

Des Moines Lake Association Board Meeting
Wednesday November 9th, 7:00 PM
Zoom Meeting

Board Members in Attendance: Sue Sjeklocha, Mike Kellar, Amy Juers, Ryan Knox, Tom Rooney, and Holly Huso

Board Members in Absence: Mike Schafhauser, Chris Franken

Others in Attendance: 0

Call to Order: 7:03 PM

APM - Holly Huso and Amy Juers

- Committee Members
 - Chris Franken, Amy Juers, Holly Huso, Michelle Schoeder, Jenny Johnson
- First meeting with Emily from Burnett county is complete
- Second meeting is Tuesday November 15th at 3:30 pm
 - This meeting is to help formulate objectives of the plan with help from Emily
- Fishing Shocking
 - Waiting for update from DNR Update

Member Survey - Tom Rooney

- 37 responses over 2 weeks
- Compared to 50 last year
- Questions and Responses
 - Participation
 - Dates don't overlap
 - Addition Activities
 - Bike or Running event
 - Message in a bottle
 - Water ski show
 - Navigate and Forage the forest with kids
 - Mushrooms and Berries
 - Sense of Community
 - Strong

- Sense of Safety
 - High
- DMLA Satisfaction
 - 90% at 4 or above
- Where do members get info
 - Email, website, then facebook
- Fees
 - 73% just right
 - 10% would donate more if 501c3
- Fundraising or Member Events
 - Meat Raffle, Online Fundraiser, Private Contributions
- Satisfaction with Lake
 - Clean
 - Good
- Member Pride and Community
 - 90% at 4 or higher
- Likes
 - Clear water
 - Boating hours
 - Nature
- Dislikes
 - ATV, waves, 100 ft rule, lake itch, night time pollution
- Improvements
 - More walleye, shoreline cleanup, AIS management
- Common Feedback
 - NextGen Garbage Pile
- Conclusion
 - Compare to last year
 - Communicate Results to membership
 - Website page with email and social media
 - Confirm format from last year

Banking - Amy Juers

- Amy and Mike are on the account now
- Should not be an issue with new executives on the account in the future

Membership - Ryan Knox, Holly Huso, Mike Kellar

- 64 this year
- 5 already for next
- 75 previous year
 - Increase in dues, less follow-up?

- Contact non-members, Ryan generate lists
 - Who were previously members
 - Who have not been members before
- Sole email to ask for membership dues for next year
- Membership Drive
 - Felt that efforts would best be served with another Meat Raffle
 - Time efficient and good fundraising
 - Survey showed it was the number one thing
 - Survey also showed members may not want to be active in a membership drive (apparel sales, or donations if 501c3)
 - Timing is important relative to annual meeting
 - Be mindful of busy weekends
- Signs for Membership
 - Placed on docks, perhaps road side?
 - Nice quality and reusable

Land Use - Mike Kellar

- Four Star Sports Purchase
 - Private sale to person who works at Brandi's
 - Small engine repair
 - Zoned residential but has variance for light commercial
- Preserve Burnett County
 - Patrick is contact
- Fire on North end of Des Moines Lake
 - Happened in the morning of an early November day
 - 8 acres burned
- Fire restriction and guidance to membership
 - Send future email and social media report on this

Lake Regulations - Sue Sjeklocha

- Planes have right away and then sail boats
- What about non motorized boats?

Website Feedback - Ryan Knox

- Top 5 Engagement YTD
 - Lake Directory
 - History
 - Board Members
 - Septic System
 - Broadband Expansion Grant

- Search Queries
 - boat parade and boat parade winners
 - Think of having historical information on website
 - Dues
 - President
 - Fireworks
 - Login

Social Media - Mike Kellar

- One of the most active facebook pages in the area
- Will get more winter content
- Events for NYE would be good content
- Have Ann post images with the content she posts for the association

501(c)(3) - Amy Juers

- Information relayed from Mike Schafhauser to Amy
- Adam Benson Attorney
 - \$300 per hour, 2 to 3 hours
- Legalzoom
- Reporting is easy for annual revenue of \$5k or less
- Motion to allow up to \$1000 towards formulating a 501(c)(3) for Des Moines Lake Association
 - 1st - Holly Huso
 - 2nd - Tom Rooney
 - Board Vote - 6 yes, 0 no

Winter Topics - All

- Share Survey Results
 - Tom and Amy produce similar format to previous year survey for website
 - Ryan publish
 - Tom summarize and Ryan send to membership
 - Cabaret content being added in fall to early winter
- Zoom idea?
 - Emily from Burnett County
- Loons?
 - Terri Michel Loon Ranger
 - Late season departure for baby loons, parents have left
- Foraging Mushrooms and Berries

Broadband Update - Ryan Knox

- Construction to begin 1st half of 2023 after winter thaw
- Plan is to finish project in 2nd half of 2024

Preferred Service Directory - Ryan Knox, Amy Juers, Mike Kellar

- Generate Revenue from service businesses to be on our website, emails, and social media
- Three step process
 - Contact membership for service business referrals
 - Contact these businesses with proposition
 - Do not cross with donors for other events like annual meeting or boat parade
 - Be mindful of timing
 - Collect donation and list
 - don't ask for a specific amount, just that the association requires a donation for this directory listing

Merchandise - All

- Moved approximately a third of the merchandise at the meat raffle
- Use for future fundraisers and tie into promotions during meat raffles
- Drop costs when needed, not at this time

Adjournment - Amy Juers - 8:40 PM