

Agenda/ Meeting Minutes

Date: 27Apr2023

Topic: Lake Wisconsin Alliance Monthly Meeting

Meeting Attendees:

Forrest, Deanna	NP	Kidd, Sarah	X	Zumm, Rob	X
Gleason, Mike	X	Murray, Andrea	X		
Herbert, Brandon	X	Neander, Steve	NP		
Hunt, Bob	X	Plumer, Jon	NP		
Kell, David	X	Zumm, Jenny	X		

Agenda/Meeting Discussion:

1&2. Meeting Administration

- David called the meeting to order.
- The meeting minutes of 23Mar2023 were approved.

3. Treasurer's Financial Report

- Brandon provided a financial update (see attached report).
- Recommend we have an additional name on the bank account with Bank First (additional to Brandon).
- Used Remaining \$1200 in grant funding to purchase lights. Grant has provided almost 200 lights.
- Additional Note: Lucky's sold the first round of 150 tickets. The profit for LWA from this sale is estimated at \$1,400.

4. Communications

- Annual membership mailings are complete.
- The printer of the LWA tri-fold brochure, Econoprint, has proposed to cross reference a list of area boat owners with the LWA mailing list. A second mailing could capture boat owners who are not currently on the LWA list. The total price for this would be determined after the cross reference is done. The cost will depend on the number included in the second mailing. The estimated cost is \$2,000. The board approved a motion for Econoprint to buy the list and do the second mailing. Mike will follow-up with Econoprint.
- The QR Codes on the current brochures will not work (about 500 remain). Suggestion to put a marker through the code on the current brochures and continue to use the brochure.
- LWA Venmo account also has an associated QR code.

5. Membership

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- Andrea gave an update.
- Logged 306 members this year; about 20 more are in process; 12 businesses have paid.
- 240 people from 2022 have not renewed.
- Mailchimp can no longer be used as a free email service, as email addresses exceed 500. Andrea has identified 2 alternatives to Mailchimp: Send In Blue and Mailer Light (has a max of 1000 addresses).
- Mike will investigate alternative email services.
- Reviewed a draft of the annual meeting invitation for LWA business members. There were no comments. Board agreed to move ahead with the invitation.

6. Education

- Jenny provided a recap of the Wisconsin Lakes & Rivers Conference highlights including:
 - The Public Trust Doctrine
 - Efforts to study and possibly govern lake carrying capacity
 - Grants and funding for restoration projects
 - Education pertaining to prevention and protecting water quality

New Business

7. Sponsorship of Conservation Observation Day on Schoepp Farm June 23rd

- In past years, Kirk got a grant for this sponsorship from Alliant Energy. The grant was around \$1500. Board agreed to apply for grant, with the LWA picking up the difference for any amount not covered by the grant.

8. Update on mailing of annual letter and our brochure. (see summary under # 3, Communications).

9. Best use of our new book, Ripple Effects.

- Presentations at our June meeting
 - Pick one or two chapters you would like to highlight and lead the discussion.

10. Annual meeting topics.

- Invite 2 DNR reps as guests. (Arthur Watkinson & Paul Gorski)

11. Invitation to Crane Foundation and amount of honorarium.

- Board approved an honorarium \$200.

12. Okee Bay Association

- Andrea provided an update. This association started Nov 18, 2022. The organizers sent a mailing out for membership. They had a good turn-out for their first meeting. Their short-term goal is to conduct a study on the bay with support from the DNR.

13. Business invitation for annual meeting (see summary under # 5 Membership)

14. Jon Plummer has resigned from the board.

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Old Business

15. Fish sticks update

- David had a discussion with Meisner's Landscaping about fish stick placement. The DNR has specific grants to help with cost. Suggest Hillenbrand (LWA member) for support.

16. Selfie stands for Lake Wisconsin, sponsored by Lake Wisconsin Alliance. (Goggle selfie stands devil's lake)

17. Badger Ammunitions - Update

- The DOD has the results of testing the bottom of Gruber's Grove Bay. There is still mercury, etc. in the soil. They are working on contracting a company to decide on how they want to remediate it (i.e., either full dredging or something else). It should happen in 2024. Mike will update the board when a decision is made by the DOD.

14. Miscellaneous

- Next meeting: May 25
- Annual meeting will be August 26, 2023.

Action Items

No	Item	Responsible	Date Due
1	Add additional name to Bank First account	David & Brandon	
2	Continue to work with Econoprint to complete second membership mailing.	Mike	
3	Investigate alternatives to Mailchimp email service.	Mike	
4	Send annual meeting invitation to LWA business members	Andrea & Deanna	
5	Send Arthur Watkinson & Paul Gorski an invitation to the annual meeting.		
6	Apply for grant from Alliant Energy to support the Conservation Observation Day on Schoepp Farm		
7	Investigate requirements for placement & cost of fish sticks.	David & Mike	Continue to follow

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8	Work with Clayton Hedgepath on the recommended edits to the LWA website	Mike	Continue to follow
9	Transfer Paypal management to Brandon		Continue to follow
10	Contact Rock-n-Wool Winery for interest as a meeting venue for the annual meeting.	Sarah	COMPLETED
11	Draft annual meeting invitation	Deanna	COMPLETED
12	Send example pictures to the group of the PVC pipe used for disposal of fishing line.	Jenny	COMPLETED
13	Reimburse Mike Gleason for GoDaddy payment	Brandon	COMPLETED
14	Provide list of webinars	Jenny	COMPLETED
15	Explore use of QR code or Venmo to promote donations at future events		COMPLETED

**Lake Wisconsin Alliance
Treasurer's Report**

**Board of Directors Meeting
April 26, 2023**

Hometown Bank Checking Account

Balance as of 4/25/23 - \$51,807.74

Activity - February 24, 2023 - April 25, 2023

Deposits

\$197.00 - 4/25 - Check from Lucky's for LWA Cut of Sales - Ice Fishing Tourney

\$1,036.87 - 4/25 - Transfer from PayPal

\$3,140.00 - 4/20 - PO Box Deposit

\$3,630.00 - 4/11 - PO Box Deposit

\$94.05 - 4/3 - Transfer from PayPal

\$48.95 - 4/3 - PayPal Cashout - Left from Ice Fishing Tourney Tickets

\$370.00 - 3/22 - PO Box Deposit

\$18.81 - 3/2 - Transfer from PayPal

\$960 - 2/24 - PO Box Deposit

Withdrawals

\$1,744 - 4/24 - Roloff Corp for 40 Buoy Anchors (3/4 Reimbursed to LWA)

\$4,163.18 - 4/11 - Reimbursement to Mike for Econoprint annual mailer cost

\$400.69 - 3/30 - Reimbursement to Brandon for 40 Buoy Lights

\$341.16 - 3/15 - Reimbursement to Jenny for Ripple Effects Books

\$250.00 - 2/24 - Conserve Sauk Film Festival Sponsorship

\$100.87 - 2/24 - Reimbursement to Andrea for Membership Mailing Supplies

\$44.34 - 2/24 - Reimbursement to Mike for 2 Years of Go Daddy Website Hosting

Net Change 2/24/23 - 4/25/23 = \$2,451.44

Notes:

- Mobile deposit of checks is now available via Bank First app. This is very convenient.
- I intend to get at least one debit card for LWA. This would make purchasing items online much more convenient and avoid all the checks for reimbursement to Board members. Bank First can print this on-site, I just need to get into a branch.
- Need to get David on the checking account still I believe.
- Removing Kirk as the account owner on PayPal is still proving difficult. We may have to start a new account to remove Kirk. This would be bad because we may lose the recurring membership payments. I contacted PayPal and was on the phone for 30 minutes. They said the Account Owner, Kirk, should be able to change the information. This is different from what Kirk is telling us. I've asked for a screen shot of what the "Account Owner Information" tab looks like when Kirk logs in.
- Net proceeds from annual mailer in early April as of 4/24 appear to be \$3,643.69. Likely more new memberships as a result of the mailer still to come.

- DNR Rec. Boating Facilities Grant has approved and first reimbursement check for \$5,077.97 should be in our PO Box any day now.
 - o Additional \$1,473.83 of approved grant reimbursement remains. This equals \$2,947.66 in total expense. The check for \$1744.00 for buoy anchors comes off this value. The remaining \$1,200 will be used for additional buoy accessories or lights.
- Lucky's has sold the first round of 150 raffle tickets for the Busch Light promotion. Tickets were \$20 each. The drawing is scheduled for May 4th at 6:30 pm on Facebook Live and in-person at the bar. All proceeds go to LWA, estimated at \$1,400 per round of 150 tickets sold. Lucky's may do another round of this afterwards and into the summer.