

## Agenda/ Meeting Minutes

**Meeting Date:** 23May2024

**Topic:** Lake Wisconsin Alliance Monthly Meeting

**Board Meeting Attendees:**

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

**Agenda/Meeting Discussion:**

This was the monthly meeting of the LWA Board members.

1&2. Meeting Administration

- David called the meeting to order.
- The meeting minutes of 25Apr2024 were approved. (1<sup>st</sup> Motion: Mike/ 2<sup>nd</sup> Motion: Dede)

3. Treasurer's Financial Report

- Brandon provided the financial report prior to the meeting and Jenny reviewed it for the board. Presented report. There is one correction to the report. Alliant Energy sent \$500 donation in support of Conservation Night by the Lake. The report was approved with this correction. (1<sup>st</sup> Motion: Andrea/ 2<sup>nd</sup> Motion: Amy)

4. Communication

- The Board discussed the continuing issues with LWA website. Board members gave input on other possible options for website support.
  - Wix
  - Wordpress (Website builder. Used by the River Alliance of Wisconsin)
  - Siteground (Hosting service. Used by the River Alliance of Wisconsin)
  - Powderkeg
  - Foremost Media
- After some discussion it was agreed that the next step will be for Mike and David to meet with Clayton Hedgepath, our current website service provider, to discuss work to be done on the website.

5. Membership

- Andrea presented the update. There are 339 members and 20 businesses.
- A letter will be sent to the 282 members whom the Board believes have not renewed their membership. The cost of the paper mailing will be approximately \$1,000.

## Agenda/ Meeting Minutes

### 6. Education

- There is no update for this meeting.

### 7. New Business

#### ❖ Grade Boat Club

- Brandon talked to DNR and Kyle, President of GBC. They'd like to do another round of grant for lights, buoys, and accessories. DNR will support this. Small project limit, easy approval, has increased to \$20,000 total cost. I'd like to propose a motion for a \$20,000 grant application for buoys, lights, and accessories. We'd split this \$10,000 DNR, \$5,000 LWA, \$5,000 GBC. This will stock up the buoys and accessories to overcome the 20+ annually that they lose. Brandon will do the grant application and plans to apply this summer.
- The Board agreed to support the Grade Boat Club with a \$5,000 donation. (1st Motion: Brandon/ 2nd Motion: Dede)

#### ❖ Okee Bay

- The Okee Bay Association requested support for the chemical treatment and removal of weeds in the bay.
- The Board agreed to support the Okee Bay Association with a \$5,000 donation. (1st Motion: Andrea/ 2nd Motion: Kauhane)

#### ❖ Event 2: Explore the Watershed Series: MacKenzie Center

- This will be held on June 15.

### 8. Previous Business

#### ❖ Local Business Support

- Kauhane completed all of the business appreciation certificates and they are ready for distribution. The framed certificates will be divided amongst the Board members for presentation.

#### ❖ Explore the Watershed Series

- David presented a summary of the first event held May 11 through the Sauk Prairie Conservation Alliance. LWA Board members pulled garlic mustard and other invasive species on the Badger Ammunitions site.

#### ❖ Conservation Night by the Lake

- A donation of \$500 from Alliant Energy was received.
- Closer to the date of the event, we will advertise on Facebook and an email through Constant Contact.
- It was agreed that LWA will have a table at the event with information about LWA activities.

#### ❖ Newsletter

## Agenda/ Meeting Minutes

- Dede has a list of topics for the summer edition. Please send any articles or additional topics to Dede's attention by June 15.
  
- ❖ Update on the Native Plant Initiative
  - The May edition of the Native Plants Initiative was sent on May 19. We continue to get about a 70% open rate.
  - Chris Arnold has not responded to emails from Sarah and David regarding next steps for the Healty Lakes Grant application. We will continue to pursue contacting him.
  
- ❖ LWA Support for Disposal of Fishing Lines
  - Rob is looking at getting labels that will be applied to each of the monofilament container units. We will also include a sticker with the LWA logo. Rob will order 250 stickers. Leftover stickers will be used at other LWA events (1<sup>st</sup> Motion: Mike/ 2<sup>nd</sup> Motion: Dede)
  
- ❖ Constant Contact
  - The Board had continued discussion about the Constant Contact account. We received additional information from Constant Contact. If our email database is less than 500 emails we the monthly cost would be \$35 and would allow 3 users.
  - Currently, we have greater than 500 emails in our database. Some of these may be emails from people who are no longer paying membership fees. And some of these may be related to duplicate emails.
  - A mailing will be sent to the 282 members whom the Board believes have not renewed their membership. Once this mailing has been sent we will allow time for reconciliation and determine if we can reduce our email database to less than 500 emails.

**Next Meeting:** June 27 , 2024

### Action Items

No	Item	Responsible	Status
1	Schedule a call with Clayton Hedgepath to discuss work to be done on the LWA website.	Mike David	
2	Distribute LWA Business Appreciation certificates	LWA Board Members	
3	Send articles for the summer newsletter to Dede by June 15.	LWA Board Members	

## Agenda/ Meeting Minutes

No	Item	Responsible	Status
4	Post reminder to FB for LWA apparel through Barefoot Bay.	Jenny	
5	Reach out to 7 businesses that have not yet renewed their 2024 membership.	Kauhane	
6	Communicate and issue the LWA support for Conservation Night by the Lake on July 20.	David	
7	Work with Mike to update the LWA website to reflect the local businesses who support LWA.	Kauhane	
8	Send membership renewal forms to the 150 homeowners who have not yet renewed their 2024 membership	Mike	Continue to follow
9	Move forward with the disposal containers as per plan (see description in these minutes).	Rob	Continue to follow
10	Upon confirmation of Chris Arnold's attendance at the LWA May Board meeting, invite Kathrin Judd and the interested homeowners to also attend.	Sarah	Continue to follow
11	Upon confirmation of Chris Arnold's attendance at the LWA May Board meeting, send another reminder to all members reminding them of the Healthy Lakes & Rivers grant.	Sarah	Continue to follow
12	Follow up on upgrading Constant Contact	Sarah	Continue to follow
13	Explore future dates for educational presentation on invasive species	Jenny & Dede	Continue to follow
14	Send reminder for Garlic Mustard Pull at Sauk Prairie	Sarah	COMPLETED
15	Talk to other nonprofit organizations to see who supports their websites.	David Rob	COMPLETED
16	Confirm that Chris Arnold will attend the May LWA Board meeting. <i>(Chris Arnold had a conflict with the May meeting date.)</i>	David	COMPLETED