

Agenda/ Meeting Minutes

Date: 23Feb2023

Topic: Lake Wisconsin Alliance Monthly Meeting

Meeting Attendees:

Forrest, Deanna	X	Kidd, Sarah	X	Zumm, Rob	X
Gleason, Mike	X	Murray, Andrea	X		
Herbert, Brandon	X	Neander, Steve	X		
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 26Jan2022 were approved.

3. Treasurer's Financial Report

- Brandon reviewed the updates to the budget (see attached report).

4. Communications

- Mike is working with Clayton Hedgepath on the updates discussed in the annual meeting.
- The LWA website may need to be taken down for 24 hours to complete some of the changes.

5. Membership

- Andrea gave an update.
 - i. 473 members.
 - ii. There are currently 25 business memberships.
 - iii. We may be exceeding the limit for email addresses with Mail Chimp. There are additional charges if we exceed 600 email addresses. Andrea is reviewing the address list to identify what can be delete.

6. Education

- Representatives from the Wisconsin Department of Natural Resources joined the meeting to give a presentation on *PFAS in Wisconsin Surface Waters and the WI River*. The presentation was recorded and will be posted to the LWA website.
 - i. Patrick Gorski, PhD, Emerging Contaminants Research Scientist
 - ii. Arthur Watkinson, Water Resources Specialist
 - iii. Shelby Adler, Regional Aquatic Invasive Species Coordinator

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New Business

7. LWA Brochure
 - Mike is investigating costs to update the brochures.
8. Annual letter for renewal and new memberships
 - Letter has been drafted and will be sent out with the updated brochures.
9. Ideas for webinars and educational opportunities
 - Group discussed ideas for future LWA educational events. Past in-person events have not been well-attended. It was suggested that we may get better turnout with more frequent reminders sent out about the event. Reminders could be sent to current and past members.
 - Jenny will keep a list of potential webinars that people could sign up to attend.
10. Suggestions for Educational Topics for the Annual Meeting
 - Bird migrations
 - Effect of climate change on Wisconsin lakes

Old Business

11. Review of the LWA Website (see Communications above)
12. Paypal and Facebook Administrators
 - Brandon working with Kirk to remove him from the Paypal account.
 - Jenny has change the Facebook administrator.
 - Brandon recommended we explore use of QR code or Venmo that could be used at events to promote donations.
13. Ice Fishing Tournament & Eskimo Open
 - Successful partnership with Lucky's for the Ice Fishing Tournament
 - *Thank you!* to Brandon for all his efforts with the Ice Fishing Tournament!
 - Great turnout at both events. Thanks to all who volunteered!
12. Buoy & Buoy Lights
 - There was a recommendation to promote the work done with Grade Boat Club & the buoy lights.
13. Stump Removal – no updates
14. Fish Sticks – no updates

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14. Conserve Sauk County Film Festival

- At the December meeting the committee voted to donate \$250
- If donation is received before March, LWA will be included on their promotional material.

15. Miscellaneous

- The Okee Bay Associate will be meeting in March. Andrea will attend and report back.
- Annual meeting will be August 26, 2023.

❖ Next meeting: March 23, 2023

Action Items

No	Item	Responsible	Date Due
1.	Reimburse Mike Gleason for GoDaddy payment	Brandon	23Mar2023
2.	Provide list of webinars	Jenny	23Mar2023
3.	Order book for LWA Board <i>Ripple Effect</i> by Ted Rulseh	Jenny & Rob	Update on 23Mar2023
4.	Transfer Paypal management to Brandon		Update on Mar 23
5.	Explore use of QR code or Venmo to promote donations at future events	?	?
6.	Work with Clayton Hedgepath on the recommended edits to the LWA website	Mike	Update on 23Mar2023
7.	Send donation for the Conserve Sauk County Film Festival	Brandon	23Mar2023
8.	Identify avenue to promote the partnership with the Grade Boat Club and the buoy lights	?	?
9.	Fish stick placement	Mike	Continue to follow

**Lake Wisconsin Alliance
Treasurer's Report**

**Board of Directors Meeting
February 23, 2023**

Hometown Bank Checking Account

Balance as of 2/23/23 - \$49,356.30

Activity - January 26, 2023 - February 23, 2023

Deposits

\$205 - 2/22 - Checks from Ice Fishing Tourney Entry Fees (were replaced with cash from raffle ticket sales)

\$2,365.00 - 2/22 - Cash from Ice Fishing raffles and \$50 from Eskimo Open

\$150.48 - 2/22 - PayPal

\$4,877.62 - 1/30 - Reimbursement from GBC for 1/2 of Buoys and Lights ordered so far

\$188.10 - 2/2 - PayPal

\$1,005 - 2/10 - Deposit from PO Box - Memberships

\$616.73 - 2/13 - PayPal

Withdrawals

\$150 - 1/30 - Eskimo Open Hole Sponsorship

\$269.97 - 2/6 - Clayton Hedgepath Website Maintenance Payment

\$145 - 2/21 - WI Lake and Rivers Convention Registration Reimbursement to Jenny

Net Change 1/26/23 - 2/23/23 = \$8,842.96

Notes:

- Merger to Bank First complete. We have new checks. Bank First has a mobile app and mobile banking which is an improvement over Hometown Bank. Need to get David on the checks and authorized in the Bank First system.
- Removing Kirk as the account owner on PayPal is 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. Kirk and I talked yesterday and he passed on what he's tried. I will contact PayPal.
- Large \$500 donation on 2/3 from Turbo Consulting LLC - Send a "gift"?
- DNR Rec. Boating Facilities Grant has been applied for. Won't find out officially if awarded until after April 1. Correspondence with DNR makes award very likely.
 - o DNR will immediately reimburse 50% for items already purchased once grant is awarded.
 - o Lights and buoys purchased now so they can be utilized in spring 2023. If we waited until after the award April 1, it would be too late to order and install in the lake this year.
 - o Have not purchased chains, anchors, etc. that were also submitted as part of the grant.

- Checks for 1/2 of cost of buoys and lights from Grade Boat Club received and deposited.
- \$50 in donations received at Eskimo Open
- ~\$1,000 profit from Ice Fishing Tournament so far, still need Lucky's contribution
 - \$1567.91 Prizes
 - \$25.50 Annual Raffle License
 - \$32.00 Raffles For Less Prizes Raffle Tickets
 - \$5.00 Role of Tickets for 50/50
 - \$176.00 - UW Provision - Meat for Meat Raffle - **DONATIONS NEXT YEAR?**
 - 10% of Sales from Event not Known or Collected yet
- Lucky's interested in using our Raffle License for a Busch Light raffle. Would give LWA the profits estimated at \$1400 PER round of raffles. Rod would like to try to do it like 5 times = \$7000 of profit for LWA.