

Des Moines Lake Association Meeting

Wednesday, July 9, 2025, 7pm

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

Board Members not in Attendance: Sue

Others in Attendance: N/A

Call to Order: 7:03pm

Agenda

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

- Discuss next steps (Stage 3, training, etc.) and help needed
 - Currently operational
 - Stage 3 – next Friday part will be there. No word from Mark M.
 - Shed door upgrade – those will be redone soon by Steve and Jeff on the Long Lake side
 - Insulation and heating left
 - Propane – 30 gallons or so left – being used daily regularly
 - Ryan has app on his phone to show appx gallons of propane left in tank
 - Should identify a back-up in the event Ryan is not around (log in as group to monitor?)
 - Ryan confirmed Amy is also on account
 - Burnett Dairy Co-op is propane service – at 64% (160 gallons) – started with 200 gallons
 - Surveillance system – computer needed eventually
 - So far no violations have been detected (but monitored how people used this initially)
 - Temporary sign has been helpful – need to be sure there is a quick start for usage
 - Consider a timer on the machine so it is on 3 full minutes – sign will be important for this
 - Seems to be more compliance with decontamination
 - When infractions are noted people are fined \$170+ in some cases
 - Once lines run for camera system then we can sheetrock
 - So far, no help is needed, Ryan will ask when needed
 - Board should form non-profit to get appropriate officers ins. Should something go wrong
 - Been observed those trailers after dropping boats do not seem to be decontaminated as regularly (Tom)
 - Will let Mark M. decide how to handle the above
 - Violations going out of lake are higher typically (we do have 3 invasive species) – if we had high grade invasive species concern would be greater

- o Want to be consistent with whatever direction we go
- o Ryan does not plan to be CBCW volunteer – he is handling all technology to set up monitoring
- o Reports have incriminated against a variety of people/businesses
- o Amy will talk to Mark about this further
- o Put too much money and time into this to let some pass and others not – enforce for all – need to follow the ordinance
- o Heavy emphasis on decontaminating before entry
- o The current camera system does not have the ability to catch a vehicle going a little faster than normal

Camera System / Surface Water Grant Update (Ryan/Amy)

- Discuss schedule, etc. Amy/Mike S discussing insurance and land use agreement w/lawyer
 - o Keep two non-profit entities
 - o Additional insured for one entity and primary insured is other
 - o 7:30pm - Motion to postpone decision on dissolving our current association and form new entity, Ryan put motion forward and Mike S seconded – all members agreed. Motion approved.

2025 Fundraising (All)

- Ribbon cutting ceremony success!
 - o People loved getting photos by the sign (thanks to Holly for this idea)
- Apparel sales (Mike K), Fall Meat Raffle, Golf Tournament/5K Race, Taco Boat Labor Day weekend
 - o Vendor went on vacation – feedback is colors were not easily seen – Mike will continue to work on this, and we'll get the word out
 - o Meat Raffle – Brandi's in the fall (Ryan will reach out to Brandi) – mid to late September. Friday evenings are fun – seems close to Bingo (Ryan) – did get up to 1,000 last meat raffle. Takes 5-6 people 3 hours to coordinate (or more).
- Ryan received message asking if we could do golf tournament/5k if there is interest – First Responders has a tournament annually. Cannot do this prime time typically in the summer...would need to consider early afternoon.
- Taco Boat – Amy's sister willing to coordinate
- Go around with Dilly Bar's to sell as well

Finance Update (Mike S/Amy/Tom)

- Consider FAQ regarding finance and legal for members to ease concerns
 - o Mike S will pass number along tomorrow (doing quite well)
 - o Members wanted more transparency on finance
 - o Can consider FAQ area on website (Amy can work on this)

Annual Meeting (All)

- Recap; bylaws update document and website; communicate open board positions earlier
 - Number of people who attended (Ryan)
 - 58 in attendance
 - 29 voted
 - Suggest we put majority vote passed (suggest paddles to count easier in future)
 - Communication ahead of time for open board positions – could use one or two more people – Jen Johnson and Mara (sounds like she could be interested)

2025 Community Events

- Parade, update website and post on Facebook. See fundraiser line items.
 - Does anyone have more photos?
 - Ryan has some more – sent top three to Mike K
 - Will get webpage updated – Ryan and Michelle will coordinate

Education Topics (All)

- WDS training videos
- Presented on June 20th at North Wisconsin Ed (grant obligation)
- When stage 3 is done we will create another video on YouTube – put QR code on sign to bring people to demo video – deliver message in various ways

Membership Drive (Ryan/Mike K/Holly)

- Record 80 member
- Need system for those who fall off (retention system) – letter sent to those people
- Would you like to become a member message – thank you for being a member message – consider becoming a member message
- Ryan will send Amy list on those who are not members

Lake Regulations Update (Holly/Tom/Sue)

- Wake boat ordinance
 - Not on their agenda recently
 - Holly did not attend due to the topic not being discussed
 - Was there a boat with a ballast in? Did anyone notice and can identify if this boat has a ballast (Mastercraft)
 - Feel lakes without restrictions for wake boats could see uptick/risk of boats going on our lakes
 - Do we want to consider identifying more about our lake to deter boats from doing 'surfing'? (limited area to do this)

Fishing and Water Quality Update (Holly)

- No update

Website/Social Updates/Communication (Ryan/Mike K/Michelle/Amy)

- Live from the Lake videos – would like to save on YouTube
- We have a YouTube page we could add to
- Amy and Ryan can access (Michelle can assist too)
 - Grab from Facebook and import to YouTube
 - Put on bottom of newsletters
 - Include on website

Land Use Update (Mike K/Tom)

- Boat landing repair, Township dumped more gravel. Concrete option \$14k. Grant eligible?
 - Large amount of support to figure out a permanent solution for the landing
 - Amy asked Steve A. – they do not have funds for it
 - Amy will ask DNR if there are any grant funds for this
 - For 14k they would lay cinder blocks with cables and pour over it (Mike K. said it is not effective)
 - Do we consider marketing differently – updating it would encourage more traffic
 - Mission is to protect the lake and surroundings for our community
 - Will message in our newsletter and explain we did due diligence and cannot afford to put more money into the landing – lean on the town (use as scapegoat)

Comments and Discussion (All)

- Do we want to donate to First Responders – consensus is yes (we have before)
- Can we think about some sort of recognition for LaRock's for their annual fireworks (Holly)
 - Something for the cabin
 - Facebook post
 - Thank you note

Adjourn (Amy)

- 8:15pm

Next meeting date: Wednesday, September 10 @ 7 PM