

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

Officers Present: Mike Gleason, Brandon Herbert, Tina Sebold

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

Visitors: None

A quorum was present.

1. MEETING MINUTES
 - a. Call to order by President Gleason at 6:51 pm.
 - b. A motion was made to approve the February 25, 2021 meeting minutes, and seconded. Motion carried.
2. TREASURER'S REPORT
 - a. Brandon reported. The account balance is approximately \$32,566.15.
 - b. The \$60 deposit was for three memberships.
 - c. The transactions related to the buoy project are complete.
 - d. The Treasurer's report is attached.
3. FINANCE COMMITTEE REPORT
 - a. See Treasurer's report.
4. COMMUNICATION COMMITTEE REPORT
 - a. Mike reported.
 - b. Mike needs help with WordPress. He will try YouTube and an online user guides. If those are not helpful, Mike will contact David to send out an email to the membership for someone with WordPress knowledge that could help.
 - c. Get Mike any items you would like posted on the website.
5. EDUCATION COMMITTEE REPORT
 - a. Jen attended Water Week meetings. A couple items she shared from the meetings: Grass-fed beef farming is better for the environment; there are water-related grants coming up; and items on WDNR's agenda for the next year includes PFAS, lead laterals, grants, etc. She will share the videos of the presentations when they become available.
 - b. Rob did hear back from Gary Sanders. He would be interested in talking at one of our meetings. The date and location for the meeting was discussed. Sometime in May, perhaps on a Thursday, was preferred. Rob will contact Gary for a couple of dates.
6. MEMBERSHIP COMMITTEE REPORT
 - a. David reported.
 - b. Memberships have continued to come in; total membership is ~110.
7. BUOY LIGHT UPDATE
 - a. Brandon reported.
 - b. Brandon delivered the lights to the GBC. They are planning to clean the buoys and start installing the lights on them to have the buoys ready by April 17.
8. MAILBOX AND BANK
 - a. Mike reported. Mike has been added to our account and Melissa removed.

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9. MEMBERSHIP MAILING

- a. Mike reported on mailing plans and costs discussed at the last meeting. Based on his discussions with Econoprint, a mailing to the larger area around the lake could be in the range of \$5,000. He would like to do this and if the cost exceeds \$5,000 by a reasonable amount he will email the board for approval. Mike made a motion to spend up to \$5,000 to have Econoprint send the mailing he shared with the board out to the compiled mailing list (~4,000 addresses). The compiled list will include two mailing lists we have used plus the area generated by Econoprint around the lake. Econoprint will compile the addresses to avoid double mailings.
- b. The mailings should be addressed to the residents name or current resident'.
- c.

10. OTHER BUSINESS

- a. Kevin Kessler reported that he is resigning from the board. We thanked him for his service and wished him well.

11. NEXT MEETING

- a. The next board meeting will be held via Zoom on Thursday, April 22nd, 2021 at 6:30 pm.
- b. A motion was made to adjourn the meeting, and seconded. Motion carried. The meeting adjourned at 7:40 pm.

Submitted by: Tina Sebold

Date approved: April 22, 2021

**Lake Wisconsin Alliance
Treasurer's Report**

**Board of Director's Meeting
March 25, 2021**

Hometown Bank Checking Account

Balance as of 3/25/21 - **\$32,566.15**

Activity - February 25, 2021 - March 25, 2021

Deposits

\$1,980 - Memberships and Donations from PO Box
\$7,356.19 - Buoys and Lights Grant Reimbursement
\$3,678.09 - GBC Buoys and Lights Reimbursement
\$1,305 - Ice Fishing Tourney Collections
\$60 - "Deposit"

Withdrawals

\$10,586.25 - GBC Payment for Buoys and Lights Grant
\$50.65 - Mike reimbursement for GoDaddy Secure

Net Change 2/25/21 - 3/25/21 = \$3,742.38

Other Activity

- \$60 check from ice fishing tourney was not addressed properly, need to track down and get a new check
- Lucky's plans to give a donation from a portion of their sales on 2/13 after the tournament. Still need to discuss that with Rob. Last year this was \$100.