

ROCK LAKE IMPROVEMENT ASSOCIATION EXECUTIVE BOARD MEETING

www.rocklake.org

Minutes for May 15, 2023 at 6:30 p.m.
City Hall

1) Call to Order – 6:30 p.m.

Members present: Mike Nesemann, Susan Trier, Bruce Ward, Jim Kerler, Tom Krejcie, Danny Durow, Cynthia Chmell

Absent: Jim Colegrove, John Thode

Guests: Patricia Cicero, Anita Martin, Kevin Wiesmann, Lisa Perlewitz, Scott Perlewitz, Tim Aurand (new member), Brandon Sayre (new member), Cory Nelson, Jean Schoeni, Keith Clark, Lee Gatzke, Debra Gatzke,

2) **Good News Minute** – Participants shared recent good news.

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

4) Secretary's Report

Motion to approve 4/17/23 minutes made, seconded, and unanimously approved.

5) Treasure's Report.

Motion to accept treasurer's report from March was made, seconded, and unanimously approved. Tom reviewed several highlights. Including getting the BLM to finally have our CDs show up on our statements. The DNR has yet, after 7 months, to clear the check reimbursing them for unspent grant money. We now have a balance of \$43,400 and have received \$7,000 this year in donations and memberships.

6) Public Comment

A. Guests. Anita Martin noted reports of pets dying after exposure to bird flu and that a red fox succumbed in Dane County, She reminded everyone to be aware of almost continuous background presence of this disease and to report unusual wildlife deaths to the DNR.

7) Other Reports

A. County Representative Patricia Cicero.

i) The hiring process for the Water Resource Management Specialist is underway.

ii) She reported on the lake levels, pointing out that the City manages the dam, following DNR directives re levels. The goal is to maintain both the lake and downstream ecosystems, while also trying to minimize shore erosion. Outflow is increased in fall on 9/15 and 11/1, and on 5/2 it is lessened to increase summer lake levels. She reminded the audience that we need rain to increase water levels. When asked why the Crawfish and Rock Rivers were so high compared to the lake, she alluded to the rivers' much larger drainage area and more tributaries compared to Rock Lake. Also, Rock Lake's watershed is relatively small;

iii) Concern was raised over a filamentous algae bloom along the west side of the lake. She explained this is primarily due to phosphorous levels, which usually rise during the spring turnover, feeding the algae. Less winter ice and zebra mussels also contribute to this phenomenon. As the algae multiply, oxygen bubbles rise carrying masses of the algae to the surface where they eventually die and decay.

iv) Clean Boats/Clean Water program. As detailed last month, the Town and City are running their grant supported programs independently of each other. 2 inspectors per program had been identified, but one of the City inspectors has chosen not to participate.

B. JRLC. No representative was able to attend tonight, but Susan said the turnout for the water patrol discussion at the last JRLC meeting was disappointing. There is a problem recruiting for water patrol officers, so they may change from having a few officers doing full shifts, to hiring more officers and having them basically work when they can, i.e., truncated shifts. In the meantime, citizens wishing to report problems should contact the Jefferson Co. Sheriff's Dept.

C. Lake District (LD) Formation. Keith Clark, representing an ad hoc committee of 7 people, gave a presentation on lake districts and the committee's interest in forming one for Rock Lake. Basically, a lake district is a legal entity with taxing authority. The ad hoc committee is considering defining the LD population as riparian owners, people with deeded lake access, and those with deeded lake rights. The district size can also vary from an entire watershed to just lake frontage owners. Once identified, 51% of the designated population must approve the LD formation via a referendum. The results are presented to the County which has final approval power – he noted that while 51% is the minimum, clearly the higher the approving percentage, the more likely the County will agree. They feel an LD is needed given the multiple entities involved in managing the lake and competing financial priorities. An LD would have the lake's health as its only interest and would be able to raise money to address any needs. He noted two previous attempts, in the 80s and in the 90s. They are doing a great deal of legwork, talking with other LDs and stakeholders and hope the RLIA will work with them, including naming a Director to their committee. They are also hoping to get representatives from the City as well. The Board will discuss this.

8) New Business.

A) Trieloff property. Kevin Wiesmann (Jefferson Co. Parks) said pre-purchase testing revealed soil contamination which will require remediation before the purchase. Since many donations, including those from RLIA members, were made specifically for the purpose of purchasing the property, they can't be used for remediation efforts and he asked if we could amend the RLIA donation to allow its use for remediation. Mike made a motion, which Tom seconded, to amend the RLIA donation of \$5,000 to allow it to be used for either purchase or remediation. The motion was passed unanimously. Kevin pointed out that the 25th anniversary of the purchase of Korth Park will be happening next year and they would like to work with RLIA to plan a special event. Bruce reminded everyone that the proceeds from Brew with a View go to Jefferson Co. Parks.

B) Legendary Learning Sessions for this season. Susan said Jefferson Co. Parks has waived the fees for use of the Korth Park pavilion for the Wednesday night sessions (6/28, 7/26, 8/30), all at 6:00 pm. Susan has 2 speakers lined up: Drew Harry (Land Steward at Madison Audubon's Faville Grove Sanctuary) to discuss the birds of Faville Grove and Jennifer Redell (Conservation Biologist/Cave & Mine Specialist for the WI Bat Program). A third is needed and she mentioned several possible topics including frogs, dragonflies, fireflies, or butterflies. She also suggested we provide the speakers with a \$100 honorarium, plus money will be needed to pay for cookies, water, etc. In addition, she requested we purchase a set of digital voice recorders. These could be used to increase audience participation during Legendary Learning Nights by identifying bird calls or encouraging member education by identifying frog calls during this year's Annual Meeting. Apparently you can

get 6 for \$35 on Amazon. Mike made a motion to allocate up to \$500 for honoraria, logistical support for learning nights, and the purchase of the sound buttons. Bruce seconded the motion which was passed unanimously.

C) SMART Goal for Education. Cynthia presented a detailed outline (see Appendix 1) which led to a discussion regarding which topics to present, the possibility of having detailed notes on the presentation taken and made available, videoing the presentations (possibly with assistance from some tech savvy entity like a HS media club), and where to hold such events, e.g., the Pharmacy. The Board will go over the excellent list and determine what priority to assign them.

D) SMART Goal for Engagement / Community. Jim K presented a detailed outline (Appendix 2):

- After a discussion of this extensive list, it was decided to have the Board list them in order of priorities, taking into account which are most doable and what the timeline would be.

9) Old Business

Discussion of RLIA/Mission Danny presented several ideas related to the overall strategic and tactical plan for RLIA. The current proposed vision statement, "Our Rock Lake," was discussed at some length, with some Directors feeling it was too general. Differences between vision and mission statements were also discussed. It was decided that at the June meeting, 3 or 4 alternatives for the vision statement will be considered, voted on by the directors, and finalized. The mission statement will also be reaffirmed as final. A draft document was also reviewed that attempted to summarize the RLIA Board's planning session and various documents sent out later, and could provide a starting point as a blueprint for our plans each year. Smart goals submitted so far are also included (document included as an attachment). The last step could be to prioritize all the goals and proposals into a specific tactical plan for the year. This will also be discussed at the June meeting.

10. Next scheduled meeting. 6/19/23. City Hall

11. Adjourn. A motion to adjourn was made, seconded, and unanimously passed at 8:40 P. M.

APPENDIX 1 SMART GOAL FOR EDUCATION

S	<p>What do we want to accomplish?</p> <p>Why is it important?</p> <p>When?</p> <p>Who is involved?</p> <p>Which requirements and constraints might get in the way?</p>	<p>Add two additional Legendary Learning programs. Written summary of program for newspaper and website. Video recording of programs for social media (YouTube) Requested by membership; community engagement; get members/community involved; increase membership Additional programs in off-summer months. Summary/Review to begin this summer. Video recording to begin with additional programs. Program coordinators. Membership, community members/high school students interested in media or environmental clubs May be challenging to find additional speakers, reviewers and videographers. Location for programs in off-season. Financial</p>
M	<p>timeline</p>	<p>Additional programs in late-season (by mid-October) and early-season (mid-April)</p>
A	<p>How realistic are these goals?</p>	<p>Adding programs and summary reviews for newspapers are achievable goals. Video recording of programs for social media will require equipment and person(s) experienced in the process and may be a challenge to find.</p>

R	Is this worthwhile? Does this match other goals?	Survey results showed multiple requests for more programming and community involvement. Multiple platforms have the potential to engage additional members.
T	When?	Add the fall program to schedule by mid-July. Written summary of program to be submitted to newspaper within two weeks of program. Contact high schools for possible collaboration before end of school year.

Potential program topics: Where do critters go when it's cold? What's going on under the ice?; Why does the DNR regulate lake levels?; local geography; spring ephemerals; invasive species; Frogs and toads; dragonflies and damselflies; Birds: bats; osprey; local; migrating birds that use the lake; sandhill cranes

D. SMART Goal for Engagement / Community.

RLIA SMART Goals for Community Engagement - Draft

(Blue numbers in parentheses after each goal relate to the numbered “actionable” survey comments from the document shared during the RLIA planning session on 3/21/23.)

- **By yearend 2023**, successfully encourage City of Lake Mills to develop, distribute, evaluate and award the next major phase(s) of an updated **Sandy Beach development plan** which:
 - (1) includes specific construction plans,
 - (2) has demonstrated broad public support and
 - (3) meets the needs of Rock Lake conservation, restoration and recreation as determined by RLIA.
 - **Who:** An ad hoc RLIA committee (or committee of the whole.)
 - (2, 3, 16, 31, 33, 37, 44)
-
- **By yearend 2023**, develop, schedule and deliver at least **educational presentations or forums** on topics related to advancement of RLIA priorities & goals. Potential topics:
 - (1) Shoreline Restoration
 - (2) Lake Vegetation Threats and Opportunities Update
 - (3) Water Quality Concerns and Solutions
 - (4) Forum with law enforcement, incorporating lake “rules of the road”
 - (5) Rock Lake Fishing Update
 - **Who:** RLIA Education Committee
 - (10, 12, 15, 20, 21, 22, 24, 25, 27, 30, 31, 33, 35, 36, 37, 39)
-
- **By yearend 2023**, Develop, schedule, conduct and videotape a **public forum on wake boat impacts** research and national developments. Present potential prescriptive alternatives for Rock Lake. Publish a version of this forum on the RLIA website.
 - **Who:** RLIA Lake Recreation, Habitat and/or Education Committees
 - (31, 37)
-
- **By the end of June, 2023**, develop and adopt consistent **guidelines and (a) visual template(s)** for announcing RLIA public news, events and other activities over social, print and broadcast media. (This could be coupled to development of a template for a newsletter or bulletin.)
 - **Who:** RLIA Social Media Committee
 - (35)
-
- **By the end of September, 2024**, conduct a public **social event** to celebrate seasons on the lake, to provide entertainment and to touch on topics like lake rules, issues and progress on RLIA initiatives in an environment that fosters a sense of camaraderie and belonging among RLIA members, supporters and their families. (This might be appended to the annual meeting, or could be combined with the recreational user group events below). Possible versions of this event could include “Coffee on the Lake”, “Wine/Beer Tasting at the Lake” “Science and Brews on the Lake”, with entertainment, an engaging speaker or discussion topic.
 - **Who:** RLIA Public Outreach Committee, or another ad hoc committee
 - (13, 14, 17, 18, 22, 27, 30, 44)
-
- **By the end of August 2023**, sponsor or co-sponsor **two events focused on recreational user groups** (e.g., paddling, sailing, fishing, pontoon cruising or swimming) events. These could be small (even taking place on a summer weekday evening) or larger (taking place on a

weekend). (Such an event could be combined with the above social event goal and could evolve into a race or contest based on popularity.)

- **Who:** RLIA Recreation and Public Outreach Committees.
- (13, 14, 17, 18, 27, 30, 43)

-
- **By yearend 2023**, sponsor two or more **public lake cleanup or habitat improvement projects** giving members and non-members opportunities to participate in at least two RLIA-supported lake habitat project(s). This could include garlic mustard and buckthorn removal on public land near the lake and invasive aquatic removal efforts.
- **Who:** RLIA Habitat and Public Outreach Committees
- (34, 37, 38, 44)
-
- **By the end of June, 2023**, **evaluate the prospect of enabling the public to contribute to specific RLIA-sponsored projects via GoFundMe, Kickstarter or Patreon**, (etc). E.g., this might be used to fund expanded boat patrols and enforcement, invasives removal and water quality projects. (Obviously the establishment of a Lake Management District might over-ride the need for this kind of initiative.)
- **Who:** RLIA Membership and Fundraising Committees
- (15, 41, 42)
-
- **Beginning in 2023 and ending on Earth Day 2024 (4/21/24)**, sponsor **an annual lake-themed art and/or poster project** (paint, photography, music, poetry, etc.) to recognize and promote youth engagement on lake issues. Prizes could be awarded along with public display of winning images or other recognition. Youth or adult versions of the contest could be developed based on interest or initial results.)
- **Who:** RLIA Public Outreach, Water Quality and/or Habitat Committees (This project could be a partnership with the Lake Mills Arts Alliance and/or a local gallery.)
- (25, 37)
-
- **By yearend 2023**, **develop one or more “badges of support”** that enable RLIA members and supporters to promote their involvement and support for RLIA. These could involve a car/bumper sticker, a yard ornament or wearable items.
- **Who:** RLIA Public Outreach Committee
- (4, 13, 32)
-
- **By yearend 2023**, promote responsible shoreline management by landowners by developing and **awarding a badge recognizing well-managed shoreline habitat**. A special version of the award could be presented to landowners who complete a successful shoreline *restoration* project. Related to this RLIA could assist riparian landowners and public entities in recruiting volunteers to assist with restoration projects.
- **Who:** RLIA Habitat and/or Water Quality Committees
- (16, 32)
-
- **By the end of April, 2024**, organize, recruit sponsors and participants and conduct a **“Aldo Leopold weekend”, i.e., a “Lake Mills Reads Leopold” event** to promote the application of Leopold’s “Land Ethic” to Rock Lake and it’s watershed. A similar event was held in 2011, sponsored by Madison Audubon, Aldo Leopold Foundation, LM Arts Alliance and local businesses. Approximately 30 local people read Leopold essays in public at that event. A 2024 event could be coupled with the lake-themed art project above and could also involve a one day environmental volunteer project or a Leopold Shack tour.

- **Who:** RLIA Education and Public Outreach committees, along with schools, businesses, Madison Audubon and the Aldo Leopold Foundation as partners.
 - (6, 7, 12, 21, 25, 27, 30, 31)

APPENDIX III VISION AND MISSION STATEMENTS

Vision: Our Rock Lake

Mission: The RLIA will support our vision through education, collaboration and building community engagement. We will protect and improve Rock Lake and its watershed for today and tomorrow.

Objectives to Support Mission:

- Promote Lake friendly governmental controls
- Promote education and public outreach concerning Lake
- Maintain/improve Lake water quality, habitat
- Promote Lake friendly recreation activities

Strategies to Accomplish Mission:

- Municipal Collaboration
- Community Engagement & Education
- Data Collection
- Provide Leadership
- Provide Forum Through Membership

Goals and Actions to Accomplish Strategies

- Municipal Collaboration
 - Rock Lake boat trip(s) with relevant parties
 - Make recommendations/influence/collaborate with City on Sandy Beach development plan
- Community Engagement & Education
 - Sponsor Educational forums and presentations, Legendary Learning
 - Sponsor Public Social events
 - Sponsor public special events, 'retreats'
 - Sponsor Lake user events
 - Sponsor Lake cleanup events
 - Enabling specific project contributions
 - Sponsor art contest(s)
 - Develop recognition awards
 - RLIA news/info dissemination
- Data Collection
 - Water testing
 - Benchmarking/comparisons
- Leadership
 - Board education
 - Board recruitment/succession
- Membership
 - Increase/promote younger people in membership
 - Increase/promote riparian owners in membership

ROCK LAKE IMPROVEMENT ASSOCIATION
2023 Smart Goals

• Municipal Collaboration

Specific	Who What Where When Constraints Why	Get new city Manager, new Zoning and Building Inspector, Neighborhood Services Officer, Plan Commission members, City Council Members, and ZBA members and Town Board members on a boat trip on the lake with Patricia and RLIA members to educate them about the lake, the watershed, and the shoreline. Perform on the Lake, during a weekday evening and before the end of Summer 2023. The purpose is to discuss the quality of the Lake, Discuss shoreline zoning issues, and issues effecting long term water quality. When we have their ears. We can discuss all issues....200' no-wake limit, Lake traffic...conflicts between city and county zoning.....etc.....
Measurable	Precise time line Measurable	Complete by the end of summer. This may take more than 1 trip depending upon the number of individuals who may agree to participate. Measurable? Yes.
Attainable	Is it possible	Is it possible? Yes
Relevant	Relevant...what do you desire	Is is relevant? Yes. The desire is to heighten their knowledge and awareness of issues effecting the Lake. There are many things I did not know or would not know without my exposure to RLIA and the information brought by its board and the county (Patricia and Marissa).
Time-Bound	Specific deadline. Achieve before a specific date.	Complete all educational trips (if more than 1 is needed) by September 1, 2023.

Specific	Who What Where When Constraints Why	Successfully encourage City of Lake Mills to develop, distribute, evaluate and award the next major phase(s) of an updated Sandy Beach development plan
Measurable	Precise time line Measurable	End of 2023 with a proposed plan
Attainable	Is it possible	Is it possible? Yes
Relevant	Relevant...what do you desire	The desire is for plan to meet the needs of Rock Lake conservation, restoration and recreation

Time-Bound	Specific deadline. Achieve before a specific date.	Complete by end of 2023
-------------------	---	-------------------------

- Community Engagement & Education

Specific	Who What Where When Constraints Why	Legendary Learning programs. Written summary of program for newspaper and website. Video recording of programs for social media (YouTube) Requested by membership; community engagement; get members/community involved; increase membership Additional programs in off-summer months. Summary/Review to begin this summer. Video recording to begin with additional programs. Program coordinators. Membership,community members/high school students interested in media or environmental clubs May be challenging to find additional speakers, reviewers and videographers. Location for programs in off-season. Financial
Measurable	Precise time line Measurable	
Attainable	Is it possible	
Relevant	Relevant...what do you desire	
Time-Bound	Specific deadline. Achieve before a specific date.	

Specific	Who What Where When Constraints Why	Add two additional Legendary Learning programs. Written summary of program for newspaper and website. Video recording of programs for social media (YouTube) Requested by membership; community engagement; get members/community involved; increase membership Additional programs in off-summer months. Summary/Review to begin this summer. Video recording to begin with additional programs. Program coordinators. Membership,community members/high school students interested in media or environmental clubs May be challenging to find additional speakers, reviewers and videographers. Location for programs in off-season. Financial
Measurable	Precise time line Measurable	Additional programs in late-season (by mid-October) and early-season (mid-April)

Attainable	Is it possible	Adding programs and summary reviews for newspapers are achievable goals. Video recording of programs for social media will require equipment and person(s) experienced in the process and may be a challenge to find.
Relevant	Relevant...what do you desire	Survey results showed multiple requests for more programming and community involvement. Multiple platforms have the potential to engage additional members.
Time-Bound	Specific deadline. Achieve before a specific date.	Add the fall program to schedule by mid-July. Written summary of program to be submitted to newspaper within two weeks of program. Contact high schools for possible collaboration before end of school year.
Specific	Who What Where When Constraints Why	Educational presentations and forums <ul style="list-style-type: none"> • Shoreline Restoration • Lake Vegetation Threats and Opportunities Update • Water Quality Concerns and Solutions • Forum with law enforcement, incorporating lake “rules of the road” • Rock Lake Fishing Update • Wake boat impacts • Social events • Lake user events • Art contest • “Aldo Leopold weekend”
Measurable	Precise time line Measurable	
Attainable	Is it possible	
Relevant	Relevant...what do you desire	
Time-Bound	Specific deadline. Achieve before a specific date.	

Specific	Who What Where When Constraints Why	Recognition awards <ul style="list-style-type: none"> • enable RLIA members and supporters to promote their involvement • recognizing well-managed shoreline habitat
Measurable	Precise time line	

	Measurable	
Attainable	Is it possible	
Relevant	Relevant...what do you desire	
Time-Bound	Specific deadline. Achieve before a specific date.	

Specific	Who What Where When Constraints Why	RLIA information dissemination plan <ul style="list-style-type: none"> develop and adopt consistent guidelines and (a) visual template(s) for announcing RLIA public news, events and other activities over social, print and broadcast media
Measurable	Precise time line Measurable	
Attainable	Is it possible	
Relevant	Relevant...what do you desire	
Time-Bound	Specific deadline. Achieve before a specific date.	

Specific	Who What Where When Constraints Why	Specific project contributions <ul style="list-style-type: none"> evaluate the prospect of enabling the public to contribute to specific RLIA-sponsored projects via GoFundMe, Kickstarter or Patreon
Measurable	Precise time line Measurable	
Attainable	Is it possible	

Relevant	Relevant...what do you desire	
Time-Bound	Specific deadline. Achieve before a specific date.	

Specific	Who What Where When Constraints Why	Lake cleanup or habitat improvement projects <ul style="list-style-type: none"> giving members and non-members opportunities to participate in at least two RLIA-supported lake habitat project(s).
Measurable	Precise time line Measurable	
Attainable	Is it possible	
Relevant	Relevant...what do you desire	
Time-Bound	Specific deadline. Achieve before a specific date.	

- Membership

Specific	Who What Where When Constraints Why	Add 36 new members to RLIA in 2023. Of these new members, 50% will be age 40 or under. Our average age of members is fairly old, and total membership has remained level for many years; want to increase membership and get young people involved. Actions to increase membership may be limited by financial resources or time commitments.
Measurable	Precise time line Measurable	Measure membership at 12/31/2023 compared to 12/31/2022. Currently age and additional family members are not tracked, should incorporate method(s) to do so. Goal accomplished as defined above.
Attainable	Is it possible	May be a stretch or unrealistic, but should be possible. Accomplish through things such as: community events, presence at beaches, increased recognition of members, new membership programs such as 'junior' memberships, increased exposure with merchandising and publicity, easier ways to join

Relevant	Relevant...what do you desire	Maintaining and growing a vibrant and involved membership could be seen as underlying all other goals, so is worthwhile. Nothing particularly special about doing it this year, but longer its delayed, more stagnant membership could become. Board would be ideal group to oversee this and goal seems very applicable today.
Time-Bound	Specific deadline. Achieve before a specific date.	Membership is/has been typically on a calendar-year basis. Can start with known 12/31/2022 membership information and track progress weekly or monthly to see if on track. Final measurement for 2023 at 12/31/2023.

- Data Collection

Specific	Who What Where When Constraints Why	Water testing
Measurable	Precise time line Measurable	
Attainable	Is it possible	
Relevant	Relevant...what do you desire	
Time-Bound	Specific deadline. Achieve before a specific date.	