

Eau Claire Lakes Friends

Board of Directors Meeting

May 12, 2014

Present were Carole Rusch, Cris Neff, Leslie Hall, Ron Carlson, Tom Boman, Bob Hershey, Thom Storm, Carl Heltne, Denise Scharlemann, and a guest, web developer Barbara Emerson from Hayward.

President Tom Boman called the meeting to order at 8:40 a.m. at Cedar Lodge.

Approval of last meeting minutes will await the return of Ted Eastlund.

On behalf of the Treasurer, Tom reported a balance of assets of about \$30,000. No return response from IRS has occurred, despite the Treasurer's diligence in seeking approval of our request for a declaration of nonprofit organization status.

Website

Carl and Barbara Emerson reviewed the website, including things like the homepage, the showing of our strategic plan, listing the board members, board committees, newsletters, and additional matters. Transitioning from digital to print for purposes of the Newsletter was discussed. Information about shoreland monitors, loon preservation monitors, a photo gallery, and a list of Association events will be included. An email "shout out" feature is planned, and there was discussion of gatekeeping for that feature. Carl encouraged those present to make notes and provide inputs regarding added matters that could go on the site. Communication committee will meet every three months to insure the site is kept up to date.

Carl moved that policies and procedures relating to the site as distributed in the committee handout be approved, and that the communications committee be authorized to present a branding plan at the July board meeting. Carole seconded, and motion carried unanimously. Communication committee will meet on Monday, June 2.

Carl moved, Leslie seconded that the website be activated on or about May 19. Motion carried unanimously.

Newsletter, Annual Meeting and Educational Seminar

Carole will meet with the website consultant to help develop a smaller format for the Newsletter. Printer of the Newsletter will be changing.

Annual Meeting plans were discussed, including election of board members. It appears that four positions will be up for vote, and Tom is checking whether our incumbents are willing to serve again.

The beauty of the night sky as well as the topic of cabin lighting may be parts of the Annual Meeting program. Winter sports in the FOECLA region is another possibility. Denny will provide a summary of our new electronic outreach at the Annual Meeting.

The August educational meeting may feature the topic of **attraction of birds to local properties**, and perhaps inclusion of the topic of plants which help attract birds. A speaker on birds, and habitat for them, will be contacted. An honorarium of \$100 plus mileage expenses for the speaker was authorized by the board. August 23 is the date for this morning seminar.

Wisconsin Lakes, AIS and Other Business

Cris reviewed information from the Wisconsin Lakes convention.

Shoreline owners may remove dead invasive species and plant life from their property.

Counties are not required to conform to the new NR 115 changes until May, 2016. Also, counties may adopt more restrictive zoning regulations than those required under the state's general shoreline regulations.

Leslie noted there will be a change in leadership of the local AIS effort with the stepping down of Ingemar Ekstrom. Some of the small lakes north of Barnes are forming a local organization to help combat invasive species and plants like Eurasian mifoil. Also, when a property resident spots what the person suspects is an invasive species, samples go to Lee Wiesner for inspection. Finally, a substantial grant has been achieved for lake and boat monitors.

No July 4 parade entry is planned.

The next board meeting is scheduled for Monday, June 9 at Maki's at 8:30 a.m. Breakfast will be available. Cris will preside while Tom attends a graduation.

The meeting adjourned at 12:35 p.m.

Ron Carlson, Interim Secretary