

NSTLRA Board Meeting Minutes

May 28, 2020

Phelps Chamber of Commerce

1. Call to Order

Attending the meeting in person was David P., Linda H., Susan P., David W. Attending by Zoom teleconferencing was Roger, Peter, and Amy. David P. is chairing the meeting and monitoring the Zoom connection.

2. Approval of Minutes from September Meeting (Susan)

Minutes were sent out to Board Members via email a week ago. A motion was made, seconded, and approved to post the minutes for the September meeting.

3. Financial Report (Peter)

Peter joined us by video conferencing. Financials for spring have been sent by email to each Board member prior to the meeting. Roger reminded us that financial reports were now available on the NSTLRA website. He reports that there have been fewer bills that have needed to be paid but now that we are in season there will be several expenditures that will start, such as the newsletter, insurance, etc.

4. Membership Report (Peter)

Memberships are now at 80 or 25% of total properties on the lake. Linda asked how we compare with other Lake Associations but we are unsure of their numbers. Question raised if Eagle River Chain has a lake district or a combined lake association. Peter is no longer forwarding his mail to Florida so he will pick up any new memberships in the US Mail next week. More information will follow at our next meeting in June.

5. Social Report (Amy)

Poker Run is still in the planning stage but people are reluctant to offer their docks as hosts. At this time only 4 members have agreed to host. Additional planning will be done to see if there is continued interest this year due to COVID-19 risk. A discussion followed on how Board members, Association members, and even the community around Vilas County have been handling the social distancing. We noted that the 2 lakes over the weekend were extremely busy with many boats, kayaks, jet skis, and even

swimmers out enjoying the weather and the water. People are up here and are dying to get out and enjoy while still feeling safe. On one hand we have seen people very reluctant to socialize, on the other hand we see those that gather together w/o face masks. Boating is a relatively safe activity but the exchange of poker cards, food, and the gathering at the end of the event add a dimension that many may find uncomfortable. The Northwoods is opening more and more every week so it still may be premature to make a decision as to how much socializing we can encourage through the Association. The Board at this point is leading towards suspending the Poker Run for the 2020 season.

Question raised about moving the Annual Meeting to late July or early August. Bylaws state the annual meeting will be held between June 1 and July 31. Suggestion is to either to postpone the meeting or to cancel it. Board Members voiced concern about the perception of our members not taking our health and that of others seriously if we continue to hold events, and also the issue of our relevance to the community if we totally eliminate our social events. The golf outing is suggested to be a one event that we should focus on this summer because it allows social distancing while still permitting people to socialize at their comfort level.

Linda will continue to chair the effort of organizing the Annual Meeting if we choose to hold it. Susan will assist. Food served will be discussed to avoid the least potential for any contamination. Research will be done regarding potential food options and how it fits our Association budget.

After discussion, it was decided we will eliminate the Poker Run, plan a golf outing for early August, and hope we can hold the Annual Meeting for the last weekend in July. Conover location is suggested so that we have WI FI connectivity in case people would like to join the event electronically.

6. Clean Boats, Clean Water (Peter)

This starts June 1. This is a Lake District program that Peter coordinates. College interns are paid and it is all set to go.

7. Newsletter

The Spring newsletter was mailed to all property owners in early May. A suggestion is made to send out another newsletter to members if we decide to not have the picnic at the Annual Meeting. This will be decided at our June meeting.

8. Lake District

No report

9. Liability Insurance

This will be renewed July 1. Director and Officer Insurance would be supplied via Wisconsin Lakes which is an organization of which we need to be a member. Annual premium is \$560. \$390 if prorated. The agent that Peter contacted shared that he felt that D&O Insurance for our lake association was unnecessary. He did not feel that the events that we hold warrant the insurance.

A motion was made to eliminate D&O Insurance and seconded. The motion passed.

10. Nominations Committee for officers and directors 2020-2021

The committee is made up of Susan, Amy, and Peter. This is to nominate officers and recruit new officers to the Board. Susan will coordinate a meeting after June 12 to discuss.

11. Member Recruitment (David P.) Marketing proposal

David P. shared an idea that he has to promote community among our lake property owners. He has seen signs provided by other lake associations on nearby lakes where members display metal printed signs at the base of their driveway. Photos were provided to Board Members via email. This is a way of marketing our association as well as giving us visibility. Cost of this would be \$350/100 signs, \$690/250 signs. These signs could be given to members as they join or renew memberships. In the past the signs were attached to piers. We do need to check with the towns of Conover and Phelps to find out if this is permissible. David P. will check with the towns. Another vendor was suggested and David P. will also check pricing with them for something similar. More information will be shared with information gathered at our June meeting.

12. COVID-19 Activity Plan and strategies

A. Annual Meeting- date, location, time TBD

B. Meeting Dates for 2020 season

June 25, July 23, Aug. 27, Sept 10

13. New Business

a. Margot was approached for the Association to make a fundraising donation basket for the Phelps Museum. Use of NSTLRA merchandise in this basket is good

- promotion for an alliance with the museum and potential partnership for both organizations. Items will be a combination of clothing/drinkware. A motion was made to allocate \$75 for purchase of items to donate for a fundraising basket for the Phelps Museum. The motion was passed. Susan will share the information with Margot. Margot and Amy will collaborate with items to donate.
- b. Peter suggests we eliminate our Phelps Triathlon donation to a more local entity such as the Phelps Museum or the Phelps Library. More information will be shared at our next meeting in June.

Motion to adjourn at 9:55 AM..