

NSTLRA Meeting Minutes

September 6, 2019

1. Welcome

In attendance: Peter, Linda, David P. Glen, Roger, Susan

2. Minutes- Susan

A motion was made and approved to accept the minutes from the Aug. 15 Board Meeting. They will be posted on our website along with financial information.

3. Financial Report- Peter

Three memberships were added to make 147 members to this date. Financial reports were submitted by Peter via email.

4. D&O Insurance- Roger

Jay W. from the Lake District informed us that the Lake District can no longer carry us on their insurance. In order to reinstate, we need to become members once again of Wisconsin Lakes. This will be a budget item of over \$500/yearly. It was suggested that a call is made to another insurance provider, for example, Aeon, to gain information regarding D&O, cost, and necessity. Another suggestion, check on our liability insurance and see if we can get a package deal and therefore save some of the cost. Peter will check out this information and inform us via email.

5. Budget- Peter

D&O insurance was at \$300, liability was \$327 for 2019. Peter presented on a conservative side of the income (memberships and merchandise sales) and expenditures from the past year. If expenses continue as they are, we should be solvent. Discussion was held regarding insurance premiums, Constant Contact as an email service, and restricted funds. Some of the funds, such as AMEN and Buoy Fund were transferred to the District since they are "on the water" and therefore the District responsibility.

A motion was made and seconded to approve the budget for July 1, 2019 to June 30, 2010. The motion passed.

6. Who We Are – David P.

David shared a background of why our Association needs to reassess our goals, missions, and responsibilities. There is confusion among our members as well as even the Board and it needs to be clarified so we are viewed as our own entity. He presented a draft document that defines our Association and differentiates it from the District as well as a map of how we can improve the membership experience. The document encompasses the ideas presented in the CARE acronym shared earlier in the summer by Roger, our Association president (community, advocacy, recreation, and education).

The last part of the document outlines the importance of memberships and potential fund-raising necessities. This was all agreed upon by the Board members, but many feel it needs to

be condensed to be shared with members or potential members when asked what we do as an Association. We need to answer in shorter unified statements. Some ideas were presented suggesting ways to combine our mission with imparting educational issues by bringing in speakers and sharing information. This discussion resulted in many suggestions of potential topics as well as how these fit in with our Association's role.

Additional comments were made regarding our annual membership collections. We currently have our fiscal year from July 1 to June 30 of the following year. Many members renew their memberships at the Annual Meeting. Suggestion made by several to include a decal as a member joins or renews their annual membership. This draft will require the NSTLRA Board of Directors to step up and take on some additional roles and responsibilities to implement. (acquisition of volunteer list, knowledge of upcoming activities, writing of membership acknowledgement, training of volunteers for specific roles, etc).

Follow up: Roger will share a letter with Joe Fritzsche, president of the Lake District, to discuss the role of the Lake Association in connection with the Lake District to define roles and responsibilities. A Board member from each organization should meet to discuss in person how we can work together while maintaining autonomy.

A motion was made to approve the draft of the Marketing Plan and was unanimously passed. Next step is to develop programming for summer of 2020. A number of suggestions were put forward and will be discussed at a later time.

7. Events- Amy
Unable to attend

8. Newsletter- Margot
Unable to attend

Roger has sent information to Margot about ducks, signage, air survey, merchandise along with the President's message to include in the upcoming fall newsletter.

9. Annual Meeting- Linda
Set for June 27, before July 4 this year but immediately following the Lake District meeting. Possibly some music to keep people staying longer for socializing after the picnic and the meeting.

10. Property Owner List- Linda
Peter will send a master list to Linda. Linda will spend time updating. Susan will assist.

11. Education- Roger

12. Other Business

Meeting adjourned at 10:30 AM.