

LAKE WISCONSIN ALLIANCE
REGULAR BOARD OF DIRECTORS MEETING
VIA ZOOM
FEBRUARY 25, 2021

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

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

Visitors: None

A quorum was present.

1. MEETING MINUTES
 - a. Call to order by President Gleason at 6:31 pm.
 - b. A motion was made to approve the January 28, 2021 meeting minutes, and seconded.
Motion carried.
2. TREASURER'S REPORT
 - a. Brandon reported. The account balance is approximately \$28,823.77.
 - b. Many buoy lights have been received. The grant reimbursement request has been submitted.
 - c. The Treasurer's report is attached.
3. FINANCE COMMITTEE REPORT
 - a. See Treasurer's report.
4. COMMUNICATION COMMITTEE REPORT
 - a. Mike updated the membership form on the website for donations as well as memberships.
 - b. Get Mike any items you would like posted on the website.
5. EDUCATION COMMITTEE REPORT
 - a. Rob contacted Gary Sanders as a possible speaker. He is a member of Wisconsin Walleyes.
 - b. Jennifer suggested having a speaker from the fish hatchery.
6. MEMBERSHIP COMMITTEE REPORT
 - a. David reported.
 - b. We are using Mail Chimp instead of Vertical Response and it seems to be working well.
 - c. Memberships have continued to come in; 66 renewals have been received.
7. COLUMBIA COUNTY COAL PLANT SHUTDOWN
 - a. Mike started the discussion and expressed concern about coal ash and other potential issues. LWA should keep up to date on the project and schedule.
 - b. Kirk reached out to Amanda Blank but has not gotten a response yet.
 - c. There was discussion regarding how the land will be reused, concern about dealing with the ash ponds, etc. Bob suggested writing to Alliant/MGE asking to be put on a mailing list regarding the plan moving forward and expressing interest in future participation.
 - d. We will continue to pursue who is the best contact for a letter.
 - e. The potential to update the Prairie du Sac dam for increased efficiency was also discussed.
8. WEBSITE SECURITY
 - a. 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.
 - b. Mike talked to Go Daddy and got our website secured for the time left on our subscription at a prorated rate. This was approved at the last meeting.
 - c. Mike is switching over contact information for LWA things from Kirk to his name.

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9. WDNR WALLEYE REGULATIONS

- a. Kirk reported on a listening session by the WDNR that he attended. The meeting focus was on gathering information for walleye management in the state. The last planning effort like this ~20 years ago. One common issue that came up was the heavy lake usage recently and how that may be addressed by the Department.

10. MEMBERSHIP MAILING

- a. The mailing to one zip code was discussed. If all residential and businesses are included and the zip code are included, the cost will about double. Last year we sent out to about 1700.
- b. Econoprint can get the mailing sent out in about 10 days from the time ordered.
- c. Mike will get the quotes, summarize, and send it to the board for review. We can then vote on it to get the mailing out sooner.
- d. Kirk suggested getting a cost to do a mailing to the area within a defined distance of the lake.

11. ICE FISHING TOURNAMENT

- a. Brandon reported.
- b. There were 51 participants. Not many fish were caught.
- c. We netted about \$400.
- d. An article about the event was sent to the local newspapers.

12. OTHER BUSINESS

- a. Brandon needs a motion allowing him to purchase the buoys personally so WDNR will reimburse for the purchase. A motion was made to allow Brandon Herbert to purchase the buoys lights using his personal credit card for an amount not to exceed \$4,200, seconded. Motion carried.
- b. Andrea reported that payment on the website works well now that the website is secured.
- c. David discussed an idea to have a professional photographer take photos, video, or drone footage of the lake area and features. Discussion followed. This could be used on our website or facebook page. Other uses? What are we intending to accomplish? Could we partner with the local chambers of commerce? This could be investigated at the Wisconsin Water Week meetings – Jennifer will be attending and will follow up with the board.
- d. Brandon said there may be a large walleye tournament on the lake this summer.

13. NEXT MEETING

- a. The next board meeting will be held via Zoom on Thursday, March 25th, 2021 at 6:30 pm.
- b. A motion was made to adjourn the meeting, and seconded. Motion carried. The meeting adjourned at 7:48 pm.

Submitted by: Tina Sebold

Date approved: March 25, 2021