

Minutes

Friends of the Eau Claire Lakes Area

Board meeting

July 14, 2014

Members present: Tom Boman (chair), Cris Neff, Fred Haueter, Ted Eastlund, Denny Scharlemann, Ron Carlson, Leslie Hall. Carl Heltne, Baebara Possin, Bob Hershey, Thom Storm

Members absent: Carole Rusch

Minutes of the June 9, 2014, meeting. After review of distributed June 9 minutes, a motion by B Possin, seconded by F Haueter, to accept the minutes carried unanimously.

Treasurer Report. F Haueter reported on the financial status. He reported on IRS communications about our tax exempt status lapse. New filing of our Articles of Incorporation is needed. The IRS reported that the name change to POA ECLA is not in our articles of incorporation. F Haueter and R Carlson agreed to work on the application.

Newsletter report. C Rusch reported on the transition of printing the newsletter vs sending it electronically. The new smaller format was used in the June print addition. The newsletter will be sent electronically soon but print copies will be mailed for some time.

T Boman shared the agenda planned for the Annual Meeting of July 19, 2014. Planning details were discussed.

C Heltne led a Communications Committee report. He discussed a plan to reduce the MB size of the Lake Stewardship Library by use of more links rather than including the actual article. A motion by C Heltne, seconded by B Possin, to conduct a website-enabled survey of membership to study membership demographics and interests and their suggestions passed unanimously. C Heltne reported on the current use of the website. A recent email blast was sent to 323 parties with 56% opening it within 3 days.

C Neff reported on the successful Spring LEEP field trip that hosted 37 7th-grade Drummond students on the Carol Andresen/T Eastlund property on Lower ECL's Mooney Bay. She distributed a LEEP article published in the June 2014 issue of the Wisconsin Natural Resources magazine. R Carlson reported that the LEEP presentation at the Northwest Lakes Conference at Drummond School June 20 by C Neff, F Haueter, Beth Hanson-Love and two students was outstanding. FOECLA and LEEP table-top exhibits were displayed.

B Possin reviewed our progress on our Strategy Map, Objective Statements, Balanced Scorecard and Initiatives. Initiatives are to be a focus over a three year period, 2013 to July 8, 2016. The following agreed to be appointed to be the leaders of each Initiative:

Initiative #	Initiative subject	Leader
1	Controlling AIS with focus on CLPW and Milfoil	Carl Heltne
2	Improve Board and Overall Organization Structure	New Board President
3	Improve Communication Between Board and Membership	Carl Heltne
4	Environmental Education and Communication Plan focused on Septic System Compliance and Reducing Phosphate Runoff	Tom Boman

Because of the new website with email blasts contributing greatly to communication with membership, a motion by C Neff, seconded by F Haueter, to move Initiative #3 from a strategic to an operational initiative carried unanimously.

A motion by C Heltne, seconded by F Haueter, to schedule a review of progress on initiatives and the strategic plan long with budgetary implications for the April 2015 Board meeting carried unanimously.

August Education Seminar. D Scharlemann reviewed plans for the Aug 23 program entitled: Migrating land birds & songbirds: How to make your property a bird-friendly, food-rich habitat for the birds you love. There will be two speakers from the DNR. There will be a continental breakfast and exhibits.

R Carlson led a discussion of possible candidates for open Board positions. T Eastlund offered to call C. LeB to ascertain whether interested. D Scharlemann offered to call Steve W to ascertain his interest.

T Storm recommended that we initiate an email blast to solicit members who may be interested in filling Board vacancies.

T Eastlund suggested that a Dams Committee be developed to address the proposed special assessment district (shoreline owners assessed) to pay for the Lower ECL's Mooney Dam repairs and the possibility of having a "fish passage" at the dam. The chair tabled the discussion for a future meeting.

Reported by Ted Eastlund

Accepted Aug 11, 2014