

**ROCK LAKE IMPROVEMENT ASSOCIATION EXECUTIVE BOARD
MEETING**

www.rocklake.org

**Minutes for July 17, 2023 at 6:30 p.m.
City Hall**

1) Call to Order – 6:30 p.m.

Members present: Mike Nesemann, Susan Trier, Jim Kerler, Tom Krejcie, Danny Durow

Absent: Jim Colegrove, Bruce Ward, Cynthia Chmell

Guest: Wendy Catalani-Davies

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

3) Motion to accept the agenda - Susan requested adding a discussion of the recent JRLC meeting about the lake's water level. Tom made the motion, Mike seconded, and it was unanimously approved.

4) Secretary's Report

Mike reported that he had corrected the previously circulated draft minutes, specifically: under item 7 A(v) adding the correct date Brew with a View would benefit the Rock River Coalition (6/26) and under item 7(vi) that Susan Trier had been contacted by Eric Schreiner, City Grounds & Facilities Director, in regards to a letter supporting some particular funding requests in his budget submission. Motion to approve 6/19/23 minutes as amended was made by Tom, seconded by Susan, and unanimously approved.

5) Treasurer's Report.

Motion to accept the June treasurer's report was made by Mike, seconded by Jim K., and unanimously approved. Tom reviewed several highlights, including that we had recently spent (\$681) more than we took in (\$565), but still have about \$45,000, not including our pending \$5,000 donation to the County for the purchase or rehabilitation of the Trieloff property. We have carried over \$275 in the Lake Grant Account to keep it open for possible future use, and a dollar in the PayPal account – PayPal requires every account to have some money in it.

6) Public Comment. A. Guests. No comments.

7) Other Reports.

A. Green Infrastructure Possibilities at Sandy Beach. Clayton Frazer, of Native Range Ecological LLC was unable to attend tonight, so that discussion was deferred to September.

B. Land & Water Conservation Department. Jefferson Co. Water Resources Management Specialist Zach Nagel was scheduled to give a presentation on measuring the flow of phosphorous as distinct from measuring phosphorous levels (which we now do), but this was deferred to August.

8) New Business.

A. Decide on upcoming meetings for August and September. We will have a regular monthly meeting on 8/21/23, and the bylaws mandated new Directors' meeting sometime 9/6 – 8, with the regular September meeting 9/18.

B. Membership Drive. Tom gave a detailed report on our latest and past membership drives (see appendix 1). Amongst other aspects, he compared costs of outreach with yield and ongoing retention rates of new members. It was felt that the most recent outreach, i.e., to those living within 1,000 feet of the shore, was the most effective, and that reminders should be sent to those whose memberships had lapsed within the previous 2 years. The Board felt that the thank you letters Tom writes were a very appropriate personal touch for a small organization such as ours. It was also felt that the RLIA should absorb any administrative costs associated with PayPal use. As we seem to be doing fine financially, we did not see the need to raise membership rates (unchanged for 20 years) or offer varied membership levels, e.g., Platinum, Gold, etc). We thought members who wanted to be more financially involved were already making donations. The issue of multiyear memberships will be explored further and discussed at the annual meeting. The Board was very impressed with Tom's efforts.

C. Lake water levels. We discussed the recent JRLC meeting regarding low lake water levels. Susan had given an excellent presentation and Wendy maintained control of that meeting while allowing all interested attendees to express their opinions. All agreed that the most reasonable chance of addressing the issue in the near term was through allowing the City to capture water earlier in spring, given earlier ice melt and rains. Susan cautioned against trying to also delay the fall draw down date, as that would likely raise other environmental concerns and would thus delay *any* agreement with the DNR. Jim K pointed out the importance of looking at the entire ecosystem and not just navigability – trying to educate people that the lake is not a bathtub, but a complex, interconnected system.

9) Old Business.

A. Annual Meeting Logistics.

Tom circulated a well-received design for the meeting announcement postcards. Members discussed the estimated costs including \$400 for printing/mailing, \$250 for refreshments, and \$50 for the educational auditory program on frogs. Mike made a motion to allocate up to \$800 for the combined costs, Jim K seconded, and it was passed unanimously. Susan will arrange the educational aspects, including bird calls, Tom will handle registration, Susan will bring an easel Tom will bring a sound system, and Mike will handle logistics for the election of Directors as well as acknowledging the contributions of retiring Directors Jim Colegrove and Bruce Ward.

B. Board Member Candidate Committee. No one had contacted Mike and thus he was currently the only candidate for 4 vacancies. He reminded the Board that the Bylaws specify the Board have 4 officers and *up to* 6 at large Directors, i.e., not that a total of 10 are required. Also,

a quorum is 4 Directors. The Board endorsed Mike as its recommended candidate. The Stewardship Award was also discussed and at this point we might not have an awardee this year.

10. Agenda items for the next meeting(s).

The annual meeting agenda was discussed and could include: the Secretary's, Treasurer's, and President's reports; election of Board members; update on the 2022 membership survey results; Town of Lake Mills Boat Patrol Update; City of Lake Mills Parks & Grounds budget recommendations; update on Rock Lake water quality by the Jefferson County Land & Water Conservation Department; and the JRLC report. Ample time for Q&A will be included as it is assumed members will want to discuss lake water levels.

The regular August meeting's agenda will include a discussion of Board recruitment and retention, legendary learning session on dragon flies, ideas for surface water grants, possible rain barrel outreach program, and a letter of support for Mr. Schreiner's budgetary requests.

11. Next scheduled meetings.

Regular: 8/21/23. City Hall

Annual: 8/26/23 Korth Park

Special Board election of officers: 9/6, 9/7, or 9/8.

12. Adjourn. A motion to adjourn was made, seconded, and unanimously passed at 8:25 P. M.

APPENDIX 1

RLIA Membership Drive Discussion - July 2023

Total membership in:	Membership Mailings	New Members (NR)
2020 116	???	13 (2)
2021 161	4,300 (all of 53551)	52 (23)
2022 173	1,750 (3 EDDM Routes)	29 (16)
2023 181	925 (1,000' from shore)	20
2023 Reminder	91* Letters to 2021/22	NA

Retained Members: (Covid, better letter, later in the year, personalized address)

Paid in 2022, not 2023: 48*

Paid in 2021 & 2022, not 2023: 21

Paid in 2021, not 22 or 23: 39*

Paid in 2021 & 2023, not 2022: 22 Questions:

1. How much should we spend on Membership Drives? On average the Membership Drive costs us about \$6 per member.
2. Should we send a reminder? To whom?
3. Should we continue to send a Thank You Letter, 501.c.3 notice (first-class mailing)?
4. Should RLIA pay the entire PayPal fee?
5. How much should we charge for dues (no increase in fee in two decades)?
6. Should we offer special memberships (Platinum, Gold, Silver, Bronze)?
7. Should we offer multi-year memberships?

2023 Membership Drive Costs

First 925 Mailings	\$1,035
Second (88) Mailing Reminder	\$ 245
Thank you letter postage	<u>\$ 120</u>
Total:	\$1,400