

LAKE WISCONSIN ALLIANCE
REGULAR BOARD OF DIRECTORS MEETING
Via Zoom
March 24, 2022

Officers Present: Mike Gleason, Brandon Herbert, Tina Sebold

Directors Present: David Kell, Jenny Zumm, Rob Zumm, Andrea Murray, Bob Hunt

Visitors: None

A quorum was present.

1. Call to order by President Gleason at 6:33 pm.
2. MEETING MINUTES
 - a. A motion was made to approve the February 24, 2022, meeting minutes, and seconded. Motion carried.
3. TREASURER'S REPORT
 - a. Brandon emailed his report to the board members. Our current account balance is \$42,417. Deposits were made for memberships, and Brandon was reimbursed for the ice fishing tournament.
4. FINANCE COMMITTEE REPORT
 - a. See Treasurer's report.
 - b. Budgets for 2022: budgets for the annual meeting and all the committees were discussed. Brandon will put together the budget based on the discussion and send it out to the board members for review, and approval at the April board meeting.
5. COMMUNICATION COMMITTEE REPORT
 - a. Mike reported.
 - b. Get Mike any items you would like posted on the website.
 - c. There are no new items at this time.
6. EDUCATION COMMITTEE REPORT
 - a. Citizen monitoring training will be available in the spring. Jenny will ask Rod Ripley at Lucky's if we can use their dock for demonstration/training.
 - b. We discussed River Alliance's request for a donation. Mike will call his contact there. We will revisit this at the April meeting.
7. MEMBERSHIP COMMITTEE REPORT
 - a. David reported.
 - b. Mike sent the board a draft membership letter, application, and list of accomplishments for review for the spring membership drive mailing. Board members were asked to review the documents and provide comments. After finalizing, Mike will get it to Econoprint for mailing. See no. 8.
8. MAILING ADDRESS LIST UPDATE:
 - a. Mike reported that Econoprint would not share the mailing list from last year. So he did research on getting addresses and is putting together our own list.
 - b. Mike described how he is compiling the mailing list to use for Sauk and Columbia counties. He proposed sending it out to Sauk County in a first mailing because he was able to obtain a good list for that area. He will work on getting a similar list for Columbia County and that will be sent out later. The board agreed with this approach.

LAKE WISCONSIN ALLIANCE
REGULAR BOARD OF DIRECTORS MEETING
Via Zoom
March 24, 2022

- c. A motion was made to spend up to \$2,000 on the first mailing (to Econoprint), and seconded. Motion carried.
9. LWA GEAR/LOGO WEAR
- a. Mike reported on Barefoot Bay discussions for Lake Wisconsin gear. Some board members ordered items and reported the quality is good. Mike is waiting for items with our LWA logo (vs a map of the lake) to be delivered to see how it looks. He will report at the next meeting. There is no effort required on our part to partner with this company.
 - b. Jenn reported on a merchandise website option, Hidden Bay, where items can be customized and ordered. For Hidden Bay, we would have to determine the color schemes and the profit margin we want. Jenn will follow up on how payment is made to us and some other details.
 - c. Teaming with both companies was discussed.
10. OLD BUSINESS
- a. Mike reported on the stump removal potential project. He identified a stump to be removed and sent the request/information to Alliant and WDNR as a trial to see what will be involved. Should this move forward reasonably, considering doing more removals was discussed, and potentially contacting our membership for requests.
11. NEW BUSINESS
- a. We received a nice card regarding our involvement in the Eskimo Open.
 - b. Andrea shared that Okee Bay residents are working with a company to potentially spray weeds in the bay. A survey was sent to homes in the 'bay' area.

The next board meeting will be held Thursday, April 28, 2022, at 6:30 pm via Zoom. A motion was made to adjourn the meeting, and seconded. Motion carried. The meeting adjourned at 7:48 pm.

Submitted by: Tina Sebold

Approved: April XX, 2022