

Des Moines Lake Association Board Meeting
Wednesday May 8th 2024, 7:00 PM
Zoom Meeting

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

Board Members Not in Attendance: Mike Kellar

Call to Order: 7:06 PM

Surface water - Amy Juers and Ryan Knox

- Ryan Update
 - Progress is updated to website page
 - Picked up Commercial Grade Sand Point Well in Menomonie
 - Ordered other well parts
 - Discussed tool rental with Ace Webster
 - Aiming for Sand point install on Friday the 14th
 - Amendment with DNR
 - Sandpoint Well change from Tanks
 - Sent email to Pat
 - Required DNR notification
 - Budget Increase
 - DNR will send paperwork to us
- Amy
 - Legal Agreement with Long Lake is almost done
 - Will send out agreement to board for final proofing
 - Work with Benson is Done
 - Perhaps wait for insurance to take effect before volunteer outreach
- Insurance
 - Need additional info like replacement cost
 - Send to Mike after meeting
- Question from Sue regarding why Ryan took on the sand point well as opposed to professional install
 - Quote from professional was \$3400
 - Ryan believes we can do it with volunteers for \$800

Membership - Ryan Knox

- Year to date comparison
 - '23 YTD - 47 members
 - '24 YTD - 65 members
 - 66 total members in '23
- Letter Campaign
 - Attributed 9 new members to letter campaign
- Members coming into Annual Meeting
 - '22 - 56 members
 - '23 - 55 members
- Total Members by year
 - '21 Total - 70 members
 - '22 Total - 64 members
 - '23 Total - 66 members
 - '24 Goal - 72 members
- Starwatch
 - Email non members
 - Member only event
- Send more letters to non members - Amy
- Non Member List
 - Available to board members that are signed in on website
 - Look for Board Member menu
 - List is sorted by Street name
 - Makes easier to see if nearby neighbors are members
- Idea of publishing members by address
- Idea of facebook poll asking question "Why aren't you a member?"
- Take no action on ideas at this time

Fundraising - Holly Huso and Mike Schafhauser

- Donation board or plaque with names of donators
- To be placed on site on the shed or near it
- Different levels of giving
 - 2500 and up
 - 1000 - 2499
 - 500 - 999
 - 250 - 499
- Different names for each level
 - Anchor
 - Lakefront
 - Shoreline

- Dockside
 - In honor of option for the top two levels
- Don't want to set levels to low in case someone wants to donate a higher amount
- May through October
 - Accept donations into early January for those who have already hit their fiscal year limit
- Ready in spring of '25 when system goes live
- Don't know if it will be on the building or not
- Fish Lake received \$250 on average
- Permanent Sign
 - Gopher Signs has great option
 - Can be mounted on or off the shed
- Recognition trophy for high donations?
- Start at annual meeting
- Flyer for donation page at annual meeting

Apparel - Tom Rooney

- A couple options
 - One in Spooner other in cities
- Spooner print shop call tomorrow
- 25 t-shirt and 25 sweatshirt of decent quality
- \$20 per article on average
- \$1200 approximate total cost
- Ask board to approve cost
- Small through XL with a couple XXL
 - xxl - are a little extra for material cost
- \$20 a tshirt and \$50 a sweatshirt pricing
 - will know more once final numbers are in

Finance - Mike Schafhauser

- \$10,250 Balance
- Audit of Membership Dues - back and forth with Ryan
- Joint checking and EIN for DML and LL alliance Complete
- Sales Tax exemption through WI is done
- Still waiting on state of MN
- Attempt to file 990 tax form on May 15
 - IRS wouldn't allow tax to be filed due to paperwork error
 - IRS noted that 3 years of time to file
- Sue - Motion

- Treasurer shares information with president and/or secretary given greater amount in checking account?
- Tom - Motion refer Sues Motion to committee
 - 2nd Holly Huso
 - Amy - call for discussion
 - Vote - Show of Hands
 - Motion Approved - Unanimous
- Form committee and report back

Logo - Amy Juers

- Website?
 - Ryan confirms website has new logo
 - Ryan mentioned new colors may not work with existing photo
- Logo is on drive
- Logo on social media?

Education - Amy Juers

- Emily Moore AIS Workshop
 - 10-noon,
 - Saturday, July 27th
 - Share with Long Lake
 - Share on social and email
- Swimmer's Itch
 - Will discuss at annual meeting

Fishing and Water Quality - Jim Pappas

- Annual Meeting Question Submission
 - Jim will talk with biologist and get info ready for meeting
 - Jim work with Amy on slide

Community Events - Ryan Knox

- Parade July 6th
 - Voting System
 - Sign up to vote through the website instead of SMS
 - We had decent sign-ups through the website on mobile devices right before and during the parade last year
 - Opted for website voting
 - 1 vote per parcel
 - Sign on boat
 - QR code and/or URL

- Ryan will be on lead boat
 - This should get more interaction with residents
- Starwatch August on 9th start at 8:30pm
 - Announce at annual meeting
 - Members Only
 - 100 max
 - Logistics later

Annual Meeting - Amy Juers

- Slide Deck
 - Send deck to everyone and get confirmation
- Go over agenda
- Elections - Ryan
 - Reach out to Derek Lash about the board - Ryan
 - He had expressed interest in the WDS
 - Reach out to Michelle and Jenny from APM Project
- On Agenda, add WDS fundraiser - Amy
 - Discuss that slide with Holly and Mike S
- Volunteer sign-up clipboard passed around during meeting - Amy
 - Amy put someone in charge of this during the meeting
- Reach out to Jill or Mark Michel for Loon Stuff and CBCW - Amy
- Asked Emily Moore for giveaway items - give out at Annual meeting
- If apparel is ready, then Tom can sell
 - Ryan can help with website purchase
- Ryan - ask Harley about coffee

Land Use - Tom Rooney

- 29997 Arbutus Dr is pending sale
 - List price was \$575,000

Lake Regulations - Sue Sjeklocha, Holly Huso, and Tom Rooney

- Dave Ferris voicemail to Sue
- Wake boat issue, State or County may take lead on this
- Lake map showing zones offset from shoreline for different vessels, boats, jet skis, and wake boats - Ryan and Amy

Sponsor Directory - Ryan Knox and Amy Juers

- Shelf

Comments and Discussion - All

- Jim is retiring his position and won't be joining us after the annual meeting
 - We wish Jim the best and we thank him for his work and volunteerism
- Sand Point Install
 - Amy and Tom would like to be kept in the loop and might help with install

Adjournment 8:26 pm Amy Juers