

LAKE WISCONSIN ALLIANCE  
BOARD OF DIRECTORS MEETING  
LUCKY'S ON THE LAKE  
FEBRUARY 28, 2019

Officers Present: Kirk Boehm, Tina Sebold, Brandon Herbert

Directors Present: David Kell, Mike Gleason, Sandra Boehm, Bill Stehling

Visitors: Donna Stehling

1. INTRODUCTIONS
  - a. Call to order by President Boehm at 6:35 PM.
2. MEETING MINUTES
  - a. Minutes of the January meeting were opened for discussion. A motion was made to approve the minutes, and seconded. Motion carried.
3. TREASURER'S REPORT
  - a. Brandon reported.
  - b. Brandon is getting set up to access our account.
  - c. Funds currently stand at about \$18,476. There were deposits of \$1920 from the ice fishing tournament, and \$250 in donations and \$170 in memberships from the Eskimo Open.
  - d. A motion was made to approve the report, and seconded. Motion carried.
  - e. Budgets: Brandon has all the information now for the 2019 budget.  
**ACTION:** He will put it together and send out a draft budget before the next meeting.
  - f. A bill was submitted by Mike for J&J Solutions for \$75.
4. FINANCE COMMITTEE REPORT
  - a. See the treasurer's report.
  - b. The 2019 budget was discussed.
5. COMMUNICATION COMMITTEE REPORT
  - a. Mike reported. The ice fishing tournament was on the front page of the Lodi newspaper (Poynette Press).
  - b. Website: we discussed website updating and maintenance. Mike shared a proposal from a local company to do the work.  
**ACTION:** Mike will ask them to give a presentation at our next meeting.
6. EDUCATION COMMITTEE REPORT
  - a. Kirk reported for Melissa.
  - b. Melissa sent in her budget report.
  - c. We need ideas for future meetings. Discussion followed regarding a Waters of WI trivia night and 'pint night'.
7. MEMBERSHIP COMMITTEE REPORT
  - a. David reported.
  - b. We have 41 renewals and 3 businesses.
  - c. We discussed the mailing contents and costs. We will include a page similar to the previous 2-page mailer and the letter Kirk drafted. The single page will be the membership form in B/W. We need updated costs from Econoprint for 3 sides, 2 pages where the back-to-back page is color, single side is B/W.  
**ACTION:** Kirk will check on where we had brochures printed.  
**ACTION:** David will contact Econoprint to get costs updated for the mailing.

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8. BOD DIRECTOR RECRUITMENT
  - a. We need to recruit more board members; keep this in mind.
9. ICE FISHING CONTEST
  - a. Brandon reported on the tournament. We made about \$900.
  - b. Some items to do next year to improve include getting the permit earlier, advertising in more places, adding a on-line sign-up on our website, adding a entry fee tier, and looking for sponsors early.
10. SUMMERTIME EVENT
  - a. Kirk asked all to think about this for ideas. We also need a champion for the effort.
11. ESKIMO OPEN
  - a. This event was on February 16. David will add the names collected to the membership list.
  - b. Five free membership were sent out.
12. ANNUAL MEETING DATE
  - a. Update: David reserved the Merrimac park for September 7, 2019 for the annual meeting.
  - b. We need ideas for the speaker early; related to fishing? TMDL?
13. DNR GRANT; SURVEY OF MEMBERSHIP
  - a. Kirk reported that we did get the survey funded with a grant.
  - b. The grant is for about \$7,000 and there is a 25% match.
  - c. Kirk and Melissa are exploring the next steps.
  - d. We should start thinking about questions (multiple choice) for the survey.
14. LWA BANNER
  - a. Kirk will put this in the budget.
  - b. The cost may be about \$300. A motion was made for Kirk to spend up to \$300 on a permanent banner, and seconded. Motion carried.
15. NOMINATION COMMITTEE
  - a. Kirk suggested we get a person to champion this early.
  - b. **ACTION:** Tina will send the list of renewals to the board.
16. NEW BUSINESS/OTHER BUSINESS
  - a. Brandon provided additional information on the Endres Foundation grants. We discussed potential topics. The application is due May 1.
17. NEXT MEETING
  - a. The next regular meeting date is March 28, 2019, at 6:30 pm at Lucky's.
  - b. A motion was made to adjourn the meeting, and seconded; motion carried. The meeting adjourned at 8:20 pm.

Submitted by: Tina Sebold

Date approved: March 28, 2019

## LWA website status and updates for board meeting on 2/28/2019

The following is what I was informed by J&J Solutions through phone conversations, emails, and text messages.

- It is not configured properly for Wordpress
- The PHP has been upgraded to the most recent version – 7.2
- The Events Calendar is now accessible again
- A new version of Wordpress was released on Friday 2/21/19
- It doesn't have an SSL certificate, which is security against malware, uses image compression, runs consistent backups, etc.
- The page speed score is very slow – 17. This makes it unable to access the full memory processing limit and update a backup.

This would need to be defined in our Wordpress functions.php

I was also advised that GoDaddy offers cheap hosting as a way to draw in customers. They aren't a quality hosting company and often will nickel and dime customer into paying much more for the standard website needs to function properly.

I have a proposal from J&J Solutions to rebuild and manage our website and have provided copies for all of you. We have a variety of options we could choose from or look to someone else to work with us, but if we want our website to be functional we need to do something soon.

Mike Gleason



## Website Development

J&J Solutions, LLC, provides a premium turn-key website solution to businesses and organizations that value quality and excellence. We will create a new website for you powered by the industry-leading WordPress content management system with the following components and features:

- **A customized website design** that is visually appealing and easy to navigate.
  - The new design will have a modern appearance with a focus on ease of navigation.
  - A mobile-friendly design that will intelligently adapt for optimal display on smart phones and tablets.
  - Intelligent information architecture to organize the content of your website and present it in a compelling way to visitors.
- **Setup of informational pages** about your business using text, pictures and video content you provide.
  - Our content collection tool will assist you in assembling the needed content for these pages.
  - Creation of internally linked pages (up to 8 unique pages).
  - Audience connection tools strategically placed throughout the site with targeted calls to action designed to encourage visitors to contact you, connect on social media, and join your email list.
- **Our Social Media tool stack** which includes:
  - Sharing buttons to empower visitors to share your content on major social media services.
  - Follow links for each social media network where you are active so visitors can connect with you.
  - Social-friendly coding that ensures shared content has appropriate images and content summaries.
- **Our basic Search Engine Optimization tool stack** which includes:
  - Initial submission of your site to top search engines
  - Ongoing pinging of top search engines when new content is added to ensure accurate indexing
  - Dynamic sitemap creation to assist search engines as they access your website
  - Executive summary of current web site traffic data in the website dashboard
- **Our personalized training service** which includes:
  - Training for up to 3 individuals on the ongoing management of the website and how it fits into your workflow (up to two hours in length)
  - Help videos integrated throughout the administrative area of the website

### Website Development Scope of Work - \$1950

This one-time cost includes only the services as outlined above and assumes web hosting on our servers (see more information about the cost of hosting and additional services below).

## Associated Website Design Services

The services below may be helpful to you as part of the website design process. **Please check the box below if you desire to purchase these services:**

- Professional Content Creation - \$825**
  - J&J Solutions will work with you in a series of interviews to create text for the new website.
  - This service replaces the need for you to complete the content creation tool, speeds the site creation process, and normally results in higher quality content designed for search engine optimization.

## Website Management Services

Keeping your web site fast and secure is critical. We offer a variety of services based on how involved you want us to be as you move forward. **Please check the boxes below if you desire to purchase these services:**

- Webhosting - \$499 / year**
  - Website hosting on our secure server
  - Renewal fees of all WordPress plugins
  - Daily full-site backup in secure, redundant, offsite cloud storage
  - Weekly website software patches and updates for security
  - Realtime website security monitoring for malware and hack attempts
  - Free SSL encryption certificate
  
- Website Care Plan with Content Management - \$150 / month**
  - All Webhosting services as described above
  - On demand updates to informational website content, including updating images, adding new pages, blog posts, locations, etc.
  - Note: This service does not cover the creation of new features, content, or functions for the website.
  - *This service is ideal if you want us to manage the full scope of your website, including content updates.*
  
- On-Demand Hourly Assistance**
  - Our current hourly rate for making content updates and technical assistance is \$75 billed in 15-minute increments. Note: after-hours rush support requests are billed at time-and-a-half.
  - **A block of 4 hours of time can be pre-purchased for \$300.**
  - *This service is ideal to have us on call for assistance on an as-needed basis.*

**Proposal Terms**

All proposals expire 30 days after the prepared date if not approved by client. After expiration, a new service proposal will need to be requested by the client.

Following proposal approval, signed full-service contract agreements are required for all website creation projects and on-going social media services prior to start of services.

**Payment Terms**

Project services start at time of signed agreement and receipt of a project deposit no less than 50% of total costs. The final invoice (less all credits) will be mailed following completion of project and before any work is released live online. On-going services are invoiced at the end of each month. All invoices are due upon receipt. Any charges outstanding beyond 90 days of the invoiced date will enter the collection process.

Changes requiring time beyond the defined project scope will be billed on an hourly basis.

**Approved by:**

\_\_\_\_\_

Full name

\_\_\_\_\_

Signature

\_\_\_\_\_

Date



# Lake Wi Alliance Mailing

Estimate #137261 written on February 21, 2019  
Expires on March 23, 2019

Lynnette Ricker  
Corporate Sales Consultant  
lynnette@econoprint.com  
608-845-2825

David & Barb Kell  
LAKE WISCONSIN ALLIANCE  
C/O Mark Taber, Treasurer  
W10628 Becker Rd  
Poynette, WI 53955

Description	Quantity	Unit	Price
Flyer for in #10 Envelope <i>Design is not included in this price and is additional if needed.</i> Preflight and Impose 2 Sides for Indigo from Customer File PDF Soft Proof Process Color Press Run of 442, 4/4, on White House Dull 100# Text, Indigo 19x25 Sheet Trim 441 Sheets of Lightweight Stock with 8 Cuts from 4-up to 8.5 X 11 Perforate or Score 1762 Sheets Parallel Fold 1762 Sheets of Lightweight Stock	1762	0.2864	\$504.72
#9 Courtesy Envelope Typesetting of Envelope, 1 Side PDF Soft Proof at Design Stage Output 1 Plate from Econoprint-Designed Files No Customer Proof at Prepress Stage Offset Printing, Run of 1762, K/0, on White Regular Envelopes, #9 Envelope	1762	0.0923	\$162.72
#10 Outer Envelope Typesetting of Envelope, 1 Side PDF Soft Proof at Design Stage Output 1 Plate from Econoprint-Designed Files No Customer Proof at Prepress Stage Offset Printing, Run of 1762, K/0, on White Regular Envelopes, #10 Envelope	1762	0.0923	\$162.72
Mailing Service - In Env. <i>Postage is additional to this price: Marketing Standard Presort Range = .228 to .291 per piece (May take up to 1</i> Setup List of 1762 Records from Customer File Special Services: NCOALink Service Insert 2 Items and Seal in 1762 #10 Envelopes Direct Imprint 1762 Uncoated Letter Size Pieces with Black Ink	1762	0.1573	\$277.23

Specifications for customer #5698890 as of 02/22/2019 11:42:29. Unit prices are applicable only to the quantities shown. Tax and freight are not included. Prices may vary if changes to listed specifications are requested or required. Customer-requested changes to design may result in additional charges.

**Lake Wi Alliance Mailing**

**Estimate #137261 written on February 21, 2019**  
**Expires on March 23, 2019**

Lynnette Ricker  
 Corporate Sales Consultant  
 lynnette@econoprint.com  
 608-845-2825

David & Barb Kelt  
 LAKE WISCONSIN ALLIANCE  
 C/O Mark Taber, Treasurer  
 W10628 Becker Rd  
 Poynette, WI 53955

Description	Quantity	Unit	Price
Self-Mailer w/perforation	1762	0.3407	\$600.35

*Design is not included in this price and is additional if needed.*

Preflight and Impose 2 Sides for Indigo from Customer File  
 PDF Soft Proof  
 Process Color Press Run of 442, 4/4, on White House Dull 100# Text, Indigo 19x25 Sheet  
 Trim 441 Sheets of Lightweight Stock with 8 Cuts from 4-up to 8.5 X 11  
 Perforate or Score 1762 Sheets  
 Parallel Fold 1762 Sheets of Lightweight Stock  
 Apply 1762 Frost Waferseals

Mlg Service Self-mailer	1762	0.1143	\$201.46
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*Postage is additional to this price:*  
 Marketing Standard Presort Range = .228 to .291 per piece  
 (May take up to 15 days to deliver)  
 First Class Presort Range = .383 to .428 per piece  
 (May take up to 4 days to deliver)

Setup List of 1762 Records from Customer File  
 Special Services: NCOALink Service  
 Direct Imprint 1762 Coated Letter Size Pieces with Black Ink