

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

Officers Present: Kirk Boehm, Melissa Keenan

Directors Present: David Kell, Mike Gleason, Sandra Boehm

Visitors: Sara Dregney

1. INTRODUCTIONS
 - a. Call to order by President Boehm at 6:34 PM.
2. MEETING MINUTES
 - a. Minutes of the February meeting were opened for discussion. A motion was made to approve the minutes, and seconded. Motion carried.
3. TREASURER'S REPORT
 - a. Brandon was unable to attend the meeting and did not forward a report to review.
4. PRESENTATION
 - a. Mike Gleason introduced Sara Dregney from J&J Solutions LLC who was present to talk about updating and maintaining the LWA website.
 - b. Sara started by asking the committee what they are hoping to achieve with the website. Mike explained that we want it to be more of a resource and be able to keep people informed of events. He said we also want it to be more user friendly, and hopefully help draw more members. Sara shared a few of her thoughts on the current LWA website.
 - c. Sara went on to tell us about her business and what services she can provide:
 - i. She can update the website and she can keep it updated
 - ii. She can manage the LWA Facebook page
 - iii. She can manage an electronic newsletter
 - d. Sara highlighted some shortcomings of the current website:
 - i. It is not a secure website (need SSC layers and backups), it is a slow website because the photos are very large (they need to be resized), the website takes over 3 seconds to load, it is not user friendly for phone users, needs image optimization, it needs to run on an upgraded system, and the maps don't work anymore (Google won't load them).
 - e. Sara said her basic maintenance fee is \$495 per year for non-profits. It would include looking at the site weekly to search for problems. This package includes 2 hours of training.
 - f. Sara explained that she can provide other services if we want: content management, additional training time, a complete website redesign, a new host, content creation (for a "by the page" fee), resize photos, search engine optimization, prepare for a "Google My Business" site.
 - g. A re-build of our website would be \$1950, but if we want additional features, it would cost more.
5. FINANCE COMMITTEE REPORT
 - a. **ACTION:** Brandon, complete budget and send to board.
6. COMMUNICATION COMMITTEE REPORT
 - a. Mike has nothing additional.
7. EDUCATION COMMITTEE REPORT

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- a. Melissa reported.
 - b. Melissa is still interested in a Waters of WI trivia night paired with a 'pint night'. The dates discussed with Rod have passed. We will consider hosting in May.
 - c. Kirk asked if we could host a fish shocking in May. Melissa said she would check into it.
 - d. **ACTION:** Melissa, look into the feasibility of hosting a fish shocking demonstration in May.
 - e. Sandra told Melissa she would like to join the Education Committee
8. MEMBERSHIP COMMITTEE REPORT
- a. David reported.
 - b. We have 62 renewals so far (includes the 5 memberships that were given as prizes at the Eskimo Open, as well as 6 business).
 - c. There are 6 business memberships from 2018 that have not been renewed, as well as 6 from 2017. Kirk suggested that if any members frequent those businesses, we should ask them if they would like to renew.
 - d. **ACTION:** David, send list of past, un-renewed business members to the board so if we frequent those businesses, we can ask them if they want to renew.
 - e. David sent emails to everyone who registered at the Eskimo Open. 80 of them went through and 5 bounced back.
 - f. Kirk gave David the memberships that were in the PO box this past week.
9. LETTER TO MEMBERSHIP
- a. David shared the quotes from Econoprint.
 - i. LWA brochure, as is, would be \$325 for 500. A motion was made to approve ordering 500 brochures, and seconded; motion carried.
 - ii. Mailing to 1700 area residents would be \$1127.96 plus postage (approximately \$440).
 - iii. Can either use Terra Firma's 3-4 year old database, or can use an updated list from GIS websites. Melissa has retrieved updated information from Sauk county and Kirk requested it from Columbia county. We will use an updated list.
 - iv. A motion was made to approve up to \$1700 on the mailing, and seconded. Motion carried.
 - v. The committee reviewed the mailing and made a few suggestions. **ACTION:** Send any additional comments on the mailer to Brandon within a week so David can have the final versions in about a week.
10. BOD DIRECTOR RECRUITMENT
- a. We need to recruit more board members; keep this in mind. **ACTION:** Please ask neighbors and friends if they are interested in joining the LWA board.
11. SUMMERTIME EVENT
- a. Kirk mentioned ideas that people have had in the past: a lake shore cleanup, a beach part. He asked if anyone had any other ideas. We need someone to champion the event.
12. TMDL
- a. There was a TMDL talk somewhere today.
13. DNR GRANT; SURVEY OF MEMBERSHIP

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- a. Kirk and Melissa have a conference call scheduled for April 2, 2019 with UW Extension and UW River Falls.
- b. Melissa sent an email to the Board on March 22, 2019 that contained several example surveys and survey questions. **ACTION:** look at examples and send any ideas on general topics and/or questions to Melissa as soon as possible.

14. NOMINATIONS COMMITTEE

- a. Kirk noted that we need to look for new board members
- b. Tina sent an update on membership terms and expiration times.
- c. Sandra volunteered to chair the committee and reach out to members whose terms are up to see if they are interested in continuing.

15. NEW BUSINESS/OTHER BUSINESS

- a. On Wednesday, March 20th, Mike attended a meeting about dredging Gruber Bay.
- b. Mike is willing to go to a class on April 10th at UW Stevens Point on website development focusing on lake associations. He will look into it further before registering. A motion was made to approve \$100 for Mike to go to the class if Mike determines it would be helpful.
- c. Kirk contacted Alliant Energy about pollution and run-off from adjacent farm field on Benson Lane, near Moon Valley. Melissa was familiar with the farmer and indicated that he was very responsible and doing everything he could do to prevent problems.
- d. Kirk met with Falon from River Alliance today about water quality issues and TMDL. He learned that the Governor wants to increase the WI DNR budget to help improve water quality. There will be listening sessions scheduled all over the state. Kirk asked her what LWA could do to help. She will think about it and get back to him.
- e. Melissa stated that the LWA could help by supporting the DNR educational events by providing food.

16. NEXT MEETING

- a. The next regular meeting date is April 25, 2019 pm at Lucky's.
- b. A motion was made to adjourn the meeting, and seconded; motion carried. The meeting adjourned at 9:01 pm.

Submitted by: Sandra Boehm

Date approved: April 25, 2019