

Des Moines Lake Association Board Meeting
Wednesday January 8th, 2025
Zoom

Board Members in Attendance: Amy Juers, Ryan Knox, Sue Sjeklocha, Mike Schafhauser, Michelle Schoeder, Mike Kellar, Holly Huso

Board Members Not in Attendance: Tom Rooney

Call to Order: 7:05 PM

Welcome (Amy)

WDS / Surface Water Grant Update (Ryan/Amy/Mike S)

- Land Use agreement, signed by Michel's, DMLA and LLPOA, all done
- \$30 filing fee at Burnett County, Amy will handle this soon
- Includes Camera System
- Custom Controls
- \$17,345 total donations thus far
- Sign on Shed, need to work on this now
- Memorial Sign
 - Recommend a pedestal option due to limited space
 - Get the accurate name for each name on the plaque
 - Ryan and Amy will look at donation list
 - Add street address to sheet
- Mike knows a sign maker
 - Get bid
- January 15th Last Chance
 - Shut down donations
- Mike Will do a Live this weekend
- Video of Machine Operation at Annual Meeting

Camera System / Surface Water Grant (Ryan/Amy)

- Will hear about this in about a month or so (Feb 15th)

2024 Survey Results (Tom/Michelle)

- Top 5 Key Things People Appreciate
 - Concern Strength Priority

- Clean and Clear Water
 - Environmental
 - AIS
 - Pollutions
 - Protect our Clean Water with WDS release
- No Wake Hours
 - Noise
 - Rule Enforcement
 - Social Media communications
- Community and Neighborliness
 - Lack of following rules
 - Etiquette
 - Testimonials of tenured residents
- Overcrowding and Noise
 - Paddleboarding
 - Fishing
 - Relay local laws and
- History and Personal Connections
 - Maintain legacy for future generations
 - Share stories with photos
- Jan through December communication
 - Theme each month
 - Communication planning calendar
 - Throw in photo contest

Fundraising

- Apparel
 - 29 orders
 - 91 products
 - Average ticket of \$98
 - \$455 of profit
 - How to do it again?
 - A few times a year
 - Summer theme
 - Tie into Memorial Day Annual Meeting on May 24th
 - Kellar
 - Find out if they can do koozies?
 - Ask if we met his expectations?

Community Events

- WDS Ribbon Cutting Ceremony
- Kids fishing game with prizes attached to line
- Can koozie
- Start Committee for WDS Ribbon Cutting
 - Check with volunteer list
 - Michelle had reached out to this list
- Dates Meat Raffle, Memorial Weekend?
 - Ryan booked on May 17th at Cabaret
 - Holly will be out of town ;(
- Fourth of July Parade, Saturday, July 5th!!

Education Topics

- Calendar of educational topic Michelle and Amy

Finance

- DMLA 4135.90
- Partner 14691.36
 - DMLA has significant more funds in partner account
 - DMLA floated \$2600 to Partnership
 - 12835.27 transferred
 - DNR check
 - And \$2600 float
 - \$11894.79 back in to savings account for WDS
 - LLPOA committed \$7500
 - Partner final \$2700 balance
 - Will carry us through the spring
 - Instructions sign expense, donation plaque expense

Membership Drive

- Last year's goal was 70. We hit 78. Goal this year is 82
- Last Year was 66, Previous to that was 64.
- Attribute that to WDS and letter campaign to non members
- Retain of new members that were reached by letter campaign?
- Membership email will be sent in late January
- Use previous year as template
- This will point to a non login membership dues page like last year
- 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

Lake Regulations Update

- Noise from Brandis and Pontoons on Weekend
 - Association should point person complaining to authorities
- Steve Johnson Wake boat Ordinance (Sue talked)
 - Trying to get Webb Lake Support
 - Every lake in the town
 - DMLA not taking stand
 - Letter writing campaigns
 - DML not viewed as huge issue
 - DMLA can share info
 - Member had made comment on facebook post about wake boat ordinance
 - Mike approached by two people in Webb Lake association
 - Amy comes with up with written response regarding how DMLA board should answer community members about this topic

Fishing and Water Quality

- Tyler Hines had reached out to DNR
 - Last talked to Tyler on Nov 25th
 - Talked to Craig Roberts
- Fish cribs were done 37 years ago
 - Craig Neibuhr
 - Had to sign a document about a floating
 - Make out of green oak 8' cubes
 - Made at landing
 - Stuff branches
 - Done very late in the Spring
 - Almost put the Main Store truck in the ice
- Fish Sticks might be an option
- Mike Kellar reach out to Tyler about Fishing

Website & Social

- Change email newsletter to Brevo free service
- Managing contacts
- Auto add subscribers to list from website
- Ryan and Amy work on this

Land Use Update

- Brandi's is still for sale

Comments and Discussion

- Boat landing repair issue
 - Find out where it sits on the list of survey

Adjourn (Amy) 8:13 adjournment