

LAKE WISCONSIN ALLIANCE  
REGULAR BOARD OF DIRECTORS MEETING  
LODI TOWN HALL  
JULY 22, 2021

Officers Present: Mike Gleason, Tina Sebold, Brandon Herbert

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

Visitors: None

A quorum was present.

1. MEETING MINUTES
  - a. Call to order by President Gleason at 6:35 pm.
  - b. A motion was made to approve the June 24, 2021, meeting minutes as corrected (Plumer vs. Plumber), and seconded. Motion carried.
2. TREASURER'S REPORT
  - a. Brandon reported. See report attached.
  - b. Our tax form has been filed.
3. FINANCE COMMITTEE REPORT
  - a. See Treasurer's report.
4. COMMUNICATION COMMITTEE REPORT
  - a. David suggested trying Clayton Hedgepath for assistance with the website. His rates for other work for David has been ~\$300/year. Mike will contact Clayton for more information and rates. A backup company is Foresite software from Baraboo. David said they charge \$395/year.
  - b. Mike will post information for the annual meeting on the website soon.
  - c. Get Mike any items you would like posted on the website.
5. EDUCATION COMMITTEE REPORT
  - a. Jenny had no updates.
  - b. Rob said John Plumber may attend our annual meeting. He has not confirmed either way.
6. MEMBERSHIP COMMITTEE REPORT
  - a. David reported. We have about 414 members with 19 businesses.
  - b. We discussed using the Pay Pal auto reminder to remind people to renew their membership.
7. COMMITTEE BUDGETS
  - a. Brandon sent out a draft budget summary to the board members. The budget items were discussed. Mike will assess ordering more brochures. Brandon will update the summary based on the discussion and send it to the board.
  - b. Potential project opportunities to fund were discussed including stump removal, boating facilities, fish habitat, and others.
  - c. A motion was made to approve the budget as edited during discussion with a total of \$14,200, and seconded. Motion carried.
  - d. David suggested we develop and approve the 2022 budget at the January 2022 board meeting.
  - e. Andrea suggested looking for places that would 'round up' for donations to LWA.
  - f. Mike will check into Amazon Smile for getting donations.
8. NORTH CENTRAL REGIONAL WATER NETWORK - 2nd Annual Harmful Algae Bloom Symposium
  - a. The board members received information about this from Chris Hamerla.

**Lake Wisconsin Alliance  
Treasurer's Report**

**Board of Director's Meeting  
July 22, 2021**

**Hometown Bank Checking Account**

Balance as of 7/22/21 - **\$39,402.31**

Activity - May 28, 2021 - July 22, 2021

Deposits

\$120.00 - Memberships - PO Box - 6/9/21

\$840.00 - Memberships - PO Box - 6/22/21

\$345.00 - Memberships and Donations - PO Box - 7/7/21

\$140.00 - Memberships - PO Box - 7/21/21

\$1,022.49 - Memberships and Donations - PayPal - 7/22/21

Withdrawals

\$87.25 - Membership Mailing Supplies (David)

**Net Change 5/28/21 - 7/22/21 = \$2,380.03**

**Other Activity**

- Memberships and donations collected after membership mailer = \$10,297.49. Cost of mailer was \$3,314.86. Apparent "proceeds" from the mailer are **\$6,982.63**.
- PO Box Renewal check mailed on 7/22, due 7/31.
- 2020 Form 990N (2020 Taxes) has been filed.
- NOTE - Balance is slowly growing nicely. When reviewing past budgets, our bank balance on Jan. 23, 2020 was \$15,893. Nice work everyone and thank you to all the generous donations and members for your support.

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9. ANNUAL MEETING PLANNING

- a. Planning for the annual meeting was discussed. A speaker has not been identified yet. Mike will contact Amanda again about a speaker about the dam.
- b. The meeting schedule will be food starting at 12:30 pm with the meeting starting at 2:15 pm.
- c. The food and related items were discussed. Mike will look into single-serving items.
- d. We should bring all our 'give aways' for attendees.
- e. Tina will prepare a meeting notification to be distributed to the members and get it to David. Notices must be mailed to those members without an email address.

10. OTHER BUSINESS

- a. Update on Stump 'removal'. Mike contacted Amanda Blank at Alliant and is waiting to hear back. He will also contact the WDNR to determine what their requirements may be.
- b. Buoy update from Brandon. Some buoys have had the globe fail so 20+ are being replaced under warranty. Some have been vandalized. Feedback on them from the public has been good.

11. NEXT MEETING

- a. The next board meeting will be the annual meeting on Saturday, August 28th at the Merrimac Park.
- b. A motion was made to adjourn the meeting, and seconded. Motion carried. The meeting adjourned at 8:04 pm.

Submitted by: Tina Sebold

Date approved: August 28, 2021