

# ROCK LAKE IMPROVEMENT ASSOCIATION EXECUTIVE BOARD MEETING

[www.rocklake.org](http://www.rocklake.org)

Minutes for February 15, 2021 at 6:30 p.m.

Via ZOOM

## 1) Call to Order – 6:30 p.m.

Members present: Mike Nesemann, Nathan Pyles, John Crump, Stan Smoniewski, John Thode, Jim Colegrove, Susan Trier, Bruce Ward

Guests: Patricia Cicero, representatives from Protect Wisconsin Waterways/Creative Marketing Unlimited (Andy Dahl - advisor, Avery Maney–account exec, Zach Genrich–account exec, Ian Grant–account exec), Cory Nelson, Mr. and Mrs. McCoy

Absent: Sharron Webster, Ralph DePasquale

## 2) Good News Minute – Meeting participants shared recent good news.

## 3) Motion to accept the agenda - Made, seconded, and unanimously approved.

## 4) Secretary’s Report – Motion to approve Emergency Meeting December 2, 2020 minutes made, seconded and unanimously approved. Motion to approve January 18, 2021 meeting minutes made, seconded, and unanimously approved.

## 5) Treasure’s Report Jim.

Jim asked if there were any questions re the 2020 annual financial report to be presented at the 2021 annual meeting. Hearing none, a motion was made, seconded, and unanimously approved to present them for approval by the members at the annual meeting in August.

## 6) Public Comment(s)/Correspondence –

A. Guests. The McCoy's are interested in joining the RLIA and looking into a Healthy Lakes Grant. They had some questions re their membership which Jim ably answered.

B. Mail. Jim. None.

C. Email. (Stan and John C). Nothing

D. Facebook. (Susan). Nothing on FB but our letter to the paper which summarized our longer letter to the City Council, was published.

## 7) Rock River Storm Water Group & Creative Marketing

Creative Marketing (CM) is a marketing group operated by Whitewater students as part of their business training. They were hired by the [Protect Wisconsin Waterways](#), a stormwater education outreach initiative supported by the [Rock River Stormwater Group](#). That is a coalition of communities from Beaver Dam to Beloit committed to improving the health of the Rock River and other local waterways through outreach to schools, outdoor groups, and homeowners as well as on-line work. Their digital engagement features a different waterway each month and they will soon start a “Species of the Month” online feature.

The [Storm Drain Protector](#) program would seem a natural fit with our Storm Sewer Steward program. In non-CoVid times, they combine hosting and group visits with door-to-door campaigns and report a 50% sign-up rate. They feel very comfortable with social media and suggested consideration of a special Lake Mills storm sewer page on their website, which they would link to ours. Jim said we have 66 storm sewers draining directly

into Rock Lake, with the rest of the City's storm sewers draining into Rock Creek (which drains into the Rock R. via the Crawfish R). In the past he has worked with Eagle Scouts to label drains which go directly into the lake. The CM people said their services were need-based and given their association with 12-13 municipal members, there would be no cost to us for their services. Such services could include a social media campaign/outreach and preparation of packets for homeowners near the 66 sewers draining directly into the lake. In return they would be able to share their broader message through us.

## **8) Committee Reports**

A. Water Quality Agriculture. Nathan. Nothing to report.

B. Water Quality Residential. John T. Nothing to report.

C. Water Quality Streets. Jim. Nothing to report.

D. Water Quality Sampling. Patricia. Nothing to report.

E. Water Quality Miljala Channel. Susan. Nothing to report.

F. Public Outreach Susan. Nothing to report.

G. Habitat – Fisheries. Bruce/Cory. No response yet from the Leader re their letter to the editor on meeting with the DNR. Susan reminded them to work through her on such submissions as she has a working relationship with the Leader.

H. Habitat – other. Shar. Mike summarized the proposed ideas for the turtle program, the leadership of which is evolving.

I. Membership – Jim. He had sent out the proposed 2021 annual membership drive letter, pointing out that we have experienced a steady decline in membership since 2017. He felt we needed to reach out to an audience beyond riparian owners and their neighbors across the street. He explained a USPS program, [Every Door Direct Mail \(EDDM\)](#), a powerful tool to send bulk mail in a specified ZIP code based upon postal routes. We currently spend roughly \$700 to mail about 515 pieces, bulk mail. EDDM would cost us about \$4,000 for 6,000 pieces. He said we traditionally tried to get this mailing out in March, but that means missing a significant number of “snowbirds” whose mail may not be rapidly forwarded or lost/discarded if they are in transit. Minor changes to the mailing letter were discussed, perhaps including topics popular with the general population, e.g., assisting with coliform count monitoring to allow safe swimming, expanded Slow No Wake Zones to enhance the safety of swimmers and non-motorized vessels, etc. John T, Jim, and Ralph will work on the letter and attempt to have it ready by 4/1/21. A motion to authorize up to \$5,000 for an EDDM mailing of this year's membership letter was made, seconded, and unanimously approved.

J. Lake Recreation. Ralph. Nothing to report.

## **9) Other Reports.**

a) County. Patricia. There were > 30 applications for the County Water Resources Management position, and she hopes to have the position filled in March.

b) JRLC. Stan. They sent a letter to the Town recommending making the Slow No Wake Zone a uniform 200 feet from shore. John C brought up chloride testing in response to concerns about road salting practices. It was last tested in 2013, when it was “high normal” in the “deep hole” and at the spillway. At that time, it cost \$20 per test. Patricia recommended testing during the fall and spring water turnover and a motion was made to

authorize up to \$300 for testing from 2 lake sites plus the Mill Pond in spring and fall 2021, and spring 2022. It was seconded, discussed, and passed unanimously.

#### **10) Old Business.**

A) Stan. F/U of carrying capacity letter to the City Council. Several emails were sent to the RLIA site. Also, the JRLC is sending a letter of support of our letter on this issue.

B) Shoreline Zoning Ordinance & ZBA Review Committee (John T., John C., Nathan) They have begun meeting and working on this issue.

C) Bylaws Update Committee (Mike, Jim, John C). Nothing to report.

#### **11) New Business**

A) Wisconsin Lake Annual Meeting 3/8-3/12. (Stan). Stan reminded people of this meeting, with a very fine agenda covering many of our “hot” topics, like wake-boarding. The cost is \$20/day to attend virtually. Jim reminded all that the Board routinely supports attendance but he will need receipts to reimburse for tuition.

B) Annual Meeting. Jim has reserved the Korth Park Shelter for Saturday, 8/21. Under a new policy, it must be rented for the entire day.

C) Consideration of membership fee increase (Jim). Jim pointed out that our current dues (individual \$15, family \$25, and affiliate \$50) have not been raised for some time. A proposal was made to consider raising them to \$25, \$35, and \$100 respectively. The pros and cons were discussed, and it was decided to reconsider this after we see the response to the spring membership appeal, in time to present any possible increase to the membership at the August Annual Meeting.

D) Road salt and brine event update. John C updated the Board on the plans for an excellent virtual session on many aspects of road salting and snow removal. Both the JRLC and Paul Hermanson (Dir. of the City’s Public Works) are very interested. The City has the equipment to use salt brine, but the road crew (snowplow operators) need additional training. Mr. Hermanson has now enrolled the road crew in a training course to be held later in February, sponsored by Wisconsin Salt Wise. This was arranged by Mr. Hermanson, whom we put in contact with Allison Madison, the Director of Salt Wise; she is also organizing and presenting our Road Salt zoom-based webinar. This webinar will be available to dial in. At their February meeting, the Town Board also indicated support for the Webinar, and 2 of the 3 Board members as well as the Town Clerk have committed to attending. The third Town Board member will be out of town, but plans to watch the video when he returns. Check the RLIA website for specifics about the webinar.

E. Cedars Conditional Use Permit (CUP) hearing by City. The Cedars is a group of 29-30 households with joint ownership of a significant parcel of riparian land, the site of the so-called “three sisters.” They engaged in unauthorized cutting on the property – actions now being brought up to the City planning Commission. There are also, apparently, several Cedars members who wish to put in 4 piers for a total of 4 boats. This issue will be subject to DNR rules but also the City, as the likely location of the proposed piers is not within the current viewing and access corridor, which means more vegetation clearing. There is also the issue of the adverse effects on the lake of pier shading as well as whether or not the Cedars’ Convenance was correctly observed. The hearing is at 1900 on 2/2321 and Bruce and John T will attend. Mike has a prior engagement ending at 1900 but will try to get there.

**12) Adjourn** – A motion was made to adjourn, which was seconded and unanimously passed at 8:40 p.m.

Next Meeting (via Zoom): Monday, March 15, 2021, 6:30 PM.