

ROCK LAKE IMPROVEMENT ASSOCIATION

www.rocklake.org

Minutes for February 18, 2019 at 6:30 p.m.,

City of Lake Mills City Hall, 200 Water Street, Lake Mills, WI 53551

- 1) **Call to Order** – 6:34 p.m.
Members present: Jim Colegrove, Wes Dawson, Mike Nesemann, Stan Smoniewski, Susan Trier, Ralph DePasquale, Candace Diaz, Bonnie Nolan
Absent: Lianna Spencer, Nathan Pyles
- 2) **Motion to accept the agenda** made by Mike, seconded, and unanimously approved.
- 3) **Good News Minute** – meeting participants shared recent good news
- 4) **Secretary's Report** – Motion to approve January 2019 minutes made by Stan, seconded, and unanimously approved.
- 5) **Treasure's Report** –
 - a) January financial statements had been electronically distributed by Jim.
 - b) Jim presented several checks to be signed, one for Susan Trier (\$150 for stamps), one to [Wisconsin Lakes](#) (\$425 for annual membership), and one to Jefferson County Parks (\$165 for reservation of shelter for annual meeting).
 - c) Jim updated the Board on the CDs noting we would be getting a report from the bank every 6 months when interest is paid.
- 6) **Public Comment(s)/Correspondence** –
 - i) Jim passed out copies of the latest *Rock River Reflections*, the regular publication from the [Rock River Coalition](#).
 - ii) He advised the Board that the [Wisconsin Conservation Voters](#) had contacted him requesting funds. This is left up to each individual.
 - iii) Stan received a notice that the book *Lakeside Reflections* is available.
- 7) **Committee Reports**
 - a) Water Quality
 - i) Agricultural – Nathan was absent but several members attended the Beaver Dam Lake Improvement Organization's event which featured excellent speakers from [The Chesapeake Bay Foundation](#). Discussions were also held re their Healthy Soils Program. We continue to need local farmers for membership in the program.

- ii) Residential – Susan is working on the lake tour, Around the Lake, and has scheduled a meeting at the L.D. Fargo Library 3/13/19 at 6:30 PM. All are invited. She is hoping to be able to have people sign up for the tour at Town & Country Days (6/12/19).
- iii) Water Sampling – Ralph continues to work with Patricia Cicero on volunteer training.
- iv) Streets – Jim said there's a Boy Scout working on his Eagle badge who is interested in updating city drain markings as his project.

b) Habitat – pending reorganization

c) Membership and Lake Recreation – Bonnie

- i) Bonnie consulted with Badger Printing (Fort Atkinson) re the cost of printing, addressing, and mailing our membership solicitation letters. The plan is to send the mailings to all addresses of town/city businesses as well as addresses on both sides of streets/road that border the lake, e.g., houses both “on” the lake as well as those across the street. We had been getting this list through Jefferson County Land & Water, though Badger Printing apparently includes obtaining them as part of the fee. We discussed what to include in the mailing, and a mailing from the [Willy St. Coop](#) was passed around as an example of modern mail marketing. It seems that more pictures and less text is the way to go, and also to limit the number of issues highlighted. Bonnie will circulate some suggested examples and a list of possible issues for the Board to comment on, after which she will obtain bids for 750 inserts/letters plus extra letters from Badger, The Leader, and possibly other sources.

d) Public Outreach – Susan and Stan

- i) Susan, Stan, and other have been working on the presentation of our roll out of the Lake Management Plan to the City Council (3/19 at 1900) and Town Board (4/19 at 2000).
- ii) Several events are planned including:
 - A combined Lake Management Plan kick-off & Party at the [Sunshine Brewery](#) on 5/5, 1300-1500. They only charge \$35 for use of the venue.
 - The first Brew with a View (BwV) is on 5/30 and they needs some help designing the exhibit we will put up there. We are allowed to have an exhibit and some flyers, but not to staff it and proselytize. Mike volunteered to take it down and transport after the event is over. Additional BwVs are 6/27, 7/25, and 8/22.
- iii) The new website design and plans for upgrading it were discussed.

8) Other Reports.

- a) County. Patricia was absent.
- b) JRLC. Stan presented a copy of the letter the JRLC sent to the Town Board and City council in support of their setting up boat cleaning stations. The Board agreed we should send also send a letter in support. Mike agreed to draft a letter and circulate to the Board.

9) Old Business

- a) Boat cleaning station. See 8)b.
- b) Section of date for boat tour (Around the Lake) – will be set at next committee meeting.
- c) Susan's letter to riparian owners – pending.
- d) In-lake cleanup, pending identifying pontoon boat owner willing to participate.

10) New Business

- a) Garden Tour Participation. Susan spoke to people from Friends of the Library and our participation would be limited to recommending lake properties which showcase Healthy Lakes Initiative landscaping/plantings. Susan made a motion that we participate in this manner, seconded and passed unanimously.
- b) Membership letter and March mailing. See 7)ci above
- c) Upcoming [Lake Partnership Convention at Stevens Point](#) 4/10 – 4/12. This is sponsored by the Wisconsin Lakes Organization, and several Board members who attended in the past felt it was very valuable. Mike made a motion to obligate up to \$1,000 to sponsor 2 Board members to attend. It was seconded and unanimously passed.
- d) Environmental Cleanup (aka Garlic Mustard Pull). A discussion was held re whether to set a firm date which would allow people to make definitive plans. But we are then subject to both inclement weather on the specified day or may be too early (as it was last year) to easily identify the garlic mustard and pull them out. An alternative approach was to set a target range of dates, say 2 or 3 weekends, advise potential participants of those dates, and make the call closer to the actual date. It was decided to try the latter approach, shooting for sometime end of April, or early May. Susan will send out a tickler to potential participants end of March.

12) **Adjourn** – Mike made a motion to adjourn, which was seconded and unanimously passed at 8:20 p.m.

13) **Next Meeting:** Monday, March 18, 2019 at 6:30 p.m., Lake Mills City Hall