**LAKE WAUSAU ASSOCIATION**

**BOARD OF DIRECTORS MEETING**

**February 4, 2015**

**Nueske’s at Gulliver’s Landing, 6:00 pm**

**Call to Order**

Russ Graveen called the meeting to order. Officers present were Russ Graveen, Rick Parkin, Holly Kohl and Sherri Wagner. At-Large Members present were Theresa Graveen, Mark Peter, Jim Wagner, and Ken Wilk.

**Approval of Last Meeting Minutes**

Minutes from the previous Board of Directors meeting on January 7 were reviewed. Rick made a motion to accept the minutes with a second from Jim. The minutes were approved.

**Treasurer’s Report**

The overall total is $43,851.82. The balance in the general fund checking is $23,746.13. The project donation fund balance is $20,105.69. $790 was received from membership dues, $100 from a donation, $120 for Badger basketball tickets ($540 total), and $400 from gun raffle proceeds for a total inflow of $1410.00. Expenses were $527.49 for Pavilion rental fee for 2015 and 2016, $1300 for insurance, $35.00 for licenses, $295 for sport show booth, $211.87 for food and $101.38 for meeting room rental for the socioeconomic update meeting, $68 for post office box annual fee, and $31.64 for gun raffle expense for a total outflow of $2570.38. Sherri made a motion to accept the Treasurer’s report with a second from Mark. The motion carried.

**Annual Budget**

Holly presented a budget for 2015. This includes weed-harvesting expenses for $24000 and $17000 proceeds from the fundraiser. The total inflows projected are $56447.60 and total outflows projected if the evaluation project is completed would be $85805.29. This would leave a balance of $15654.51. Jim made a motion to approve the budget with a second from Mark. The motion was approved.

**Invoice Approval**

Expenses for postage were $147 to Sue Peter and $28.47 to Sherri for ink. Rick made a motion to approve the expenses with a second from Jim. The motion was approved.

**Old Business**

* **Gun Raffle**

Two tickets are left to sell. The winner will be drawn tonight at the social meeting.

* **Letter of Support**

We are waiting for more information from the Rotary Club concerning the Blue Gill Bay Pond clean up. There may be a representative speaking at the member social meeting tonight.

* **Facebook and Web Page**

Matt Parkin is the administrator of the Facebook page. He will add some of the board members as administrators also. Our website needs to be updated to be made more user friendly not only for visitors but also for board members to be able to add things more easily. Rob Hoehn proposed the cost of this update to not exceed $500-$600. This is a reasonable cost as one of our members that is a business owner just paid $1600 for an upgrade. Mark made a motion to approve the web site upgrade at a cost that would not exceed $600. Sherri seconded the motion. The motion carried.

* **Docks**

No new information at this time

* **Eagle’s Club**

Holly received a membership packet. We will meet in April with the Eagle’s Club.

* **Logo**

Sue Peter will circulate a binder with 3 days of work from the NTC marketing class. We will look for input at the member social.

**New Business**

* **2015 Wis. River Symposium “Making Connections for Clean Water”**

Thursday, March 19 at UWSP. Mark and Sue Peter will check their calendars to see if they can attend.

* **Follow-Up Conversation with River Alliance**

Matt Krueger and Allison Werner from the Wis. River Alliance talked with Russ, Theresa, Rick and Holly. We have so many things to work on that we would like help prioritizing our priorities. We know that we need to do fundraising, to grow the membership, to raise awareness in the community, and to develop relationships with the municipalities and our government representatives. One of the first things that they suggested in order to improve our communication is to up date the web site. We would also like to use the information gathered from the UWSP socioeconomic study to help develop our message and pinpoint the people we want to target. In order for the River Alliance to assist us with this, they would like to know if the board would be willing to all get together and meet with them for about 4 hours. They would like to do this in March. The board will check their calendars and see what days in March would work the best.

**CALENDAR**

* Board Meeting Wednesday, March 4 at 6:00 pm at Gulliver’s

**Meeting Adjournment**

Meeting adjourned at 6:40 pm

Sherri Wagner, Secretary