

| **Attendees:**Jane AndersonPhil BowmanBart HallingSheri 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 |