

**LAKE WAUSAU ASSOCIATION  
BOARD OF DIRECTORS MEETING  
Dec 5, 2013  
Nueske's at Gulliver's Landing, 7:00 pm**

**Call to Order**

Russ Graveen called the meeting to order. Officers present were Russ Graveen, Holly Kohl, Rick Parkin 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 Nov. 7, 2013 were reviewed. Rick Parkin made a motion to accept the minutes with a second from Mark Peter. Motion passed.

**Treasurer's Report**

The treasurer's report was reviewed. There was a withdrawal since the last meeting for the Wisconsin River Alliance membership renewal. There was an additional membership deposit. Our raffle license was received. The balance in the general fund is \$15979.06. The project donation fund balance is \$48079.24. Rick Parkin made a motion to accept the Treasurer's report with a second from Sherri Wagner. Motion passed.

**Chairperson's Reports**

**Finance Committee**

Rick Parkin will try to get a meeting of committee to discuss planning for the fundraiser. Larger businesses may need to be approached to get donations in their budgets. They will think about contacting the Rib Mt. Business Association. Russ and Rick will try to get on the agenda for an upcoming meeting. Kathy Weinkauf volunteered to help with this committee. Cindy Wilk bought a Nook for the fundraiser for \$100. Rick Parkin made a motion to reimburse her for this. Jim Wagner seconded. Motion passed.

**Membership Committee**

Sherri Wagner reported that there was a meeting on Dec. 12. Diane VanEyck is getting a list of daily and season pass boat landing users. Alyson Halbrook is looking into getting a list of Lake Wausau Musky League members. Wording for a brochure or bookmark was reviewed. We talked about adding a QR symbol. We talked about needing to increase the publicity of LWA. Muzie Broadcasting has agreed to run a public service announcement. Russ will see if we can get LWA information into the folder given out by the zoning dept. to new riparian owners. The committee is looking at setting up booths at boat landings to give information to users. We are also looking at getting a booth at the spring boat show at the Patriot Center. We are looking at purchasing key chains or other trinkets with LWA info printed on them to help with promotion.

**Weed & Algae Committee**

Nancy Turyk sent final proof of the map. It has been approved by the DNR and UWSP. Revisions included public access points and color changes. We need to make sure that our acknowledgements are the way that we want them to be. There will be a meeting for our final approval in December. Dec. 16, 17, or 18 have been proposed to Nancy. The final proof will be emailed to everyone to look over. Date for meeting will be set soon. Once maps will be printed, we will need to advertise that they are available. We can contact the Visitors Bureau to help get the word out.

**Old Business**

➤ **Signs for Boat Landings**

Rick Parkin has talked to Hayes Graphics about sign printing and having their graphic artist to design a new logo. He is waiting to hear back from them.

## **New Business**

### ➤ **Transfer of Records**

Theresa and Holly have met and are working on transferring records. They will be meeting at the bank to have signatures on record.

### ➤ **Mailing Costs**

We will need to pay more for future mailings. We have been trying to get printing donated in the past. We have been getting together to stuff envelopes and stamping letters. This may be more difficult in the future and we will need to realize that there may be more of a cost.

### ➤ **Business Cards**

We may need to order more business cards. We should try to wait to see if we will adopt a new logo before a new printing.

### ➤ **Annual Membership Renewal Mailing**

We usually mail a membership renewal out after the first of the year. We can try to include info about ordering maps, our social meeting, and our spring fundraiser. We may include the brochure that the membership committee is developing. We should think about purchasing a new riparian owners list for updated names and addresses.

### ➤ **Social Meeting**

Holly Kohl contacted Ann Steele to see if she could talk to Dive Point Scuba about giving a presentation at the membership social. She asked if they would be interested in donating something. Mark Peter made a motion to have a membership social meeting on Thursday, February 6 at 7:00 pm with the board meeting 30 minutes prior. Ken Wilk seconded. The motion was approved. We need to get a speaker. Holly will call Ann Steele to contact Dive Point Scuba or Klein Scuba. There is a canoe racing club on Lake Wausau and a Lake Wausau Musky Club that may be ideas for other presentations for the meeting.

### ➤ **Additional Board Member**

Mark Peter made a motion to appoint Al Weinkauff as a LWA Board member. Holly Kohl seconded. The motion carried.

## **CALENDAR**

- Membership Committee meeting on Thursday, December 12 at 5:00 pm at Gulliver's.
- Board Meeting Thursday, January 9 at 7:00 pm at Gulliver's. Holly will post the date change on the website.
- Board Meeting Thursday, February 6 at 6:30 pm at Gulliver's. This will be posted on the website also.
- Finance Committee meeting TBA

## **Meeting Adjournment**

Meeting adjourned at 8:30 pm

Sherri Wagner, Secretary