Officers Present: Mike Gleason, Kirk Boehm, Brandon Herbert, Tina Sebold

Directors Present: David Kell, Bob Hunt, Andrea Murray, Jenny Zumm, Rob Zumm

Visitors: None

1. MEETING MINUTES
   1. Call to order by President Gleason at 6:34 pm.
   2. A motion was made to approve the December 10, 2020, and December 17, 2020 (with corrections as noted by President Gleason) meeting minutes, and seconded. Motion carried.
2. TREASURER’S REPORT
   1. Brandon reported. The account balance is approximately $33,302.36.
   2. The Treasurer’s report is attached. A motion was made to approve the report, and seconded. Motion carried.
3. FINANCE COMMITTEE REPORT
   1. See Treasurer’s report.
4. COMMUNICATION COMMITTEE REPORT
   1. Mike will adjust the membership form on the website for donations as well as memberships.
   2. Get Mike any items you would like posted on the website.
5. EDUCATION COMMITTEE REPORT
   1. Rob reported that he has been looking for possible guest speakers. Two ideas are the UW-Extension for water preservation topics, and a local fishing guide. Rob will follow up to identify some guides in the area.
   2. Jennifer is a volunteer for the citizen’s lake monitoring for Lake Wisconsin and described the program. This could be an education topic as well.
   3. The UWSP - 2021 Water Week virtual event is March 8-12, and the cost is $20/day. This event was discussed. A motion was made to sponsor the cost for board members that would like to attend the event, and seconded. Motion carried.
6. MEMBERSHIP COMMITTEE REPORT
   1. David reported.
   2. The letter/newsletter was sent out in December and the ice fishing tournament notice was as well. David also mailed these to members without emails.
   3. Memberships have continued to come in.
   4. David has looked at Mail Chimp and Constant Contact as potential options to Vertical Response. Vertical Response will not send out over 300 emails and have not been responsive to our inquiries. Mail Chimp has good reviews and the first 2,000 contacts are free. Constant Contact cost is $20/month. David has also talked to a few people who have used Mail Chimp with mixed results; however, this tool is used by many large nonprofit organizations. David summarized how our membership data is organized and used for mailings as part of the discussion. David will try Mail Chimp to see how it works and report back to the board.
   5. The annual membership mailing was discussed. The mailing includes a one-page letter with 2020 accomplishments and information, and a membership form. Providing the mailing to others in the area off the lake was discussed. Using a single zip code as a test mailing was discussed, and how to obtain and vet that list. Mike will explore the number of contacts this may be, to estimate costs before proceeding. Mike will report back at the next meeting. The goal to get the mailing out is by April 1.
7. LWA BOARD STATUS
   1. Sandra Boehm has resigned from the board. The board thanks her for all her hard work and contributions to the organization.
   2. Transition of information/activities from Kirk to others on the board was discussed. This should begin soon so it is not a large task with a short timeframe later on.
8. WEBSITE SECURITY
   1. Adding security to our website was discussed. Mike presented costs from Go Daddy for one year and for two years. The two-year option has a 20% discount.
   2. A motion was made to add security from Go Daddy to our website for two years at a cost of $127.98, and seconded. Motion carried. Mike will add this option to the website.
9. DONOR RECOGNITION
   1. Providing additional recognition to donors was discussed. Suggestions included a hand-written postcard/card, recognition by status (platinum, gold, silver, etc.), and gifts. Postcards with the LWA logo could be printed for this purpose and other uses. The postcard option was favored by the board discussion.
10. I39 BRIDGE CONSTRUCTION PUBLIC HEARING REQUEST
    1. WisDOT has responded to our request for a public hearing and will provide us notice far enough ahead of the meeting to allow us to notify our membership.
11. GRANT OPPORTUNITY
    1. The Sauk County lake management Grant Program & Lake Shore Protection Projects grant application deadline is June 24, 2021. Providing this information to our membership was discussed.
12. BUOY LIGHT AND GRANT UPDATE
    1. Brandon gave an update. We were awarded the DNR grant and he is pursuing purchase of the buoy lights.
    2. There will be an effort in the spring to mount the lights on the buoys and we may need some volunteers.
13. ICE FISHING TOURNAMENT
    1. Brandon gave an update. The event has been publicized well with emails and flyers posted in the area. Reminder: the event is Saturday, February 6, 2021.
    2. Logistics for the event and post-tournament activities was discussed with Lucky’s. The lower outdoor bar with fire pit will be open.
    3. A motion was made to boost the ice fishing event on Facebook for $50, and seconded. Motion carried.
14. OTHER NEW BUSINESS
    1. There was no new business.
15. NEXT MEETING
    1. The next board meeting will be held via Zoom on Thursday, February 25th, 2021 at 6:30 pm.
    2. A motion was made to adjourn the meeting, and seconded. Motion carried. The meeting adjourned at 7:45 pm.

Submitted by: Tina Sebold

Date approved: