

RALALA BOARD MEETING MINUTES

April 17, 2025

Via WebEx

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

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

Welcome: Bob Eddy

Secretary's Report: Diana presented a draft of the March 17, 2025 board meeting minutes and no changes were requested.

Upon motion made by Mary De, seconded by Bob Lee, and unanimously carried, the minutes of the March 17 board meeting were approved as presented.

Treasurer's Report: Diana presented financial statements, distributed prior to the meeting, for the following periods: month ended 1/31, month ended 2/28, month ended 3/31, balance sheet as of 3/31, and budget vs. actual report 1/1-3/31.

Upon motion made by Lloyd, seconded by Gary, and unanimously carried, the financial statements listed above were approved as distributed.

Newsletter Status: Betsy indicated that progress on the upcoming newsletter is moving smoothly and on schedule, and distribution target date is June 2. There was discussion about the new layout with regard to advertisements and Kim indicated she will write a preamble for the advertising section. Betsy added that social media communications will be posted, in addition to the newsletters, to announce upcoming events etc.

Membership Drive Status: Gary discussed this year's solicitation documents and noted the biggest change is the number noted in the president's letter regarding AIS-related expenses. Since AIS expenses in 2024 were significantly higher than in 2023, the "amount spent per member" jumped from \$200 to \$340.

Gary also noted that the President's Letter that will be published in the upcoming newsletter will include a message acknowledging that RALALA is sympathetic to the fact that the current economic state of affairs may present challenges for

people concerned with their pocketbooks, while still stressing the importance of protecting and preserving our lakes.

Gary suggested that when we acknowledge high-level donor names in the Fall newsletter – that we also note the total number of members who donated to EQPI regardless of the amount they donated.

There was also discussion around how to draw in more members, especially on the smaller lakes that are less affected by AIS thus far. It was agreed that it would be beneficial to host one or more social events that include members and nonmembers alike, such as a picnic lunch at Luscher's Park.

With regard to business member solicitation, Gary reported that renewal materials have been mailed to 2024 business members and Mark has offered to follow up with those that don't respond in the next few weeks. Gary then referenced the "hot list" of prospective new business members that he created, the majority of which advertise in the Lake Washburn newsletter. Gary noted that Carolyn has offered to mail a solicitation packet, including a copy of the Fall newsletter, to those on the hot list, and Gary will later follow up on those. Gary requested that board members email him if they have contact names for any of the listed businesses that don't include a contact person.

AIS Surveys & Treatment Methodology: Bob Eddy reported on the meeting he attended that included James Johnson (Freshwater), David Hillstrom (PLM), Steve Henry (Cass County Soil & Water) and other board members to recap the process RALALA has been using to address AIS. There was a general discussion about whether the effectiveness of RALALA's current approach (summer surveys followed by treatment of AIS found) could be improved upon. A suggestion was made to add a Fall AIS survey to assess summer treatment results and locate areas missed, followed up by treatment as appropriate. Bob noted the additional cost would be in the \$2,000-3,500 range for the September survey and if treatment was in order, an unknown additional cost for that.

Gary suggested that Bob obtain a cost estimate from Freshwater that can be submitted to Cass County with a request they pay 50%.

Bob Lee questioned whether it would be more cost effective to add the additional survey or to spend money on treating more areas with ProcellaCOR rather than the less expensive and less effective Diquat. He acknowledged, however, that such an analysis can't be made until after the Spring survey results are in and we know what we are dealing with.

The Board agreed that the concept of a Fall survey makes sense and that Bob Eddy should move forward with obtaining cost estimates to present to the board for further consideration.

Event Updates:

Emily Day: Mary De noted she has emailed board members looking for volunteers to assist with Emily Day, July 19.

Corn Feed: Gary reported that he reserved extra space this year for the August 16 Corn Feed booth, anticipating a stronger presence by both RALALA and Lake Washburn Association. He noted that CLT Lakes & Shores Committee will be discussing the Corn Feed at its May 14 meeting.

Bonnie raised the subject of a “membership table” at both Emily Day and the Corn Feed, and the need to have a Point of Sale system in place before those events to enable RALALA to accept payments. Bob Eddy will reach out to Carolyn to get a current status of the POS project and to determine how we speed up the process.

July 4 Boat Parade: Bob Eddy indicated nobody has expressed interest in organizing and leading the boat parade, and will talk to Darril about his thoughts and intentions. Bonnie raised the issue, previously discussed by the board, of planning a picnic in conjunction with the boat parade. After discussion, it was agreed that a picnic should be planned for a date other than the date of the boat parade in light of the number of activities taking place that weekend. Bonnie agreed to put together a plan for a picnic, including optional dates, menu, cost estimates, etc.

Adopt a Highway: Bob Eddy reminded the board that the Spring Hwy 6 Clean-up is scheduled for May 17, and volunteers are needed as usual.

Water Testing: Bob Eddy reported that monthly water testing will begin May 18, that Darril will continue coordinating that activity, and that “backup” volunteers are still needed.

New Member Solicitation Initiative: Bonnie stressed that most, if not all, new lake property owners are unaware of the lake association and she’s working to create a membership “packet” containing RALALA brochure, membership information, newsletter, etc. She expressed that she needs assistance with creating a list of property owners and that she will work with Darril on how best to line up “team leaders” on each lake.

Bob Eddy expressed that the existing brochure is outdated, and Kim agreed to send Bob the document so that work can begin on updating the information in the brochure. Betsy offered to assist with editing as well.

I-Lid Installation: Mark reported that he and Gary will install the I-Lids the first week in May, so that they are operating prior to Fishing Opener weekend.

New Board Member Recruitment: Bob Eddy discussed the urgent need to find new board members in light of Darril and Mary De “retiring” from the Board this summer. Bob encouraged board members to talk to neighbors and help spark interest, and to keep in mind we need particular assistance with database technology, website management, social media, and membership drive management. Bob noted that the open board positions will be advertised in the upcoming newsletter as well as on social media.

Board Meeting Locations: Gary suggested that the board meet in person this summer, rather than via WebEx, and expressed it would be fun to tie those meetings in with dinner and socializing. It was agreed by the Board that we should schedule in-person meetings in June, July and September, recognizing that the August Annual Meeting is already an in-person meeting.

Bob Lee suggested also planning an evening social event in the Fall for board members and any volunteers that assist during the year. Bob Eddy suggested also inviting large EQPI donors to show appreciation to them.

MN COLA Seminar: Lloyd reported on a webinar he attended, presented by Minnesota Coalition of Lake Associations, to educate lake associations on the process for petitioning for an ordinance to control wake boat activity. He noted that the webinar was attended by 450 people. Lloyd explained that the process involves numerous steps, takes a significant amount of time to complete, and even after an ordinance is in place, it is enforceable only by the Sheriff. Lloyd indicated that MN COLA will be publishing a recording of the webinar in the next couple of weeks.

Bob Lee noted that any new ordinance on Lake Roosevelt is further complicated by the fact that it involves working with both Cass and Crow Wing counties.

Adjournment:

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

Prepared by:
Diana Lee, Secretary