

Agenda/ Meeting Minutes

Meeting Date: 23Jan2025

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	NP		
Kell, David	X	Stowe, Amy	X		
Kidd, Sarah	X	Zumm, Jenny	X		

Guest Attendee: Mara Lince, Regional Aquatic Invasive Species Coordinator, Golden Sands Resource, Conservation & Development Council

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 December 5, 2024, were approved. (1st Motion: Dede/ 2nd Motion: Mike)

3. Treasurer's Financial Report

- There was no financial report at this meeting.

4. Communication

- After discussion about continued issues with the website, the Board agreed to the following:
 - Seek consultation from other website design companies. Three companies local to southwest Wisconsin area were discussed. Mike will contact these companies and set up informational meetings.
 - Mike will reach out to Kauhane Ray to see if he has the bandwidth to participate in the evaluation of other website designers. Sarah agreed to also participate in the evaluation of other website designers.
 - Search current membership database to see if any member has website design expertise.

5. Membership

- Amy gave an update on membership:
 - 2024: 401 members; 23 businesses
 - 2025: 5 members to date
- The use of Constant Contact for a full address list was discussed. It was agreed that we would evaluate this again in June/July, when the annual membership drive is completed.

6. Education

- Wisconsin Water Week will be held March 26-28 in Stevens Point. Early registration discounts are available through January 31. It was agreed that Board members interested in participating will be reimbursed for registration fees (1st Motion: Jenny/ 2nd Motion: Dede)
- LWA has an opportunity to take part in a coalition on Wake Boat regulations. Rob will contact someone from the coalition to see if they will attend an LWA Board meeting to provide more information on what the coalition does.

7. Business

❖ Membership drive for 2025

- Mike obtained bids for membership mailings from Econoprint and Rocket Printing. Mike presented the details of the bids to the Board. After discussion, it was agreed that Econoprint is the most competitive bid. (1st Motion: Jenny/ 2nd Motion: Mike)
- March 1st will be the target for membership mailing.

❖ Grade Boat Club (GBC) Request

- No update.

❖ Evaluation of Explore the Watershed series and Plan for 2025

- No update

❖ Ice Fishing Tournament – Feb 8

- Volunteers: Amy (& Dan), Sarah (& Brian), Andrea, Mike, and David
- It was agreed that we could add some LWA hats and t-shirts to the raffle prizes.
- Packers football and Admiral hockey tickets will be kept in the general raffle.

❖ Eskimo Open – Feb 15

- Volunteers: Amy (& Dan), Sarah (& Brian), Mike, and David

❖ Leadership for Midwestern Watersheds

- This is a forum for professionals who lead projects that reduce agricultural runoff in watersheds of the central United States. David and Mike, with Ron Schoepp, have been invited to speak at this conference. The conference will be on Feb 27.

Agenda/ Meeting Minutes

❖ 2nd Annual Watershed Meet and Greet

- David sent an email to all local groups informing them of the meeting. To date, 7 people responded that they would be attending.
- Plan for March 1st.
- LWA Board Attendees: David, Amy, Mike, Sarah

❖ LWA Newsletter update

- Dede will be drafting the spring newsletter.
- *All Board Members: Keep note of subjects that may be good newsletter topics and send a note to Dede.*

❖ Lake Wisconsin Alliance and Potential Partnerships

- The Board had a discussion about developing potential partnerships with area organizations or local parks that would promote healthy lake environmental practices and/or responsible recreational use of the lake.
- Ideas to explore:
 - Local Parks – Propose to install native plantings along the lakeshore if the park includes some lakeshore area. Install educational/informational boards on topics like native plants, aquatic invasive species, etc.
 - Suggestion was made to connect with Park Commission for Lodi. Go to Lodi & Dekorra websites for contact information for the Park District.
 - Boat cleaning stations - Work to install boot cleaning stations and brushes. Check Wisconsin DNR for more info.
 - Kayak launch – Connect with Wisconsin kayaking groups. Check Facebook to find out who is heading up these groups.

- ❖ Update: Harmony Grove Lake Protection: Jenny informed the group that this organization applied for a grant for aquatic plant management.

Next Meeting: February 20, 2025

Action Items

No	Item	Responsible	Status
1	Contact potential website design companies and set up information meetings.	Mike	

Agenda/ Meeting Minutes

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2	Make contact with the Wake Boat Coalition and request a representative attend an LWA meeting to inform members of their mission and plan.	Rob	
3	Follow-up ideas for potential partnerships as described in these minutes.	Sarah	
4	Proceed with making a donation of \$500 to the Grade Boat Club in support of the purchase of a work boat	Brandon	
5	Request 50% of the amount from Grade Boat Club (made to Roloff Corp)	Brandon	
6	Provide list of businesses that received Business Appreciation Certificates to Andrea for inclusion in the LWA member database and Mike for posting on the website.		
7	Explore future dates for educational presentation on invasive species. Work with Mara Lince for future opportunities. ➤ Mara suggested we contact a local school for a boat tour of the lake. She has experienced this recently and it was a great time for youth.	Mike	Continue to follow
8	Renew the Lodi Chamber of Commerce membership	Brandon	COMPLETED
9	Investigate how the proposed approach described above to target membership mailings compares to past membership drives.	Mike	COMPLETED