

NSTLRA Board Meeting

August 15, 2019

1. Welcome

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

2. Approve July meeting minutes

Motion was made to approve the minutes for the last 2 meetings. Motion was approved.

3. Report on Golf Outing and Social Event at Buckshots

Golf outing was approx. 26 people. Buffet was very well done at Brews Pub. Ron and Cap do not want to do it next year so we need to find replacements. It was 50/50 men and women, mostly couples. Suggestion is made to golf at Sand Lake Golf Club and possibly look into Sand Lake Pub for the luncheon since they are new former Twin Lakes resident owners. Amy, Margot, Linda, and Susan will team to organize.

Outing at Buckshots in mid-August was very successful with about 46 people attending. We will try to do another event next August since the timing is very good for a late summer event.

Another suggestion is to decorate boats on 4th of July and have a boat parade sometime during the day.

4. Financial Report- Peter

Peter presented the financial details from summer activities. This includes income from memberships, and fund- raising events as well as expenditures from the picnic and other requirements. Healthy cash balance for the things we need to fund. Currently stand at 144 members. Fiscal year is from June 30 each year.

Peter will put together a budget for the coming year. Our biggest expense is printing, postage and mailings from the newsletter. In the past Bob sent the mailing list to Hahn Printing and they did the direct mailing to members. Linda knows how to use the Vilas County Website with parcel

numbers (Vilas.maps.arcgis.com) which will help us identify the property changes that have happened over the past year or two. This could be a fall project that Linda, Amy, and Susan have volunteered to spend time doing. Peter has the core list of property owners that several of us will update over the next few months so that we can attempt to keep a current list of names.

David P. suggests we do a direct mailing to current members to renew their memberships for the coming year. David feels a thank-you including the summer events printed on it would be a good way to build relationships with our members.

5. Marketing- David P.

How can we collaborate with the District? In the next several months someone from each organization could get together to determine how we support one another and what the specific roles each can assume. This is especially important for volunteer recruitment and the needs for each organization.

Plan to include:

What is the purpose of the organization?

Talking points on the value of membership

Explanation of how we want to work with other organizations

Membership, offer in a menu the ability to support in levels, restricted or non-restricted, dues

6. Newsletter

Margot has offered for next newsletter to contact District board to find out if there is a need to recruit volunteers and to include this is the text. A mention of a link to the District in the newsletter can be included. Our goal is to work in collaboration with the Lake District. David P. will work with Margot on the membership form that is included in the newsletter.

Responding to last meeting's 4 questions: These can be done by just bullet points

What's the difference between the two organizations?

Why join the Association?

What is the Association's purpose?

What are the Lake Association's plans for the coming season?
Newsletter to come out mid-November

We need something included about education, and another reference to the management of the lake. Margot will contact District Board for an update. Also, suggested to include some history of the lake. Also to include a potential column on resorts of the Twin Lakes. Share Fun Facts. Include several pictures.

Suggestion to include an Education tab on our association website and make a link to the District's education tab. Remove Swimmers Itch and change the tab to Education since swimmer's itch is included under education.

7. New Business

a. Well water sampling

Roger will do some investigation regarding this.

b. Volunteer program

At this point we do not have a mechanism of keeping names and contact information as well as volunteer interests. Susan will keep a file on this to hold this information as it comes in.

8. Opportunities for Laura Babe's merchandise.

There have been inquiries about how people can purchase the merchandise. It is presently not on the website. Amy will check with Laura to see if there are other ways in which she can merchandise her clothing.

9. Next NSTLRA Board Meeting

September 6, 8:30 AM