

Agenda/ Meeting Minutes

Meeting Date: 26Oct2023

Topic: Lake Wisconsin Alliance Annual Meeting

Board Meeting Attendees:

Forrest, Deanna	X	Murray, Andrea	X	Zumm, Rob	NP
Gleason, Mike	X	Neander, Steve	X		
Herbert, Brandon	X	Ray, Kauhanae	X		
Kell, David	X	Stowe, Amy	X		
Kidd, Sarah	X	Zumm, Jenny	NP		

Agenda/Meeting Discussion:

This was the annual meeting of all LWA members (see list of attendees below).

1&2. Meeting Administration

- David called the meeting to order. The meeting minutes of 28Sep2023 were approved.

3. Treasurer's Financial Report

- Brandon reviewed the Treasurer's Report (see attached).
- Brandon recommended that LWA close the old PayPal account. There are approximately 130 subscriptions associated with this account. Once cancelled, the people with those subscriptions should receive a cancellation notice from PayPal. Most of the subscriptions on the old PayPal account are renewals (with the exception of 20 people). Andrea will follow-up after the first of the new year to remind people of the change in PayPal accounts and what that means for the renewing member.

4. Communication

- Mike reported that Clayton Hedgepath has done some work on the website. Mike will continue to work with him to resolve the response issue. Per Clayton, the amount of data stored on the website is causing it to be slow (e.g., old pictures, etc.). Mike will investigate if some of this information can be archived or compressed.
- Potential for an LWA Newsletter: Dede's daughter (Michelle Gilliland) has volunteered to edit and publish a newsletter for LWA. This could be a positive step toward getting the LWA brand out to a wider audience. Suggestions for topics: generational owners, tips on lawn care, invasive species, etc. This could be sent by email.
 - Newsletters could be sent via Constant Contact, which allows for some tracking information.
 - Board agreed to include Michelle in our December 7 meeting to discuss the potential for a newsletter.

5. Membership

- Andrea provided an update on membership:

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- Current Members: 470 members
- Business Members: 29 businesses
- 5 businesses did not renew in 2023
- Membership is increasing year over year. It has increased about 8% since the previous year.

6. Education

- No updates at this time.

7. New Business

- Okee Bay Master Plan & Funding Request
 - The Board approved the request for \$5,000 in supporting funds for conducting an analysis of Okee Bay.
- Native Plants Initiative
 - Sarah, Amy, and Kauhane presented a draft plan of the initiative (see attached). All Board members should review this plan and send comments/ suggestions/ ideas to Sarah, Amy, and/or Kauhane.
 - Brandon noted that grants are available through Healthy Lakes that would support native plantings. Applications are due Feb 1. This would impact the planned rollout of March 1.
 - **Post meeting note:** Brandon sent the links for the grant application to Sarah.
- Merchandise Purchase Ideas
 - The Board made the following recommendations for LWA merchandise:
 - Keychains, hats, t-shirts
 - Beanies for winter events
 - Re-usable (environmentally friendly) mugs with the LWA logo (e.g., travel mug). The much of choice should fit boat cup holders. LWA could sell this item through Barefoot Bay.
 - **Note:** It was suggested that LWA give a “Welcome Bag” to new LWA members. The Welcome Bag could include LWA stickers used on windows, boats, and some of the items mentioned above.
 - **Note:** It was suggested that we put LWA stickers in annual membership mailers.
- Ice Fishing Tournament: The 2024 Ice Fishing Tournament @ Lucky’s will be held 2nd Saturday in February (Feb 10)
 - Suggestions for raffle prizes:
 - Love’s website
 - Quicktrip

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- Culvers
 - Contact local businesses for raffle items
 - Email blast to Chamber of Commerce (selected members)
- Favorite items of the past: Packers hats, gloves, fishing rods
- If you have suggestions of merchants to ask, let Brandon know so he can coordinate.
- Sauk County Film Festival
 - The Sauk County Film Festival will be held on November 4th. The LWA is a supporting member.

8. Prior Business

- **Fish sticks update** Waiting for the DNR on placement location for fish sticks. Stumps would be placed after the fish stick placement.

Next Meeting: December 7, 2023

Action Items

No	Item	Responsible	Status
1	Invite Michelle Gilliland to the December 7 meeting to discuss the potential for an LWA newsletter.	Sarah	
2	Follow-up after the first of the new year to remind people of the change in PayPal accounts and what that means for the renewing member.	Andrea	
3	Obtain raffle prizes for the Ice Fishing Tournament and coordinate with Brandon	All Board Members	
4	Implement plan for the Native Plants Initiative	Sarah Amy Kauhanae	
5	Improve functionality of the LWA website	Mike	Continue to follow
6	Explore future dates for educational presentation on invasive species	Dede	Continue to follow
7	Explore LWA hosting a Meet & Greet for the Lake Wisconsin watershed	David	Continue to follow

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No	Item	Responsible	Status
8	Contact Arthur Watkinson to discuss stump removal issue	Mike	Continue to follow
9	Investigate requirements for placement & cost of fish sticks.	Mike	Continue to follow
10	Draft a plan to provide details on the scope, approach, and timelines for the Native Plants Initiative	Sarah Amy Kauhanae	COMPLETED
11	Decision on support request from the Okee Bay Mill Pond Lake Association	LWA Board	COMPLETED

**Lake Wisconsin Alliance
Treasurer's Report**

**Monthly Board of Directors Meeting
October 26, 2023**

Hometown Bank Checking Account

Balances as of 10/23/23 - \$55,859.68

- Checking - \$5,855.08
- Savings - \$10,004.60
- 7 Month 4.75% CD - \$40,000.00

Checking Account Activity - August 26, 2023 - October 23, 2023

Deposits

\$575 - 9/28 - PO Box - Memberships

\$20 - 10/23 - PO Box - Membership

Withdrawals

\$315.22 - Annual Meeting Expenses Reimbursement

Monthly Net Change 8/26/23 - 10/23/23 = \$263.56

Financial Highlights and Notes:

- Only 3 memberships received via PayPal and website since we closed the old PayPal account.
- Are we still "on hold" for emailing the membership list about the PayPal subscription renewals?

Native Plants Initiative _ Project Plan

1.0 Project Goal

Increase the knowledge and use of native plants for landscaping by Lake Wisconsin residents.

2.0 Success Metrics

Success will be measured if the following has been accomplished:

1. Improve the knowledge of Lake Wisconsin residents on the benefits and types of native plants.
2. Current and accessible educational materials on the benefits and types of native plants available to Lake Wisconsin residents.
3. Creation of a path to obtain native plants for Lake Wisconsin residents.

3.0 Scope

This project applies to Lake Wisconsin residents and native plants that thrive in central and south central Wisconsin. Some success measurements will be limited to residents who are members of the Lake Wisconsin Association (LWA) and have provided email contact information to the LWA.

4.0 Stakeholders

Project Team

- Amy Stowe
- Kauhane Ray
- Sarah Kidd

Lake Wisconsin Alliance Board Members

5.0 Deliverables & Milestones

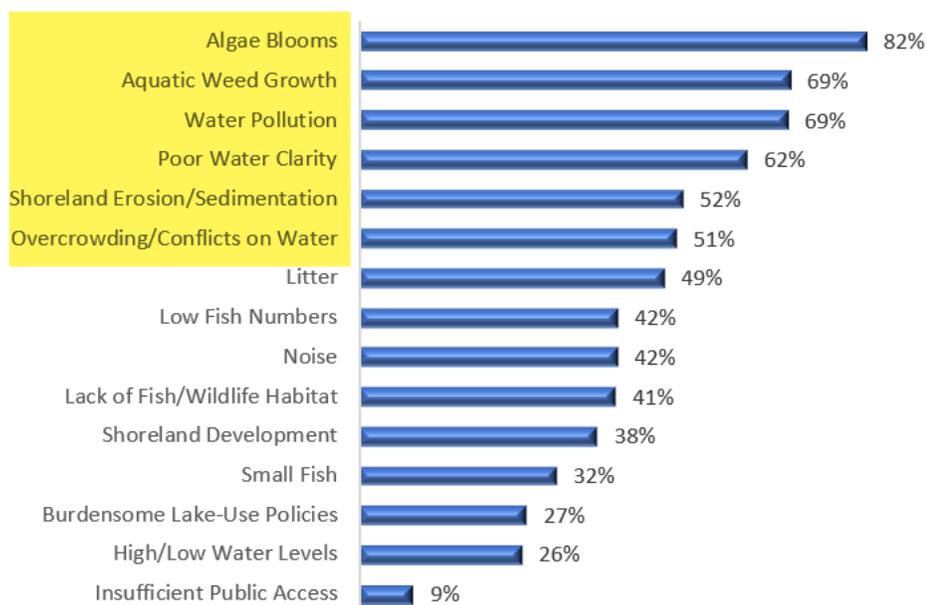
Education:

1. Identify organizations who develop materials on native plants in Wisconsin. At this time, we are targeting Wisconsin DNR and the University of Wisconsin.
 - a. Wisconsin DNR website
 - i. [Plant native plants to help nature | Wisconsin DNR](#)
 - ii. These contacts came from a DNR mailing on native plants (email from Jen & Rob):

Native Plants Initiative _ Project Plan

- iii. Amy Staffen, DNR Conservation Biologist
Amy.Staffen@wisconsin.gov or 608-261-0747
 - iv. Craig Thompson, DNR Natural Heritage Conservation Integration Section Chief
Craig.Thompson@wisconsin.gov or 608-304-2383
- b. University of Wisconsin
- i. [Native & Naturalized – Selection – Wisconsin Horticulture](#)
2. Evaluate available materials to ensure information is correct, current and pertinent to Lake Wisconsin area.
 3. Identify any gaps in the available materials and determine if new material should be developed.
 4. Develop new material as needed.
 - a. Develop toolbox? (Amy)
 5. Target materials to the concerns expressed in the 2019 LWA survey.
 - a. Questions to address:
 - i. What are “native plants”?
 - ii. Why are native plants important? How do they impact the health of the lake? How do they impact water quality?
 - iii. How do I know if a plant is native?
 - iv. Why are native plants beneficial? Why is the LWA providing this information?
 - v. Where do I get native plants?

Figure 8: Factors Adversely Affecting Enjoyment of Lake Wisconsin, 2019



Native Plants Initiative _ Project Plan

Access to purchase native plants:

1. Identify local landscapers and nurseries that could provide native plants.

a. Steve Tjugum – Landscape Innovations

i. Spoke to Steve and he is supportive of the initiative.

b. This name was provided by David Kell:

Restoration Nurseries

17921 W Smith Rd · (608) 897-8641

[Reforestation, Nurseries and Genetics Resources \(rng.net\)](http://rngr.net)

2. Meet with potential landscapers and nurseries to gain feedback.

Promotion & Communication

1. Determine what communication pathway is most effective to provide information to Lake Wisconsin residents. Refer to 2019 LWA survey. Approximately 80% of respondents are > 50 years old.

Table 1: Demographic Profile of Lake Wisconsin Alliance Survey Respondents, 2019

	Count	Male	Female	Other			
Gender	687	56%	44%	0%			
	Count	18-24	25-34	35-44	45-54	55-64	65 or more
Age	700	0%	2%	4%	15%	30%	49%
	Count	No High School or GED	High School or GED	Some Tech or College	2-Yr/ Associate Degree	Bachelor's Degree	Professional or Grad Degree
Education	687	0%	10%	18%	10%	32%	29%

a. Options?

i. Email blasts

ii. LWA website

iii. Coordinate with real estate agents for younger demographic

iv. Champion people who are doing it well. Recognition program. Celebrity champion?

Native Plants Initiative_ Project Plan

6.0 Budget

Development of new materials

Updates to the website

7.0 Timelines

Rollout in March 2024

8.0 Communication

Monthly communication to LWA Board Members

9.0 Parking Lot Item

Phosphorus Use in Columbia County

Dane county banned phosphorus in **lawn** fertilizers in 2005. See snapshot below. [Press Releases | Dane County, Wisconsin \(countyofdane.com\)](#)

A similar ban was not enacted in Columbia county.

Effective January 1, 2005, no person shall apply any lawn fertilizer within Dane County that is labeled as containing more than 0% phosphorus or other compound containing phosphorus, such as phosphate, except as provided in section 80.06. (2) No lawn fertilizer shall be applied when the ground is frozen.



County of Dane

<https://www.countyofdane.com> > pdf > ord080

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