budget report that included more key chains and education programming.
  - c. Melissa needs ideas for future meetings. Discussion followed regarding a Waters of WI trivia night and 'pint night'.
7. MEMBERSHIP COMMITTEE REPORT
  - a. David reported.
  - b. We have 41 renewals and 3 businesses.
  - c. Sandra presented a new membership form. All agreed it should be posted on our website.
  - d. Kirk suggested doing another mailing. We discussed several options.  
**ACTION:** Kirk will check on where we had brochures printed.  
**ACTION:** David will contact Econoprint to get costs for another mailing.
  - e. Membership renewal emails were sent out.
8. BOD DIRECTOR RECRUITMENT
  - a. We need to recruit more board members; keep this in mind.

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9. ICE FISHING CONTEST

- a. Raffle tickets are available. Coordination for the event was discussed.
- b. Large prizes are purchased;  
**ACTION:** Brandon will purchase ~20 more with the money remaining.
- c. More places to post flyers and get the word out were discussed.
- d. The form was discussed and some items to do next year to improve.
- e. Things to do the day of the tournament were discussed.
- f. A motion was made to spend \$50 on a Facebook ad for the LWA events, and seconded. Motion carried. **ACTION:** Kirk will post the ad.
- g. Kirk asked if anyone has heard of 'Evensi', a electronic marketing program. A motion was made for Kirk to try using Evensi for \$60, and seconded. Motion carried.
- h. Rod reported on the meat raffle and also some other items.
- i. We want to keep all the entry forms for future use.
- j. Rod will donate 10% of bar proceeds from 2:30 to 6 pm.

10. SUMMERTIME EVENT

- a. Kirk asked all to think about this for ideas.

11. ESKIMO OPEN

- a. This event is on February 16 from 10 am to 3:30 pm. Need help from 9:30 am to 3 pm.
- b. Kirk described the event and our plans. We need frozen fish and other items discussed.
- c. A motion was made to give away 5 free memberships at this event, and seconded. Motion carried.

12. ANNUAL MEETING DATE

- a. David will check on the Merrimac park availability for September 7, 2019 for the annual meeting. September 14 or August 25 are backup dates.

13. DNR GRANT; SURVEY OF MEMBERSHIP

- a. Kirk submitted the grant application. No word on this yet.

14. NEW BUSINESS/OTHER BUSINESS

- a. The Wisconsin River TMDL was submitted to EPA by DNR on December 21, 2018. The final report is available on the DNR website.

15. NEXT MEETING

- a. The next regular meeting date is February 28, 2019, at 6:30 pm at Lucky's.
- b. A motion was made to adjourn the meeting, and seconded; motion carried. The meeting adjourned at 8:25 pm.

Submitted by: Tina Sebold

Date approved: February 28, 2019