

Des Moines Lake Association

Board Meeting Minutes

Date: March 25, 2026

Format: Virtual Meeting (Microsoft Teams)

1. Call to Order & Welcome

Chair **Amy Juers** called the meeting to order. A quorum was present. Some board members joined late or were absent due to scheduling conflicts.

2. Attendance

Present:

- Amy Juers
 - Ryan Knox
 - Mike Schafhauser
 - Tom Rooney
 - Michelle Schoeder
 - Holly Huso
 - Mike Keller (absent – conflict)
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3. Decontamination Station Update

Land Use Agreement:

- Attorney review identified that the Michael property is held in a trust.
- Agreement must be updated to include the appropriate trustees (Mark's sons).
- Amy will revise and re-submit to the county prior to execution.

Operations & Opening:

- Target opening timeframe: **mid-to-late April**, weather dependent.
- Opening procedures will be documented to complement the completed **winterization manual**.

- Additional assistance may be needed to capture detailed operational steps.

Equipment & Improvements:

- Minor plumbing adjustments planned (spigot relocation).
- Storage cabinet to be added.
- Propane and system readiness to be confirmed prior to opening.

Signage:

- Final signage remains **on hold** pending Burnett County ordinance updates.

Camera System:

- Phase 1 implementation expected **May 2026**.
 - Additional components (~\$1,200) will be purchased.
 - Existing system will be brought back online in the interim.
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4. Annual Meeting Planning

Date Confirmed:

- **Saturday, May 23, 2026**

Elections:

- Positions open: President, Vice President, and Director seats
- Ryan Knox confirmed he will **not seek the president position this term due to existing project commitments**
- Amy will conduct outreach to potential candidates:
 - Mara (new property owner)
 - Jenny Johnson
 - Rachel Keller (potential candidate)

Election Process:

- Mike Schafhauser will oversee election process at the meeting
- Board discussed implementing a **voting system (cards/paddles)** to ensure accurate counts, especially for bylaw-related votes

Communications:

- Board agreed to send a **dedicated email campaign** explaining:
 - Board roles
 - Expectations

- Time commitment
- How to run or nominate

Logistics:

- Ryan will confirm timing and coordination with The Cabaret
 - Amy will prepare agenda and presentation materials
 - Yard signs and email notification to be distributed **10–30 days prior** to the meeting
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5. Fundraising

Spring Fundraiser:

- **Bingo-style meat raffle** confirmed (new format)
- Scheduled: **May 2, 2026**
- Pricing and structure similar to Cabaret/fire department model
- Volunteers will be coordinated once logistics are finalized

Meat Purchase:

- Same structure as prior years (~\$250 total from Block & Cleaver)
- No premium “final prize” item planned
- Amy is buying meat

Golf Tournament (New Initiative):

- Voyager Village open to hosting
 - Discussions ongoing regarding:
 - Format (likely 9-hole, shotgun start)
 - Date (TBD based on venue availability)
 - Potential structure:
 - Member priority or pricing differential
 - Amy continuing coordination
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6. Financial Update

Account Balances:

- Joint Account (Long Lake): \$1,818.19
- DMLA Checking: \$7,651.51
- DMLA Savings: \$16,742.92

Expenses:

- Minimal winter expenses (primarily electricity)
- Q1 costs being covered from existing funds

Taxes:

- IRS filing completed and accepted

Audit / Financial Review:

- No volunteer secured yet
 - Michelle will explore using her CPA son-in-law
 - Scope: basic reconciliation of spreadsheet, receipts, and bank data
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7. Insurance & Organizational Structure

- Current insurance coverage remains **uncertain due to lack of formal entity structure**
- Risk identified: potential claim denial due to undefined entity
- Attorney (Schoenaker) previously recommended restructuring
- Board agreed to **re-engage attorney and push forward** on formal structure

Action:

- Amy to follow up with attorney and copy Mike Schafhauser
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8. Legislative / Wake Boat Update

Holly Huso Reported:

- Wisconsin legislative session ended **March 19, 2026**
- All wake boat-related bills **failed to pass**
- No new statewide regulations for 2026 season

Implications:

- Regulation reverts to **existing state law**
- Future legislation expected in next session

Board Approach:

- Focus on **education and awareness**, not advocacy
- Topics for Annual Meeting:

- Current laws
 - Responsible boating practices
 - Environmental impacts
 - Encourage members to engage locally (township meetings, legislators)
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9. Membership Update

Current Status:

- 49 paid members
- 5 prepaid for next term
- Tracking consistent with prior years

Strategy:

- Target: exceed prior high of 81 members
 - Actions:
 - Dedicated **membership email campaign**
 - Follow-up outreach (email + mail)
 - Potential personal outreach over time
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10. Communications & Engagement

Fun Committee:

- No volunteers to date
- Plan to issue **separate call-to-action email**

Social Media:

- Increase targeted posts (not just newsletter mentions)
- Use social channels to drive engagement and action

New Ideas Discussed:

- QR codes for:
 - Membership
 - Donations
 - Use during high-traffic events (e.g., July 4th)
 - Potential “association-branded boat” for outreach
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11. Boat Landing Update

- No formal update from Tom Rooney or Mike Keller
- Continued concern over **damage from power loading**

Board Direction:

- Focus on **education vs. repair investment**
- Consider:
 - Visual materials (photos/video of damage)
 - Demonstration of proper loading practices

Note:

- Landing is township property; repairs require township coordination
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12. Recognition

- Plan to recognize LaRocks family (fireworks support) at Annual Meeting
 - Holly to coordinate materials; Amy to confirm attendance
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13. Additional Notes / Ideas

- Discussed creative fundraising and engagement ideas for July 4th event
 - Potential use of QR codes, themed boats, and interactive outreach
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14. Adjournment

Meeting adjourned following completion of agenda items.