

Des Moines Lake Association Board Meeting
Wednesday March 20th 2024, 7:00 PM
Zoom Meeting

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

Call to Order: 7:08 PM

Surface Water Grant - Amy Juers and Ryan Knox

- Submitted Signed Grant Agreement and Received Confirmation
- Shared with Long Lake President
- Long Lake still deciding on when to have their membership meeting regarding DWS
- Emily Moore asked us to present at CBCW Workshop on April 20th
- Emily Moore asked us to write article in Lake Lines
- Talked with Long Lake President on Operating Costs
- Talked with Mark Michel on Site Plan
- Mark Michel has riparian rights and we can withdrawal water from Des Moines from that
- Talk with Benson about water rights in deed work
- Insurance
 - Long Lake is getting quotes
 - Explore Township Liability Umbrella
 - Other associations were \$70 additional premium per year
 - Procuring liability outside of township could be \$1200 per year
 - Question from Steve H about Director's Insurance
 - Replied with Wisconsin Indemnification for officers of a non profit from Bylaw change with Benson
- Talk with Holden and Romanchuk about WDS again, make sure we are attempting communication multiple ways

Membership - Ryan Knox, Mike Kellar, Holly Huso

- 49 members YTD
 - 6 new members from letters
 - 70 goal
 - On track for 72
- Send non member parcel list to Amy - Ryan

- Cross reference emails on newsletter list with non members
- Send personalized email to last years members who haven't renewed
 - Needs to be done through web server email
 - Newsletter email does not allow single recipients

Fundraising - Ryan Knox

- Donor Wall Idea - Holl and Mike S
- Board Members all should Donate - Sue
- Business Sponsor
 - Half sheet with Business Name and Coupon
- Meat Raffle
 - Confirm May 18th at Cabaret works - Ryan
 - Explore Bingo Meat Raffle
 - Is Bingo license needed?
- Apparel - Ryan update
 - Tom will handle Raffle of Apparel
 - Gildan brand discussed
 - Recommendation of Bella Canvas from Tom
 - Will send that to Ryan
 - Kids t-shirts did not work during previous apparel runs
 - 50 pieces of various size would be a good order
 - Board member gifts?
 - Storefront Option - Mike K
 - Confirm no minimums?, direct delivery, website link
 - Amy send logo to Mike K
 - Mike send store example
 - Lesser option, Embroidery option for nicer upgrade
 - Higher Quality or Premium Brand
 - Make sure to have inventory for raffles and annual meeting
- Digital Fundraiser - Holly
 - 50/50 Digital Handhelds
 - Wisconsin law says cannot use electronically generated number
 - 1% gross charge - minimum \$1000 revenue
 - Venmo idea?
 - more research needed

Finance Update - Mike Schafhauser

- \$5750 Balance
- Received Sales Tax Exemption from WI
- Applied for MN. MN is a lot more red tape

- Ask Pressure Washer company if Wisconsin exemption works - Ryan

Logo

- Ask Sheila for banners for website

Education

- AIS Identification with Emily Moore
 - Would take place at boat launch
 - APM indicated residents did not know how to identify certain AIS
 - Idea for Live from the Lake
 - Not feeding ducks and geese
 - Confirm that parasite does not transport in their feces - Amy
- Bleach Water at Decon Site

Fishing and Water Quality - Holly

- APM is Finalized
- Powerloading
 - Emphasize this to our membership and residents
 - Signs have been ordered
 - Email Lakes and Rivers for Update - Mike S
- Boat Landing
 - Amy will go to boat landing and check on current condition
 - One city had concrete poured at their landing

Community Events

- Confirmed Saturday July 6th for Parade
- Confirmed Friday August 9th for Starwatch
 - Ask for donations

Website

- Logo ready
- New theme is probably needed for different sized logo graphics
- Upload APM Video Clips to youtube - Ryan
 - Post links on Facebook for membership

Annual Meeting

- Cabaret at 8:30 am
 - No APM presentation
 - WDS presentation
- Volunteer Sheet for WDS

- Need help with build-out
- Elections at end of meeting
- Door prizes
- 50/50 raffle at annual meeting?
- Talk about starwatch and parade
- Place signs and update website

Land Use and Lake Regulations

- No powerloading

Sponsor Directory

- Shelf project until WDS is complete

Adjournment - Amy Juers - 8:27 PM