

| **Attendees:**  Jane Anderson  Phil Bowman  Bart Halling  Sheri Wallace    **Absent:**  Erin Wombacher  **Location:** Jane’s house | **Agenda:**   * Approve Minutes from July 10, see link * Approve Financials, see links   + Changing our fiscal year to calendar year   + Sales Tax Exemption * Updates   + Skipper Meetings & Survey   + Rain Gardens   + Lions Meeting * Newsletter Articles * Carp Fest - Bart/Jane   + Flyers   + Volunteer needs   + Fundraising Goal = $20,000 * Oktoberfest Planning   + Online auction software * New Items   + Two Mikes   + Spirit of the Lakes Parade |
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**Document Links**

[July 10 Minutes](https://docs.google.com/document/d/1fNkzl6Tgsaf3Xe_y0Nd185hIFpV-EFcQ/edit?usp=sharing&ouid=105538163672722783853&rtpof=true&sd=true)

[Board Financial Packet](https://drive.google.com/file/d/1DmB37-L3Rhjzm2TA8DwCjm_DlJlvUGrZ/view?usp=sharing)

[Donor Report](https://docs.google.com/spreadsheets/d/11oOxLxq3wSKsoc6c3P6lgs71Xw-M6yPv/edit?usp=drive_link&ouid=105538163672722783853&rtpof=true&sd=true)

[Executive Financial Summary](https://docs.google.com/document/d/11rG8F0H6lVCWtuC5MXNxrZYo0ctJUvcL/edit?usp=sharing&ouid=105538163672722783853&rtpof=true&sd=true)

**Meeting Notes**

Approve meeting minutes:

* Meeting minutes approved from previous meeting on 7/10 – motion (J Anderson) and second (B Halling) with no dissent
* Encouragement to continue reviewing follow up items as necessary

Approve financials:

* Current assets as of 8/13 - $43,338.23
* Financial review. Motion to approve financial statements ( S Wallace), seconded (P Bowman) – all in favor, none opposed.

Updates

* Skipper survey
  + Idea to change fiscal year to calendar instead of September 1. 10 out of 12 responded “YES” that we should change.
    - Initially used 9/1 in order to coincide with the giving schedule to fund the next Summer on the end of the current Summer
    - Motion (J. Anderson) to move to financials to calendar year, seconded (B Halling). All in favor, none opposed.
    - Will create a change to reporting – not sure on impact
    - Option to work toward a short year (3 months 10/01-12/31)
    - Need to create messaging around the rationale for changing fiscal year – will need to be wrapped in member communications
    - Need to follow up with logistics around how to change the year and set membership expectations and timing
    - Tax treatment and reporting will be more efficient and effective
    - Survey
      * Best method to communicate = text and then email (80%)
      * Ability to connect with neighborhood participants = 50% yes, 50% no
      * Hard to make physical connection – many traveling neighbors and seasonal residents – hard to leave flyers
      * Non-full year residents hard to get a hold of
      * Challenges that may preclude connections from Skippers
      * What about text outreach from Skippers to neighbors
      * 91% of Skippers said newsletter distribution electronically is fine – but print a few hardcopies to provide to those that are not online
      * New neighbor bags – many had not requested even though new neighbors have moved in
      * Communication improvement ideas – all channels help. FB is good venue to leverage. HBA doing a good job. Good feedback on communication so far – appreciative of efforts from HBA.
      * Should we pursue a fall survey for full membership?
      * Email analysis – opening vs subscribers? 100 that did not open the emails – roughly 33% of targeted audience.
      * Should we have a recommendation to put HBA in your non-SPAM folder (Sheri sent)
  + Rain Gardens
    - Started with 3 rain gardens planned – Dove fell through, but resident engagement was low. Eagle is in flight – site walkthrough completed with design components – some level of resident concern on layout. Water main challenge on proposed location.
    - Met with Eric Hoverstrom – some specific asks from the City of Mound. Some level of pushback on managing the mud runoff and other debris – totally on private property, City is hesitant to commit to maintain. Eagle rejected as location based on these concerns.
    - Apple – moving forward with site – no major issues.
    - Cardinal – being considered as a larger site – could be higher cost based on size of site. Ask to city for shoreline rehab, ash tree removal and rip-rap installation at end of street site, and sump pump. Presenting to City Council for support of this strategy for Cardinal.
  + Lions Meeting
    - Presented to Long Lake Lions Club – Northwest Tonka
    - Intent was on support from the group – asked us to come back for larger group presentation in the 4th quarter.
    - Reached out to the Excelsior Lions Club meeting – but very different focus (childrens causes) – but could partner with us on efforts for HBA. Presenting in November.
    - Lions may want to sponsor a rain garden – follow up meeting with Skip
  + Skipper meeting…
    - Low attendance in mid-summer, need to drive engagement, connection and inspiration. Ideas to be discussed.

Newsletter articles

* Before Oktoberfest – ideally by September 18th – 2 weeks
* Article ideas
  + Boating safety
  + Fall winterization considerations – how to take care of the bay as the season closes up
  + Getting ready for Winter and Ice In
  + Shoreline management in the fall
  + Carp updates and connection points
  + Birds of distinction on the bay (Eagles, Ospreys, Great Herons, etc.)
  + Rain Barrells – pre-sale and next year
  + 2Mikes article – Bass o Matic
  + Westonka Walleye – release event – will Johnny write a short newsletter

Carpfest

* Potential use of flyer as an ad on the Laker. Update 8/15 SW: Cost of ad is $240. Board approved via text
* E-mail flyer to all that we have an address for
* Post to FB
* Detailed list of action items prior to the event presented (B Halling) and reviewed by group for assignment and decisions
* Important to encourage attendance on the water by boat primarily, event not planned or presented to the city of Mound as an on shore event – only a music performance permit pursued based on that assumption
* Continued work with both 6 Feet Apart and the Abiders on planning for the day
* Discussion on finding a drone camera operator to capture aerial images and footage of the event
* Discussion on utilization of the current donation process and website to communicate donation totals throughout the day – need to zero out pay pal account prior to the event to track Carpfest specific donations.
* Target still $20k for event donations- aspirational goal!

Oktoberfest

* Kiss the carp
* Lower cost new software for managing the auction – although will limit anyone who does not have software or a smart phone
* Looking for donations for auction items
* Wayzata Muni – Kevin – will make some donations
* Committees established – for food, games and set-up and take down.
* How much should tickets be? $15 ahead (member) and $20 at the door (member).
* Family max of $50 beforehand and $60 at the door – member $5 off for both
* Minnow races? Using PVC gutters (closed at each end) and straws to blow and scare minnows to a finish line. Minnows available at BP on Shoreline.

New Items

* 2 Mikes: Sales tax exemption conversation for fundraiser on fertilizer.
* Sheri applied for tax exemption status as a non-profit – would impact any purchases made by the association. Updates forthcoming when status is provided. IRS certificate as non-profit is the precursor to approval – which HBA has currently.
* Vacant skipper location – how do we solve
* How do we get Skippers engaged and activated
  + Appreciation gift – Harrisons Bay store gift card for $50.00/Skipper and a thank you card from the board – signed. Messaging around expectations for Skipper involvement in future.
  + Motion to budget $50/Skipper gift certificate (J Anderson) – seconded (B Halling), all in favor, none opposed.
* LMCD Meeting attendance:
  + Not discussed – deferred to next meeting

**Follow-up/Tasks:**

| **What** | **Who** | **When** |
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| Ad for the Laker | Sheri | 8/15 |
| Connect with Whitmores on Cardinal rain garden project | Bart | Before Tuesday 8/22 |
| Call Melissa at Back Channel and discuss calendar for charity day (Tuesdays) | Jane | Before 9/1 |
| Circle back with Skip @ Lions group before their September 14th meeting (Rain Garden sponsorship) | Jane | Before 9/14 |
| Connect with Excelsior Lions group on larger group meeting this fall | Jane | Before 10/1 |
| Event opportunity at Gale Woods Farm | Bart/Kari | Before 10/1 |
| Ask Johnny Range about a newsletter article in newsletter promoting Westonka Walleye Association | Phil | Before 9/1 |
| Bad carp jokes – send to Jane/Sheri | All Board Members | ASAP |
| Large carp to kiss | Bart | Before Oktoberfest date |
| Draft articles for Newsletter   * Westonka Walleye – Phil * Boating safety – Phil * Rain Gardens – Sheri * Rain Barrels – Angela * Seasonal information – Bart * Carp – Bart & Jane * Year change for memberships – Bill * Two Mikes – Jane * Oktoberfest - Erin | All | August 31 |
| Write skipper thank yous for next meeting signatures | Sheri | Sept 11 |
| Skipper Communication   * Phone numbers * No flyers to hand out | Sheri | Before 8/19 |
| Talk to Steve Bernstein about drone coverage of CarpFest | Jane | Before 8/26 |