

RALALA BOARD MEETING MINUTES
May 10, 2023
Via WebEx

Welcome: Bob Eddy, President

Present (10): Bob Eddy, Gary Langer, Diana Lee, Sara Parke, Anne Bonnerup, Bob Lee, Mark Mosman, Darril Wegscheid, Lloyd Thyen, Mary De Hanson

Absent (4): Cyrus Malbari, Kim David, Jeff Caza, David Lawson

Guest Attendees: Glen Goodwin (Washburn Lake Association), Mary Kowalski, Sheila Langer

Minutes of 4/13/23 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 Lloyd to approve the minutes as distributed prior to the meeting, seconded by Anne and unanimously passed.

Treasurer's Report: Sara reviewed the income report, including bank balances, as of 5/9/23 that was distributed prior to the meeting and received no questions.

A motion was made by Bob Lee to approve the financial report, seconded by Gary and unanimously passed.

Loon Report: Sheila Langer joined the meeting to report that she submitted a Friendly Lake Management Plan to the DNR last Fall for an Artificial Loon Nesting Project (ANP) on Lake Roosevelt. She also obtained a permit from Cass County to place a temporary structure on the lake. The DNR approved a location in the outer bay of Woods Bay for the ANP. Sheila and Gary Langer partnered with Dave and Gale Lawson to build the platform and committed to a 3-year maintenance arrangement whereby they will place it on the lake in the spring, remove it in the fall, store it for the winter and make any necessary repairs or additions that may be needed during the summer. As required, reflective permit numbers are displayed on two sides of the platform. The top of the platform contains natural materials and grasses and wire lines were installed to keep out eagles. Construction of the platform took approximately 8 hours and building materials cost \$450. The DNR is covering the cost of the building materials.

July 4 Annual Boat Parade: Mary Kowalski joined the meeting to give some history on how the parade was initially organized and how it has evolved into an annual event that is enjoyed by many. To prevent overlapping with other events, the date for the parade has been designated as Sunday afternoon (1:00 or 2:00pm) the weekend that Outing has 4th of July events (weekend of fireworks etc.) Last year Mary submitted an article with pictures to the Northland

Press and it landed on the front page. She and Darril have been the primary organizers for several years and, although they strongly endorse continuing the tradition, would now like to hand over the event to RALALA. They suggest that one person be designated to be the head organizer (to find a family each year willing to be the lead boat, to get the word out to prospective participants, to get the information into the RALALA newsletter, take photos etc.) Darril is willing to assist with an email blast communication. Nobody present at the meeting offered to take on the role and further discussion was tabled.

Financial Review Committee Report: Bob Eddy reported that the committee met to discuss how to handle large donations (such as Trust and Last Will & Testament bequests). The committee's primary focus is to preserve capital, generate income and build for the future to ensure there is a long-term benefit to RALALA. The committee recommends the following:

- With regard to the recent bequest received, deposit 1/3 into bank accounts to be immediately available for current projects and invest 2/3 in financial products that have a 6-12 month window that contain minimal or zero withdrawal penalties.
- Withdraw RALALA's funds and accumulated interest currently invested in the Initiative Foundation and invest those funds in the same financial products chosen for the bequests above.
- Maintain appropriate balances in RALALA's bank accounts and analyze quarterly whether transfers need to be made to or from low-risk money market accounts that have no withdrawal penalties.
- Task the Financial Review Committee with performing the following:
 - Define a board oversight process
 - Get investment recommendations from a financial planner
 - Select appropriate products to accomplish the above

A motion was made by Darril to approve the above-recommended actions, seconded by Diana and unanimously passed.

Newsletter: Anne indicated that the next newsletter will contain a feature article regarding the bequest received from the trust of Jo Ellen Batty-George and that Anne will interview neighbors and others on the lake who knew Jo Ellen personally for article content.

AIS Management: Gary reported that he and Mark chose a location at the landing for the kiosk, that Gary would pick up the kiosk on May 15 and that Gary, Mark and Bob Eddy would install it at the landing on May 19, including hanging the signs that have been obtained for the kiosk. He suggested adding a waterproof holder for brochures.

Gary then reported on a meeting among him, Bob Eddy and Eric Lindberg (owner of Environmental Sentry Protection) with regard to this year's ILID contract for video captures and video reviews. He reported that their discussion included the possibility of eliminating video reviews due to limited valuable reporting and no real action plan resulting from the reviews. The board received two estimates for this year's contract with ESP, one that included 500 video reviews per month (costing \$4,620) and the other 200 video reviews per month (costing

\$3,163). After discussion, the board agreed that the ILID (video of boat launches and audio message to boaters) likely provides enough value to renew the contract. There was also discussion around whether it would be desirable to change up the ILID audio message from time to time.

A motion was made by Bob Lee to approve payment of the \$3,163 invoice for this year's ESP services, seconded by Darril and unanimously passed.

Protect Our Lakes Initiatives: Anne reported that one "bennie" was paid (reimbursement of \$100) to a member who arranged for a \$150 on-site visit from Crow Wing Soil & Water Conservation District for advice on lakeshore restoration. She further reported that, to date, 14 people have signed up for Prairie Restorations' free consultation sessions scheduled for June 2 and 3.

Marketing Plan: Mary De reported that the Marketing Committee met to define target audiences and brainstorm marketing and communication ideas appropriate for those audiences. She then focused on the following:

- Booth at Emily Day on July 15. Mary De has secured a 10'x10' booth at Emily Day in order to show community support and help make RALALA (and its missions and accomplishments) more visible to the public at large. The booth will contain signage, RALALA-created brochures, Loon Center brochures, copies of the newsletter, give-aways for kids including coloring & activity books (with loons and lakes themes), bingo game, penny candy etc. Mary De and Diana have committed to working the booth and are seeking additional volunteers to take shifts.
- Participation in Emily Day parade for the same audience and purposes above. No specific people or vehicles have been identified for this event.
- RALALA presentation at meetings of the Lakes & Waters group (who reports to Crooked Lake Township City Council) and Emily Waters group (who reports to Emily City Council) for the purpose of familiarizing these two groups and ultimately our city council members with RALALA's missions, goals, initiatives and accomplishments. Bob Eddy agreed to speak before both groups. No dates or definitive plans have yet been made.
- Facebook – Mary De reiterated her interest in creating a FaceBook page for RALALA and believes it would be beneficial and an efficient way to get messages and announcements out to a broad audience. There was discussion around the challenge of finding a person willing to commit the time and effort to review the page daily and respond to comments or questions in a timely manner, since not doing so would leave a negative impression. Mary De suggested that the page could be set up as a one-way communication with no avenue for the public to submit comments and questions. No volunteers came forward and no consensus was reached.

Water Quality Testing: Darril reported that volunteers have been found to collect water samples for water quality testing on all five lakes, to be performed the 3rd Sunday of every month.

Other Business:

- June Launch Event on June 17: Anne discussed plans for the event and indicated volunteers are still needed for set-up, food & beverages, clean-up etc. Diana offered to handle the food and beverages and Mary De offered to manage the registration table.
- City of Emily Beach: Bob Eddy reported that he attended a meeting regarding the creation of a city beach on Little Emily Lake, that was also attended by representatives from the Crow Wing County and the Emily City Council. The Emily Beach plan was revised due to several concerns involving patrolling and cleaning the park, number of trees to be cut down, boat launch issues etc.
- Sensitive shoreline and wake boat concerns: Bob Eddy prepared a map of Lake Roosevelt illustrating where large boat wakes are discouraged due to sensitive shoreline, loon nests, and narrow areas too close to shore. The board agreed that it would be valuable to put this map on a sign for the kiosk and also create flyer handouts to be available at the kiosk for boaters to take with them.
- Adopt a Highway: Bob Eddy reminded the board that the spring highway clean-up day is scheduled for May 20 and Darril agreed to send out a reminder and request for additional volunteers.

Adjournment:

A motion was made by Darril to adjourn the meeting, seconded by Mary De and unanimously passed.