

Agenda/ Meeting Minutes

Meeting Date: 25Jan2024

Topic: Lake Wisconsin Alliance Annual Meeting

Board Meeting Attendees:

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

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 07Dec2023 were approved.

3. Treasurer's Financial Report

- Brandon reviewed the Treasurer's Report. He reviewed the balances and confirmed he moved some funds into a 7-month CD.
- The funds spent on raffle prizes for the Lucky's fundraiser were also reviewed.

4. Communication

- Mike will post information about the Eskimo Open. In the event there is no ice, there will be events along the shoreline.
- See notes on Website Update and Proposal under New Business.

5. Membership

- Andrea reviewed the current membership.
 - Current 2023/2024 Members: 480 members. To date, 47 members have renewed for 2024.
 - Current 2023/2024 Business Members: 28
 - It was noted that there has been a 65% open rate on membership emails that went out.
 - Sarah agreed to provide support to Andrea on the emails.

6. Education

- Jenny and Rob will not be back in WI in time for the annual convention in Stevens Point this year. Jenny recommends others to attend the convention, if available.
- Jenny is looking at potential speakers for educational topics. She is looking at GEI Consultants for the topic in freshwater mussels with a target date of June/July.

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7. New Business

- ❖ Chamber of Commerce (CoC) Renewal
 - The Board discussed the benefits of continuing membership in the CoC. The Board agreed to renew its membership and work to increase the use of what the CoC has to offer (Motion to renew: 1st Mike/2nd Dede). Visit the CoC website to see what is offered.
- ❖ Website Update and Proposal
 - Mike met with Kauhane to review the website. The biggest issue continues to be a slow interface.
 - Clayton Hedgepath proposed a rebuild of the website. After discussion of the proposal, the Board agreed to work to improve the existing website rather than build a new site. A motion was made to move forward with the Update Package (\$132). Mike will continue to work with Kauhane and Clayton Hedgepath to improve the website.
 - Brandon will send payment to Clayton.
- ❖ 2024 Membership Drive (Paper Mailing)
 - Mike got price estimates from Econoprint. It will cost approximately \$8K to send about 5700 mailers. The mailing would include the LWA trifold, the letter from David, and an application form.
 - Currently there is no method to determine the response rate between LWA property owners and boat owners who do not live in the Lake Wisconsin community. There is an option to color code the mailing for boat owners, but this approach only allows for tracking of those that apply by mail.
 - The Board approved the mailing (Motion to send: 1st Mike/2nd David) and recommended it go out in early February.
- ❖ Lake Wisconsin Watershed Meet and Greet Gathering: Update
 - Meeting Date: February 24, 2024
 - David is getting responses back on attendees. To date, the following have confirmed attendance:
 - Okee Bay Association
 - Merrimac Green
 - Sauk Prairie Conservation
 - Sauk County Conservation
 - Wildcat Tipperary Water Restoration
 - Draft agenda:
 - 9 am-11 am: Informational sharing between the groups
 - 11 am: The DNR will talk about available grants

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- ❖ Newsletter, Dede Forrest and Michelle Gilliland
 - The Board discussed the potential of a newsletter proposed by Dede Forrest and agreed on the following:
 - A newsletter would be emailed and posted on Facebook and the LWA website. It would be digital only; no paper copies would be mailed.
 - The newsletter would be generated twice per year.
 - Board members would need to submit articles on upcoming events and/or relevant topics.
- ❖ Update on Native Plant Initiative and grants
 - Amy presented the initial draft on Native Plants. The Board recommended some edits and Amy will follow-up to make these.
 - The mailing will go out in February.
 - The Native Plants informational piece will not include any information on grants until we learn more information on the grants described by the Healthy Lakes Assoc.
 - David provided information on Powered Up Baraboo's native plant effort. Sarah will connect with contact David provides for Powered Up Baraboo and will explore synergies with LWA efforts.
- ❖ Ice Fishing Tournament @ Lucky's - February 10, 2024
 - If there is not sufficient ice for ice fishing, the raffle will still proceed.
 - Volunteers who have agreed to work the event:
 - David Kell
 - Amy Stowe
 - Mike Gleason
 - Sarah & Brian Kidd
 - Volunteers should be at Lucky's by 3 pm.
- ❖ Eskimo Open - February 17, 2024
 - Still need to send form in for LWA "Hole" (fish toss). Andrea will get the form to the Lions Club.
 - Volunteers who have agreed to work the event:
 - David Kell
 - Mike Gleason
 - Sarah & Brian Kidd

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Next Meeting: February 22 , 2024

Action Items

No	Item	Responsible	Status
1	Post information about the Eskimo Open on the LWA website	Mike	
2	Work with Andrea to support the email process	Sarah	
3	Send payment to Clayton Hedgepath for website update package.	Brandon	
4	Proceed with the membership mailing through Econoprint	Mike	
5	Renew Chamber of Commerce membership	Brandon	
6	Connect with Powered Up Baraboo on the native plant initiative	Sarah	
7	Improve functionality of the LWA website.	Mike Kauhane	Continue to follow
8	Explore future dates for educational presentation on invasive species	Jenny & Dede	Continue to follow
9	Contact Arthur Watkinson to discuss stump removal issue	Mike	Continue to follow
10	Continue to follow Alliant Energy for approval of fish stick placement.	Mike	Continue to follow
11	Draft introductory communication for the Native Plants Initiative and inform about the Healthy Lakes grant.	Sarah Amy Kauhanae	COMPLETED
12	Renew invested funds in a 7-month CD.	Brandon	COMPLETED
13	Send invitations for the Lake Wisconsin Watershed Meet & Greet	David	COMPLETED
14	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	COMPLETED

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No	Item	Responsible	Status
15	Obtain raffle prizes for the Ice Fishing Tournament and coordinate with Brandon	All Board Members	COMPLETED