

Des Moines Lake Association Board Meeting
Wednesday January 10th 2024, 7:00 PM
Zoom Meeting

Board Members in Attendance: Mike Kellar, Jim Pappas, Amy Juers, Ryan Knox, Tom Rooney, Holly Huso, and Mike Schafhauser

Board Members not in Attendance: Sue Sjeklocha

Call to Order: 7:05 PM

Membership Drive - Ryan Knox, Holly Huso, Mike Kellar

- Goal is 70
- Last Year was 66, Previous to that was 64.
- Membership email will be sent in late January
 - Use previous year as template
 - APM plan might be good to mention in email
- Social media posts after email is hit
- Send letter to non-members
 - Ryan will send Amy list of owners through Wisconsin Property Tax records
 - Estimating \$1 per letter
 - QR code for payment

Logo - Amy Juers

- Loon is the winner
- Ask Sheila about color options

Fishing and Water Quality Update, APM & Fishing - Tom Rooney

- Emily Moore says she is waiting on approval from WDNR
- When complete, we will share on website and social
- Fishing
 - Jim talked with Craig Roberts at Burnett
 - Craig had did a zoom meeting with our lake back in 2021
 - Last time lake as stocked was 2012
 - 2015 and 2022 most recent surveys
 - Craig Roberts does not think lake can sustain walleye or musky
 - Jim looked into private stocking

- Company he talked with has the two species needed for our lake
- Cost is \$4 per fish, approx 10 fish per acre, at 215 acres
 - \$8000 approx
 - Company recommended habitats and murky water for survival
- DNR thought we would be wasting our money
- Nearby and Local Fishing Population
 - Devils - Yellow Perch
 - McKenzie - Walleye
 - Des Moines - Panfish
 - Fish Lake - Big Walleye, murky shallow water
- Trick on adding rocks to lake for structure does not work according to DNR
- Motion to oppose stocking Des Moines Lake with fish
 - Mike Schafhauser
 - 2nd - Mike Kellar
 - Vote - 4 yes
 - Motion Approved

Surface Water Grant - Amy Juers and Ryan Knox

- Ownership agreement draft being created by DMLA and LL
 - Send to Board after edits are approved
- March 15 is grant decision date
- Events after approval
 - Electronic Vote of Membership
- Schedule March Board Meeting on Wednesday the 20th as this date makes most sense given grant decision date
- Only 66 '23-'24 members can vote

Finance - Mike Schafhauser

- Balance of \$4304
- Final APM check of \$1608
- Attempted to file taxes but online portal was down
- Look into adding donation option on website where user fills in amount

Fundraising

- Apparel option with new logo
- One high end item or storefront?
- Patagonia is expensive
- What is the highest cost most people would buy?
 - Guessing \$35 to \$45 on bread and butter items

- Sweatshirt
 - Tshirt
 - Long Sleeve Tee
 - Hats
 - Good quality but affordable makes more sense than one high end item
- Storefront - Mike K look into this
 - Lakes and Pines Store
 - Set Profit Margin in store
 - Shipping is handled
 - Minimums?
- Bulk option of Bread and Butter items - Ryan look into this
 - Contact Linda at Cabaret
- Items purchased from DMLA are tax deductible

Community Events - Ryan Knox and Mike Kellar

- 4th of July Parade
 - Saturday July 6th
- Investigate Bingo option instead of Meat Raffle
 - Lakes and Pines Bingo
 - Lots of meat raffle options in the area
 - Bingo could be more fun for families
 - Something Different
 - Holly has Bingo stuff
 - Ryan look into license
- 50/50 Raffle with Electronic device printed receipt
 - Holly look into this

Land Use - Mike K and Tom

- Powerloading Sign

Lake Regulations

- Reminder that Long Lake committee approached us after Surface Water Grant meeting that they may look into moving no wake hours
 - Most likely doesn't have any legs
 - Definitely not with our membership given survey and prior annual meeting vote that received only 1 yes.

Website/Social Updates/Communication - Ryan Knox

- Survey Uploaded
- Board Member Tools menu moved

- Published new meeting minutes
- Year end work for membership groups
- Got the new membership dues payment working and have accepted payments already

Social - Mike Kellar

- Instagram is Live
- Live from the Lake are popular, people like them
- History pages were really good for interaction

Education Topics - Amy Juers

- APM Plan
 - 15 minute webinar?

Business Sponsorship - Amy Juers, Ryan Knox, and Mike Kellar

- Is it worth expanding initial work considering our potential upcoming workload (SWG) coupled with a slow winter season in the area?
- Mike K estimated on sponsorships
 - 2 \$250
 - 3 to 4 \$100
 - Several Bronze levels
- After analysis, delay project implementation

Additional Comments

- Sirental Installing
- Move Mailbox letter from Webb Lake is inaccurate
 - Danbury post office not happy
 - Holly moved her mailbox after reading letter
 - Scolded by postman
 - Moved back after talking with post office

Adjournment - Amy Juers - 8:30 PM