

RALALA BOARD MEETING MINUTES  
April 13, 2023  
Via WebEx

**Welcome:** Bob Eddy, President

**Present (8):** Bob Eddy, Diana Lee, Sara Parke, Anne Bonnerup, Bob Lee, Mark Mosman, Lloyd Thyen, Mary De Hanson

**Absent (6):** Gary Langer, Cyrus Malbari, Kim David, Darril Wegscheid, Jeff Caza, David Lawson

**Minutes of 3/16/23 meeting:** Diana asked for any desired changes to the draft minutes distributed prior to the meeting and none were suggested.

A motion was made by Mary De to approve the minutes as distributed prior to the meeting, seconded by Lloyd and unanimously passed.

**Treasurer's Report:** Sara reviewed the report that was distributed prior to the meeting which included bank balances and 2023 income as of March 31, as well as anticipated expenses for April. She also explained that, going forward, "membership dues" will be broken into two categories: "family memberships" and "business memberships", and that advertising income will now fall under the "business memberships" category. She further explained that since "milfoil donation" has been removed from the membership solicitation form, it is expected that, like in 2022, there will be a higher volume of donations for "environmental quality projects and initiatives". Sara reported that 2022 year-end financial transactions/records are now complete, Tax Form 990 has been filed with the IRS, and the Annual Report has been filed with the Secretary of State.

A motion was made by Lloyd to approve closure of the 2022 financial books, seconded by Mark and unanimously passed.

**2023 Budget:** The budget proposed by the Finance Committee was distributed to the Board in advance of the meeting. Bob Eddy made the following observations and comments relating to proposed budget items:

- Although \$5,200 has been budgeted for Enbridge water testing, Bob is applying for a \$5,000 grant from Enbridge to defray the cost of the testing.
- A previous property owner on Lake Roosevelt (Jo Ellen Batty-George), who is now deceased, listed RALALA as a trust beneficiary. Administration of her trust and distribution of the assets has been completed and RALALA has received the bequest. This gift will be acknowledged in the newsletter.
- Although the budget projects a deficit of \$3,810 (\$32,740 expenses vs.\$28,930 income), in light of the above information, Bob Eddy recommends approval as is.

A motion was made by Mark to approve the budget as presented at the meeting, seconded by Mary De and unanimously passed.

**AIS and Launch Site Management:** Bob Eddy referenced materials sent to the Board by Gary containing updated kiosk information and ideas for signage to be placed on the kiosk. The materials included a draft of a “RALALA” sign containing history, mission, initiatives etc. There were suggestions to change some wording and also suggestions for additional signs i.e. “directions to decontamination station” and also “own your wake”. It was suggested that an article regarding large wakes, buoys left out etc. should be placed in an upcoming newsletter.

**Protect our Lakes Initiatives:** Anne reported the following:

- There is a guide available entitled “MN Lakes & Rivers Advocates: Shoreland Guide to Lake Stewardship” available for \$10 per book on Amazon. Anne asked for feedback as to whether a large order should be placed so that RALALA can offer them to June “launch event” attendees for free or at a reduced rate. No definitive decision was reached but it was pointed out that county-produced documents are available at no cost.
- Prairie Restorations may bring small plants to the June event for a plant sale. Anne is continuing to communicate with them about this prospect.
- Prairie Restorations, Inc. will offer a second day of free consultations with people interested in shore restoration projects which typically cost \$250. The consultations are scheduled for June 2 and 3.
- \$2,000 has been budgeted by RALALA for this year’s “Bennies” program. The Board approved the following “Bennies” expenses:
  - Reimburse up to five homeowners \$100 each who arrange for a \$150 on-site visit from Crow Wing Soil & Water Conservation District

(resulting in \$50 out-of-pocket cost to the homeowner). RALALA expense: \$500

- Reimburse up to three homeowners \$500 each who are willing to spend at least \$500 out-of-pocket for shoreline restoration projects. RALALA expense: \$1,500

**Marketing Plan/Marketing Committee:** Mary De indicated she believes RALALA should have a larger social media presence and indicated that her daughter is willing to set up a FaceBook page. Discussion followed with regard to who would maintain the site and respond to people posting questions and comments. A poll of attendees showed nobody was interested in taking on the role or were avid FaceBook users, and further discussion was tabled.

Mary De also suggested that RALALA secure a booth at Emily Day this summer. It was agreed that further thought and planning would need to happen with regard to what the booth would look like, how many volunteers would be needed to take shifts, etc. Bob Eddy then suggested that a Marketing Committee (subcommittee of the board) would be advisable to further a marketing plan and work on initiatives. The following agreed to become members of the Marketing Committee:

Bob Eddy, Mary De, Lloyd, Diana

Bob Eddy indicated he will also solicit Darril to join the committee

**Newsletter:** Anne indicated she and Kim are continuing to work on the draft of the spring newsletter.

**Water Quality Testing:** Bob Eddy reported that WAPOA testing dates have now been published and that the Enbridge water testing is on target to start in July.

**City of Emily Beach on Little Emily Lake:** Bob Eddy confirmed that RALALA will not be making any public comments or taking any position on this issue. Mark reported that the City has recently redesigned the original plan and removed the public launch due to the controversial nature of the launch being created. He added that the City is still looking to create a beach.

**Schedule of Board Meeting Dates:** Bob Eddy polled attendees regarding changing the meeting day from Thursdays to Wednesdays. All attendees agreed that would work.

**Emily Waters AIS Application:** Bob Eddy reported that Jan Mosman submitted RALALA's grant application to the City of Emily. It was suggested the city be approached to discuss the issue that grant amounts remain the same each year despite the fact that costs of projects continue to rise.

**Benefactor Donations:** Bob Eddy again referenced the bequest that was discussed earlier in the meeting during the budget presentation. He suggested that the financial review committee take up the issue of what would be the best way to meet the donor's expectations and then to report back to the board with recommendations.

**Action Item:** The Finance Committee will create an investment strategy/plan and will submit it to the full Board for approval.

**Other Business:** Bob Eddy raised the following topics:

- PLM contract – Bob received confirmation from the Board that he is authorized to sign the contract relating to milfoil management.
- A.W. Research Labs lakes report – Bob indicated he will distribute to board members the latest report showing water quality testing results from area lakes and then tabled further discussion until after members have time to review it.
- Automated External Defibrillators (AEDs) – Bob reported that the U of M received a grant to buy and deploy AEDs to lake associations and will maintain them for 7 years. There was discussion relating to putting them at launch sites and a general consensus that it isn't practical to do so and also a question was raised relating to a possible liability issue for RALALA if they were misused. Lloyd said he will check with First Responders in the area about their possible need.
- Mitch Brinks project – Bob acknowledged Darril's request to hire Mitch Brinks to develop a program giving RALALA the capability to assemble and analyze lake shore contours, impervious areas, etc. to enable RALALA to understand what percentage of shoreline is natural, where challenging or problematic areas are located, etc. After discussion, it was

agreed that before spending the time and money, the board first wants to better define the scope, timing, costs and resources along with the value of having the information.

**Adjournment**

A motion was made by Bob Lee to adjourn the meeting, seconded by Lloyd Thyen and unanimously passed.