

LAKE WISCONSIN ALLIANCE
BOARD OF DIRECTORS MEETING
VIA ZOOM
SEPTEMBER 24, 2020

Officers Present: Mike Gleason, Kirk Boehm, Brandon Herbert

Directors Present: Sandra Boehm, David Kell, Kevin Kessler, Jenny Zumm, Rob Zumm

Visitors: None

1. MEETING MINUTES

- a. Call to order by President Boehm at 6:37 pm.
- b. A motion was made to approve the August 27, 2020, meeting minutes, and seconded. Motion carried.

2. OFFICER NOMINATIONS/VOTE

- a. Sandra announced the BOD members who had volunteered to be officers this coming year:
 - Mike Gleason – President
 - Kirk Boehm – Vice President
 - Brandon Herbert – Treasurer
 - Tina Sebold – Secretary
- b. Sandra asked if anyone would like to nominate themselves, but no one volunteered.
- c. A motion was made to approve the officers, and seconded. Motion carried.
- d. The new president, Mike Gleason, took over the meeting.

3. TREASURER'S REPORT

- a. Brandon reported. The account balance is approximately \$31,300 Treasurer's report was not available but will be for the next meeting.
- b. Kirk noted that \$140 in new membership fees will be deposited this week.

4. FINANCE COMMITTEE REPORT

- a. See above

5. COMMUNICATION COMMITTEE REPORT

- a. Mike reported. He has been having problems with Word Press. The new documents (minutes and bylaws) he added aren't showing up. He will continue to work to resolve the issue.
- b. Mike asked members to let him know if they have anything they would like posted on the website.

6. EDUCATION COMMITTEE REPORT

- a. It was noted again that a chairperson is needed for this committee. Rob Zumm volunteered to be the chairperson.
- b. We would like to host an educational event approximately every 6-8 weeks, if possible. At this time, all events will need to be virtual.
- c. Rob suggested that we at least send an email to the members every 6-8 weeks that provides education/new information.
- d. **ACTION ITEM:** BOD members should think about possible educational opportunities or new information to share with members.
- e. It was suggested that we could solicit stories and/or questions that people would like answered.

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7. MEMBERSHIP COMMITTEE REPORT

- a. David reported.
- b. We currently have 288 individual memberships and 15 business memberships.
- c. We discussed when the best time to send the letter about new memberships and renewing memberships. We have been sending it in April or May, but we many want to consider sending it a couple of months earlier.
- d. We discussed whether or not we should expand our mailing list so we are not just sending to people who live on the lake – people who live across the street or near the lake would probably also be interested in LWA. If we sent a post card or a letter without a return envelope to a larger group, the overall cost wouldn't go up very much. There are services that could provide a mailing for everyone in a zip code. We could target just one new area this year and see how it goes, and if it is worthwhile. We will discuss more at future meetings.

8. MIKE'S NEW BUSINESS

- a. Mike thanked the BOD for their support of him as the new President.
- b. Mike thanked Kirk for his many years of leadership as President, and willingness to now serve as Vice President.
- c. Mike thanked Sandra and David for their successful recruitment of new board members
- d. Mike thanked the new board members for volunteering their time and efforts to help support LWA and our endeavors to balance the diverse interests of the Lake Wisconsin Community while improving the water quality, recreation opportunities, and sustaining a healthy ecosystem within the Lake Wisconsin watershed.
- e. Mike thanked the returning board members for their continued support, time and efforts to make a difference.
- f. Mike asked new board members to consider taking on some of the functions we need help with.
 - We need someone to take the lead on Education.
 - We need someone to take over handling the Word Press website.
 - We could use someone to work on our public relations, specifically communication with the news media, i.e. newspapers, possibly radio, and TV communication when we have something we need to circulate to the overall community. It wouldn't be very often but you would need to have links and access to get the news media to post our notifications without us paying for advertisements as we are a not for profit organization.
- g. Mike would like to get involved with interviewing the politicians in our area and see who promotes, supports, and votes for matters that will have positive and negative effects on Lake Wisconsin. We could share this information with our membership to help them decide who they want representing them when they go to the polls.
- h. Mike would also like to branch out in the community. It is his opinion that at least 5 times as many non-lakefront owners use Lake Wisconsin as those that own lake front property. He would like our newsletter and membership application to get out to all residences in the zip codes surrounding Lake Wisconsin and invite them to become members. He believes the

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more members we have the more political influence we can have on our elected officials and hold them accountable for the care of Lake Wisconsin when we vote.

- i. Mike would like everyone to think about any projects we might want to take on in the coming year. An example is the work Brandon did this year getting grant funds and working with the Grade Boat Club on installing solar lights on the Lake Wisconsin channel buoys. Another example would be the grant and work Kirk championed getting the survey of lake front owners.
 - j. **ACTION ITEM:** BOD members should think about possible projects we would like to do.
9. OTHER NEW BUSINESS
- a. David would like the LWA to have a Speakers Group that could go out and speak to area organizations/groups about different topics, such as TMDL levels, fish surveys, and grants we can apply for.
 - b. Having two new Committees - Speakers Committee and Grants Committee – was discussed.
10. NEXT MEETING
- a. The next board meeting will be held via Zoom on Thursday, October 22, 2020 at 6:30 pm.
 - b. A motion was made to adjourn the meeting, and seconded. Motion carried. The meeting adjourned at 7:29 pm.

Submitted by: Sandra Boehm

Date approved: October 22, 2020