

RALALA BOARD MEETING MINUTES  
August 17, 2023  
Via WebEx

**Welcome:** Bob Eddy

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

**Absent (2):** Cyrus Malbari, Anne Bonnerup

**Secretary's Report:** Diana presented drafts of the July 19 board meeting minutes, the August 5 annual board meeting minutes, and the August 5 RALALA annual association meeting minutes. No changes were requested.

Upon motion made by Mary De, seconded by Lloyd, and carried, the minutes of the July 19 minutes were approved.

Upon motion made by Bob Lee, seconded by Lloyd, and carried, the minutes of the August 5 annual board meeting were approved.

Diana was instructed to put a watermark "DRAFT" on the minutes of the RALALA association annual meeting to be presented for approval at next year's annual meeting.

**Treasurer's Report:** Sara presented the financial report dated August 17 but indicated the income related to membership dues and EQPI (environmental quality projects and initiatives) only reflects receipts as of July 17.

There was discussion around the handling of invoices, particularly those expenses that are shared among RALALA, Crooked Lake Township Lakes & Shores Committee, and the City of Emily. Crooked Lake Township and Emily have their own processes for approving and paying invoices.

There was also discussion around the handling of dues checks that are sometimes casually handed to a board member and later deposited without first going through Bob Lee who updates the database. The board was reminded that

Bob Lee needs to be aware of every payment so that the database is accurate and people don't later get reminded to pay their dues after they already did so.

Upon motion made by Bob Lee, seconded by Mary De, and carried, the financial report was approved.

**Financial Committee Report:** Sara reported that Propel Nonprofits, an entity funded by the state to provide resources to nonprofits, has given Sara sample materials to help in the development of RALALA's long-term investment plan. The sample materials provide guidance on creating a plan, analyzing cash flow needs, criteria for selecting investment types, etc. Sara will prepare a draft plan for consideration by the committee and ultimately for review and adoption by the full board.

**AIS and Launch Site Management:** Gary indicated that the RALALA Own Your Wake sign will be posted shortly at the Outing public docks. He also reported that Steve Henry, the new Cass County AIS Technician, will be at the Corn Feed.

Bob Eddy added that Land O'Lakes Marine in Outing will post the sign as well, and will also put it on Facebook.

Gary reported that the July 26 invoice (\$27.50 per hour) for additional inspector hours at Roosevelt and Lawrence boat launch sites shows the following:

40 additional hours at Lawrence:	\$1,100
100 additional hours at Roosevelt:	<u>\$2,750</u>
July 26 invoice amount	\$3,850

Gary reminded the Board of what was originally approved and budgeted for the entire 2023 boating season:

80 additional hours at Lawrence:	\$2,200
280 additional hours at Roosevelt:	<u>\$7,700</u>
360 hours for 2023 season:	\$9,900

The \$9,900 will not be fully funded by RALALA because Crooked Lake Township Lakes & Shores Committee and Cass County have committed to sharing some of the expense.

**Protect our Lakes Initiative:** Anne, in anticipation of being absent from the meeting, submitted a written report indicating:

- Anne has made additional lake residence site visits and two more properties have qualified as “Lake Stewards” – one on south Roosevelt and one on Leavitt.
- Anne continues to have contact with several people who are moving forward with lakeshore restoration projects, helping them to navigate the process.
- Lloyd has completed a restoration project at his home by planting many native shrubs and plant plugs as well as a fern bed, and qualifies for the \$500 “bennie” (reimbursement by RALALA). Lloyd then indicated that he will donate the \$500 back to RALALA.

**Marketing:** Mary De indicated that she and her daughter have created a Facebook page named RALALA Lakes and is welcoming suggestions and ideas on what to post on the page. There was discussion around the benefit of promoting RALALA through its own Facebook page rather than tagging onto Crooked Lake Township or Emily pages.

**Newsletter:** Kim reported that RALALA historically publishes three newsletters per year and that the Fall/Winter issue will be ready prior to December 10. She also recommends limiting the number of pages to 16. In response to earlier suggestions that mailing hard copies would likely result in more people actually reading the newsletter, she was given a cost estimate by the printer of \$775 for 400 copies of a 16-page newsletter. The \$775 does not include postage costs. Including postage, the cost would roughly be \$1,000 for each hard-copy issue mailed. Discussion included the following comments/suggestions/questions:

- \$1,000 equates to 40 membership dues (at \$25 per membership). \$3,000 for mailing of all three issues equates to 120 memberships (over one-third of dues income). Would this be cost effective?
- Members currently have the option for a hard copy and a small percentage have requested it. Should we just mail to prospective members vs all current members?
- Should we just mail one issue per year to all members – and send the others as we do now?
- Should we create and mail one annual report per year (with fewer pages) in addition to continuing our current process for three newsletters?

- Newsletters can be posted to Crooked Lake Township website and posted on Facebook in the hopes of getting more readers
- There are likely many people that wish to support RALALA by only writing a check but have no intention of participating or reading newsletters.
- More research needs to be done to get answers to our questions:
  - What percentage of members open the document when it is sent electronically?
  - What should our readership expectations be? Possibly a 35% open rate is considered good for this type of communication. Research is likely available.
  - Are there recommendations on how to focus traffic to the newsletter?
- Bob Lee will determine whether we can get statistical data on how many times the document is opened on our website.
- Possibly a subcommittee should be formed to analyze the value and issues surrounding this

Further discussion was tabled.

**Water Quality Testing:** Darril reported that:

- The Outing Station (gas station) is the new drop-off location for the water samples gathered monthly.
- Testing needs to be done 48 hours or less before the samples get moved from Outing to the lab, which happens at noon Monday. Therefore, the sampling can be done no earlier than noon Saturday. The next testing date is Sunday, Aug. 20.
- There is a new volunteer on Smokey Hollow that will collect water samples on Smokey.

**New Business:**

- **Corn Feed** – Gary indicated that the prizes to be awarded in the “Get the Lead Out” campaign at the Corn Feed amounted to \$375 per association (although they were approved to spend \$500 per association). He also indicated that Lake Washburn Association and RALALA are still looking for volunteers to help man the booth. He said there will be lots of handouts and information at the booth including tee shirts for the kids, lead tackle collection, AIS information, milfoil maps, Own Your Wake flyer, copies of

the newsletter, etc. Mark mentioned that corn shucking begins at 7:00am and Darril agreed to send an email blast encouraging volunteers to help with that.

- **2024 Projects** – Suggestions for 2024:
  - POL:
    - Continued maintenance of the Outing Dock buffer zone as required in our contract
    - Continue to participate in Lake Steward Program
    - Continue “bennies” program (\$100 reimbursements for Soil & Water Conservation District site visits and \$500 reimbursements for completed shoreline projects)
    - Solicit additional free consultations for members with Prairie Restoration or Minnesota Native Landscapes
    - Seek grants for additional funding to support property owner projects
    - Host a Parade of Shores in July to showcase shoreline restorations
  - AIS and Launch Management:
    - Form a small group to discuss and determine the value of additional inspector hours that cost RALALA approximately \$4,000 in 2023. To assist in planning 2024 projects, get data from inspectors and get data from Eric relating to I-LIDS.
    - Explore putting decontamination stations at Roosevelt and Lawrence launch sites
    - Improve signage for existing decontamination station in Outing and remove sign from the building no longer used for this purpose.
    - Create flyer that inspectors can hand out that emphasizes the close proximity to the Outing decontamination station and provides a detailed map/description on exactly where it is.
  - Newsletters – Conduct research that is described under “Newsletter” topic above to determine how to reach more members.
  - Manganese – Create article for newsletter to alert people of possible unhealthy levels of manganese in area wells

- **Annual Meeting Debrief** – Bob Eddy asked for feedback and suggestions regarding this year’s Annual Meeting. There was consensus that the meeting was excellent, and the only suggestion was to encourage more participation by adding video technology, such as Zoom, so that people would not need to attend in person.

Bob Eddy then reminded the Board that the next Adopt a Highway clean-up day is scheduled for September 16 and volunteers are needed.

Bob Eddy then referenced a message from Jan Mosman that a representative from the Loon Center will be doing an “All About Loons” presentation the morning of August 19 at Emily Community Center.

Upon motion made by Darril, seconded by Mary De, and carried, the meeting was adjourned.