

RALALA BOARD MEETING MINUTES

March 17, 2025

Via WebEx

Present (10): Bob Eddy, Gary Langer, Diana Lee, Kim David, Bob Lee, Lloyd Thyen, Mary De Hanson, Bonnie McGowan, Betsy Skagen

Absent (3): Cyrus Malbari, Mark Mosman, Darril Wegscheid, Carolyn Gallagher

Welcome: Bob Eddy

Secretary's Report: Diana presented a draft of the February 6, 2025 board meeting minutes and no changes were requested.

Upon motion made by Gary, seconded by Mary De, and unanimously carried, the minutes of the February 6 board meeting were approved as presented.

Newsletter Process/Guidelines for 2025: Betsy and Kim shared a written "2025 Newsletter Recommended Process" that they created to accomplish the following:

- Reduce the size of the newsletter (Dec 2024 newsletter was 24 pages)
- Streamline and simplify the newsletter process
- Expand outreach methods to reach more readers and increase frequency of communications

The recommended process and guidelines include:

- Reduce size by eliminating redundant articles on the same topic, better use of links to existing information, creating an "advertising section" to solve layout challenges
- Streamlining process to include:
 - Betsy (Editor) and Kim (Art Director) will distribute a "basic style guide" to all article writers
 - All submitted articles must be created in Google Docs (preferred) or Microsoft Word
 - All article submissions should be sent to Betsy only -- with email subject line "Newsletter Article" and name of article
 - Betsy will have control over article headlines and discretionary editing of content
 - Authors will review their articles only once (unless special circumstances)
 - Photos should be sent to both Betsy and Kim -- with subject line "Newsletter Photos" and name of article

- All photos must contain a caption
- Kim will have sole control over layout, fonts etc.
- Newsletter will be proofread by one or two volunteers and final product will be reviewed and approved by Bob Eddy (President)
- Expanding outreach: Newsletter Editor and Social Media Director will collaborate to produce and publish communications between newsletter editions (timely articles, helpful information, announcements etc.) to a broad audience via social media, etc. “Canva” software will be purchased to simplify and enhance the coordination and messaging.

A calendar for the next newsletter was presented including:

March 25 -- Deadline for article topic suggestions

April 13 – Deadline for article submissions via email to Betsy with subject line “Newsletter Article” AND name of article

After review and discussion, the Board agreed that the new Newsletter Process should be formally approved.

Upon motion made by Bob Lee, seconded by Lloyd, and unanimously carried, the Newsletter Process, as outlined in the document presented to the Board, was approved.

Mary De reported that Cass County has issued a 9-part “shoreline series” for lake associations to post online as desired. The series covers a range of shoreline-related information and suggestions for shoreline restoration. She will post the series on RALALA Facebook page and will check with Washburn Lake Association about whether it would be a problem for them (or redundant) if we posted the series on the Outing Chamber Facebook page.

Board Member Resignation: Bob Eddy reported that Darril’s current director term expires this year, and that Darril has indicated he plans to retire at that time. He further reported that, although Darril won’t be serving as a director, he has agreed to continue volunteering to provide some helpful tasks that he performs now, including lake level readings, water quality testing and sample delivery, creek flowage monitoring (dam control), and sending email blasts.

Mary De then indicated she will also be resigning from the board when her term expires this summer, and indicated she will continue to volunteer to assist with specific activities when possible. She expressed, however, that she will not be involved in the maintenance of RALALA Facebook page after her resignation date.

The Board then had a short discussion around the fact that we need to find additional board members to replace Darril and Mary De.

RALALA 2025 Calendar: Bob Eddy distributed a copy of his proposed calendar of important dates, including board meeting dates (third Thursday of each month), Annual Meeting date of August 9, highway cleanup dates, etc. No changes or problems were noted by the board.

AIS Surveys & Treatment Methodology: Bob Eddy reported that he has set up a conference call to discuss RALALA's current methodology for surveying and treatment of AIS, and to determine if any changes in methods or frequency may be appropriate or recommended. He noted the call is scheduled for Thursday, March 20, and, in addition to himself and a couple of other RALALA board representatives, the WebEx call will be attended by James Johnson (Freshwater), David Hillstrom (PLM) and Steve Henry (Cass County Soil & Water).

AIS and Launch Site Management: Gary distributed, prior to the meeting, a written update on arrangements and commitments agreed to so far for this year. Gary summarized his update as follows:

- Cass County approved a grant in the amount of \$3,825 for AIS survey (Cass County's grant in 2024 totaled \$6,000 – a decision with regard to any additional funds for AIS treatment is delayed due to governmental budget cuts)
- I-Lid contract with Environmental Sentry Protection has been agreed upon, including audio messaging, video capturing and review, and reporting of activity – RALALA cost is \$3,227
- Extra inspector hours have been agreed to (31 days for Lawrence and 91 days for Roosevelt) – Total cost is \$5,700
- Landa Decontamination Unit will be at Roosevelt launch site Wednesdays through Sundays starting May 21 (Per original agreement, RALALA will be responsible for up to \$1,000 in operating and maintenance costs.)

Membership Solicitation: Gary indicated a meeting of the Communications Committee will be scheduled shortly to review (and revise as appropriate) all membership solicitation documents, with the goal of getting mailings to both family members and business members in early April.

Diana offered to mail membership solicitation letters and information-collecting forms (the content of both documents will be finalized by the Communications Committee shortly) to current business members, and to continue being responsible for maintaining records of paid members and advertising levels. A discussion followed around the fact that, historically, many of them don't respond

to mailings and we have greater success with in-person solicitation. Therefore, a volunteer or two is needed to visit non-responsive businesses in person and assist with collecting business cards or advertising copy (in the event they want to change their current ad) to pass along to Kim and Betsy. A volunteer is also needed to take the lead on establishing a list of new business prospects and solicitation of those prospects.

Adjournment:

Upon motion made by Bob Lee, seconded by Kim, and unanimously carried, the meeting was adjourned.

Prepared by:
Diana Lee, Secretary