

**LAKE WAUSAU ASSOCIATION
BOARD OF DIRECTORS MEETING
April 3, 2014
El Tequila Salsa, 6:00 pm**

Call to Order

Rick Parkin called the meeting to order. Officers present were Rick Parkin and Holly Kohl. At-Large Members present were Mark Peter, Al Weinkauf and Theresa Graveen. Others present were Sue Peter and Kathi Weinkauf.

Approval of Last Meeting Minutes

Minutes from the previous Board of Directors meeting on March 6, 2014 were reviewed. Mark Peter made a motion to accept the minutes with a second motion from Al Weinkauf. Motion passed.

Treasurer's Report

The Treasurer's Report dated as of March 31, 2014 was presented reflecting a balance of \$22,468.25 in the general checking account and \$48,103.62 in the restricted checking account (restricted for project funds), for total funds of \$70,571.87. Cash flows for the month of March 2014 were reviewed in detail reflecting net inflows of \$3,634.74. It was noted an expense reimbursement was inadvertently made to Holly Kohl for an expense in the amount of \$25.12 that was intended to be a donation from Kohl/Parkin for candy at the Sports Show in February. Holly will remit a check back to LWA for this amount. Comparative year-to-date cash flows through March 31, 2014, were also reviewed reflecting net inflows of \$6,438.61 for the current year compared to net outflows of \$5,098.10 in the prior year. Al Weinkauf made a motion to accept the Treasurer's report with a second motion from Theresa Graveen. Motion passed.

Chairperson's Reports

Membership Committee

Kathi Weinkauf provided an update on membership committee activities in Sherri Wagner's absence. As a result of meeting with other lake groups at the Wisconsin River Alliance gathering in March and seeing some of their promotional items, the membership committee is discussing the idea of creating similar promotional items for LWA such as coasters, placemats, and brochures (the brochures would include our membership form). Rick Parkin further commented the intent would be to display and distribute these items at local businesses creating more awareness of our group. Suggested printers for brochures were Riverside Specialties, Speedy, Hayes Printing & Design, L&S Printing, Sun Printing, and Roto Graphic. It was suggested we contact companies who may be willing to donate or discount printing services.

Sherri Wagner is working to put the Spring 2014 Newsletter together and Julie Brekke has offered to proof it. Sherri will be looking for people to write articles for the newsletter and Rick asked that everyone contact her with any ideas or communications that should be included in the newsletter.

Holly Kohl mentioned that Diane Van Eyck was in the process of sending *We Miss You* letters to past members who have not renewed, as well as membership recruitment letters to riparian owners who are not members of the Association.

Finance Committee

Rick Parkin and Holly Kohl presented updates on finance committee activities. Holly presented a draft of the 2014 budget for review reflecting total inflows of \$63,218.75 and total outflows of \$102,287.11, resulting in net outflows of \$39,068.36 and a total cash balance of \$25,064.90 at December 31, 2014. The resulting cash balance is the funds raised from membership dues, fund raising activities, and donations – all of which are unrestricted. The budget does not include estimated expenditures for harvesting, permits, and the entire \$2,000 of approved membership expenditures to be made at the discretion of the membership committee. The fund raiser is our

biggest funding source at an estimated \$11,650 of net proceeds, and we expect to finalize the lake evaluation project in 2014 which will require the use of all restricted funds by the end of the year. The net of proceeds and expenditures reflected in the budget results in an unfunded amount of approximately \$3,000 which relates to in-kind services, as was anticipated. Records for in-kind services are being maintained by the Weed & Algae Control Committee, but individuals should be keeping track of this as well when spending time at meetings or events that relate directly to the project (i.e. Weed and Algae Control Committee meetings, technical meetings, time spent networking with other lake groups, etc.). We will maintain and submit logs for all meetings and service hours relating to the project, and the DNR can determine what may be accepted or rejected upon submission. We are uncertain how they will account for these services at the end of the project, but we need to maintain appropriate records to receive the credits. In-kind service rates are \$12/hour each person who donates time and we receive professional rates for any professional services donated.

Holly will make additional updates to the budget with the finance committee to present for final review and approval at the May board meeting.

Weed and Algae Control Committee

Rick Parkin presented updates on weed and algae control committee activities. As a result of the Aquatic Plant Management Planning meeting in March, it's been determined that harvesting is our best option for addressing weed control. We're looking at renting harvesting equipment and an operator for spring/summer of 2014 since it's critical we begin to see some tangible results. We've been in contact with Ed Walder who owns and operates harvesting equipment. He has openings and would like to work with us, but we need to get on his schedule soon as his schedule fills up quickly. He charges \$150/hour to operate the harvester and he prefers to schedule work in 40 hours blocks to minimize the movement and transportation of his equipment. The rate includes a single axel dump truck and his conveyor to the dump truck. We'll have to find places to go with the waste which should not be an issue (intent will be to utilize as compost). Rick estimates \$4,500/week to rent one and suggested we schedule two weeks for 2014 for a total of \$9,000, which would equate to approximately 80 acres of harvesting (Ed can harvest an estimated acre per hour). We will also need to purchase a permit before we begin harvesting, which is approximately \$300. The timing will be earlier in the growing season (early June timeframe), and then also for aesthetic purposes later in the summer (mid-July or August). Target areas are in front of Gulliver's Landing (to the west of the bridge) and the Wausau Country Club area. Rick also suggested we continue to look at owning a harvester, which we could find for approximately \$70,000 (used), so we can cut in higher volume. We will continue to look for funding and financing to purchase a harvester (community foundations and available grants, which will be going away this year). Dredging is also a possibility, but it is a much more expensive option at a minimum of \$5/yard up to \$15/yard.

Al Weinkauff suggested we talk to the municipalities about including a fee on tax bills for membership into the Association that property owners can check when paying taxes. This would likely increase membership. Discussion also circled back around to using different levels of contributions for membership purposes (blue gill, crappy, northern, walleye, etc.) so as not to limit the dues amount and encourage more donations, which has been discussed in the past.

It was suggested we inquire about having the weed harvester at Gulliver's for the fund raiser so those who attend can see what we're purchasing or renting with the proceeds.

Al Weinkauff made a motion to approve two weeks of harvesting at \$9,000 with a second motion from Theresa Graveen. Motion passed.

Old Business

➤ **Recap Aquatic Plant Management Meeting**

Rick Parkin reported much of the recap was discussed in the above weed and algae control committee report. The meeting went well and we had good attendance. We were told by Scott Provost again that we will have a permit in hand for harvesting this year.

➤ **Recap Wisconsin River Alliance Meeting**

Rick Parkin, Holly Kohl, Jim Wagner, and Sherri Wagner attended this gathering in March and thought it was excellent. We picked up many good ideas from other lake associations, as previously discussed in the membership committee report, and noted they are running into many of the same struggles that we are with membership and keeping people active. The information we walked away with will be brought to our committees for good use. The one critical take away was that we need to be more proactive with our legislators who can help us down the road.

➤ **Wisconsin Lakes Partnership Convention on April 24-26**

Rick noted that Russ Graveen mentioned he may be able to attend a portion of this conference. Holly Kohl was planning to attend on Thursday, April 24th, but now has a conflict with work and will not be able to attend at all. The conference is ale cart, so short sessions can be attended. Holly will forward the information to the board again by email. There will be a link in the email that will take you to the convention information on the web. The conference is at the Holiday Inn Conference Center in Stevens Point.

➤ **Interviews with Michelle Scarpace from UWSP**

No one contacted Michelle for interviews and it is getting late now since she needed the interviews prior to her graduation. At this point, the interviews may not be meaningful to her.

New Business

➤ **Rivers Edge Summer Event**

Phil Noteboom is working on this event and has informed us that insurance will be necessary in order for boat owners to give pontoon tours of the lake at this event. Any mishaps would be the boat owner's responsibility. The board decided this was too risky and, therefore, LWA will not ask members to participate.

➤ **Wisconsin River Cleanup, May 9th**

Holly Kohl requested approval to donate \$200 to this event again which is consistent with prior years. Mark Peter made a motion to approve this expenditure with a second motion from Al Weinkauff. Motion passed.

➤ **Expenses**

Rick Parkin requested reimbursement for \$820.27 for fund raiser purchases at Best Buy (for \$346.57 – 42" TV, laptop computer bundle, wireless speakers and headphones) and Home Depot (for \$473.70 – Stainless Steel Kitchen Aide grill). Al made a motion to approve the reimbursement of these expenses with a second motion from Mark Peter. Motion passed. Rick also commented that Home Depot will give us a \$60-\$70 tool kit if we come back just before the fund raiser. We can ask them every quarter for the gift cards which they give away regularly.

➤ **Tax Exempt Status**

It is worthwhile now to apply for tax exempt status since we're making more purchases. Holly will look into what is required to obtain a sales and use tax exemption certificate.

➤ **Raising Purple Loosetrife**

We are still looking for volunteers to raise purple loosetrife beetles. If anyone knows of someone or has an interest in this themselves, we need to know by April 15th which is the date supplies are being ordered. Please let Holly know if anyone has interest. Consider the boy scouts for this project.

➤ **Lost Dogs Email**

Two dogs fell through the ice and perished recently. The home owners would like to bring them home and an organization called Lost Dogs of Wisconsin has asked for our help with this. Holly will send an email to membership.

➤ **Tax Exempt Status**

City pages is doing an article on the UW Stevens Point Extension Lakes Convention and contacted both Russ Graveen and Holly Kohl for information about Lake Wausau Association as they would like to tie this all together in their article. The discussions with Pat from City Pages were positive and the article will appear in the next week or two, which will be good media attention for us.

CALENDAR

- Finance Committee meeting on Thursday, April 10th at 6:00 pm at Gulliver's Landing
- Aquatic Plant Management Planning Meeting, April 29th at 5:30 pm at Gulliver's Landing (food expenditures at this meeting are included in the proposed budget and, therefore, no motion for approval is considered necessary)

➤ Board Meeting Thursday, May 1st at 6:00 pm at Gulliver's Landing

Meeting Adjournment

Meeting adjourned at 7:40 pm

Holly Kohl, Treasurer