

MINUTES OF LAKE WAUSAU ASSOCIATION EXECUTIVE BOARD
Thursday, February 24, 2011
Log Cabin, 6:00 p.m.

The following Executive Board Members were present: Bill Goetz, Theresa Graveen and Kathy Beatty.

The following Members at Large were present: Russ Graveen, Dave Dalum, Holly Kohl, Rick Parkin

President Bill Goetz called the meeting to order at 6:00 p.m. and announced that Scott Provost, who heads up the DNR management of our local area of the Wisconsin Riverway, will participate and help the Lake Wausau Association with lake issues. He will be the speaker at the March 22 General Meeting, which along with membership discussion related to his presentation, will be the entire agenda for the March 22 meeting.

Theresa Graveen announced that our current financial balance is \$1891.81, and that she had signed a signature card at U.S. Bank to sign checks for the club. Bill Goetz will also sign a signature card to become a second Association check signer. She will need to show the U.S. Bank a copy of the Minutes of the February 16 General Meeting, which Kathy Beatty will send to her. She will also have to file a WI Nonstock Corporation Annual Report by March 31 and an IRS Nonprofit Renewal Form (to keep track of membership costs for people who use their dues as a tax deductions).

Discussion was held about getting community involvement for the March 6 Lake Cleanup project and the March 22 General Meeting. Bill Goetz, Rick Parkin, and Travis Listrom (Membership Committee) will work on getting the word out about the project and the meeting. Suggested options for advertising the association included: media, clubs (such as the Rotary Club), Business Association, etc. Holly Kohl and Russ Graveen will work together to gather names and addresses of lakefront property owners and send a letter to them to make them aware of the association formation, its goals, and upcoming activities. Russ Graveen was also going to research the boundaries of Lake Wausau.

Lake Wausau Association By-Laws were discussed. Member and attorney Jim Low supplied President Bill Goetz with Requirements for Qualified Nonprofit Conservation Organizations and Lake Associations to be used to review the By-Laws that govern our organization. Each member of the Executive Committee will review the By-Laws relative to the requirements. All members should review the By-Laws and submit proposed changes to Bill Goetz and Executive Board members (for online discussion) via email by March 20. The Executive Board will discuss the changes in April and finalize a proposal to share with the General Membership at the June General Membership meeting. However, if the By-Laws had changes that required earlier action, a proposal may be presented to the General Membership at the March 22nd meeting.

General Meetings will be held quarterly, Executive Board Meetings will be held monthly, and Committee meetings will be held as determined by the needs of each committee.

For the March 6 Lake Cleanup event, Rick Parkin will check with Veolia to see if they can donate a truck and driver for the day to pick up trash from the various landings that have lake access. The Advertising Committee (Travis Listrom, Bill Goetz, and Rick Parkin) will create a press release for the March 6 Lake Cleanup event. Kathy Beatty will send out an email reminder to all current members about the event.

Rick Parkin made the Board aware of the possibility of having a website created by Robert Michael of Robert Michael Photography. Cost estimates included a \$10 domain fee plus about \$150/year with time donated by Robert Michael for the creation. Holly Kohl would maintain the site. Kathy Beatty made a motion to have Robert Michael create the website for Lake Wausau Association and it was seconded by Bill Goetz. Motion passed. The current logo was discussed, and it was decided to keep that logo as our letterhead and logo. Kathy Beatty will upgrade the digital logo and share it with Robert Michael and Holly Kohl for the new website.

Initial tasks that need to be done included: 1) An Annual Report will need to be file. 2) A mission statement will need to be created (It was determined that the Mission Statement in the By-Laws could be reviewed, and if there was no need for changes, it would be our Mission Statement) 3) A Newsletter needed to be created

Thoughts about newsletter creation included the following:

- 1) The Association could solicit sponsors for the newsletter and other association events, which could be the responsibility of the Membership Committee.
- 2) Newsletter contents could include the following:
 - a) articles from Executive Board members and professionals who have information related to Association goals
 - b) Information about lake cleanup and aquatic vegetation
 - c) calendar of events
 - d) sections for fishing, boating, silent sports, recreation, water ski show, and other lake use areas of interest
 - e) photography (Ask for volunteers from the general membership)
- 3) Either Publisher or MS Word will be used to create the newsletter. Previous newsletters and other Lake Association newsletter can be used as a model.

Goals for the 2011-2012 year will include the following:

- 1) Form, set up, and create a functioning structure for the Wausau Lake Association
- 2) Increase membership and awareness of Lake Wausau Association activities
- 3) Take the steps necessary to look into weed and algae control and water clarity on Lake Wausau.
 - a. Scott Provost, DNR, needs to make us aware of what needs to be done to have a lake study done, what may already be done, what organizations to work with, cost involved in a study, etc. to give us direction relative to improving lake quality.
 - b. A lake study will give us direction for future planning to improve Lake Wausau
 - c. The Weed and Algae Committee needs to be involved in the activities that this process requires.

To conduct General Meetings of the Lake Wausau Association, it was pointed out that the By-Laws have an Order of Business guide for conducting meeting business. For the discussion of the By-Law changes that will occur at either the March or June meeting, the membership needs to be aware that the discussion is relative to the most recent By-Law document (and copies of these By-Laws will be available at the meeting). Proposed changes will, in most cases, be related to the Requirements for Qualified Lake Associations as presented by Attorney Jim Low. Members will discuss and vote on the proposed changes.

Meeting adjourned at 7:50 p.m.

Kathy Beatty, Secretary