

RALALA BOARD MEETING MINUTES
February 6, 2025
Via WebEx

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

Absent (3): Cyrus Malbari, Kim David, Darri Wegscheid

Welcome: Bob Eddy

Secretary's Report: Diana reported that RALALA's annual registration was filed with the Secretary of State's office prior to the 12/31/24 deadline. She then presented a draft of the October 17, 2024 board meeting minutes and no changes were requested.

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

Treasurer's Report: Diana presented financial reports for the months ended October 31, November 30 and December 31 and described the income and disbursements shown during each period.

Upon motion made by Mark, seconded by Gary and unanimously carried, the October, November and December financial statements were approved as presented.

2025 Budget: Diana projected on-screen the draft of the 2025 budget and walked through it line by line. After discussion and some revisions relating to several line items, it was agreed that the budget should be approved with the understanding that there are a couple of unknowns and/or rough estimates contained in the document.

Upon motion made by Mark, seconded by Mary De and unanimously carried, the 2025 Budget (attached hereto as Exhibit A) was approved.

During discussion around the anticipated costs for AIS prevention and treatment, Gary informed the Board that we would be receiving less financial assistance from Cass County this year for inspectors at the Roosevelt and Lawrence boat launch sites. Gary reported that he is working with Steve Henry to finalize the

schedule of days and hours for inspectors, and when that information is available, he will pass along to the full Board so that we can assess how many additional hours will need to be filled and at what cost.

Newsletter/Communications: Betsy shared that she is creating a communications plan to (a) increase RALALA's visibility and messaging through short communications outside of newsletter publications, (b) to streamline the newsletter process, and (c) to find ways to decrease the number of pages in the newsletter. She indicated she will communicate the proposed plan to the Board when it is completed and after she receives input from Kim. There was general discussion around how we can consolidate the advertising section of the newsletter (to reduce number of pages and to address challenges in page layout) and other ways we may be able to provide additional visibility and value to our business members. With regard to the purchase of software (included in the budget), Betsy explained how Canva software will be useful in creating graphics and short communications. She also explained that updated Indesign software for Kim may be helpful to better sync with Betsy's newer version when creating the newsletter.

Grant Applications: Mary De reported that the Crow Wing Power grant application is still in process, and that no response has yet been received relating to approval of an Enbridge grant. Bob Eddy reported that RALALA, as well as other area lake associations, have again received denials from the DNR for any 2025 grant to assist in milfoil treatment.

Point of Sale System: Carolyn reported that she does not yet have a definitive price for the purchase of a system that meets our needs. She indicated that she is focusing on the PayPal family of products, and after discussion, it was confirmed that the majority of our anticipated activity will involve recurring payments rather than on-site one-time mobile payments.

Board Member Roles and Responsibilities: Bob Eddy indicated he has been finalizing a matrix, after receiving input from several board members, showing the various roles and responsibilities of board members, and will soon be sharing that with the full board for discussion.

Crooked Lake Township Funding: Bob Eddy reported that the 2025 CLT Annual Meeting is scheduled for March 11, at which time budget discussions will take place. Bob and Gary offered to create a packet of RALALA information, including RALALA's request for financial assistance, and will submit the written materials to the Board Chair in light of the fact they will not be in Minnesota and therefore unable to attend the meeting in person.

RALALA 2025 Calendar: Bob Eddy distributed a copy of last year's calendar of important dates and it was agreed that Thursdays continue to work best for board meeting dates. It was also agreed that the RALALA Annual Meeting should be moved to the second (rather than the first) Saturday in August, due to the fact that the first Saturday has conflicted, and will continue to conflict, with a fishing tournament on Roosevelt that may be resulting in fewer people attending our meeting. Therefore, this year's Annual Meeting will take place Saturday, August 9.

AIS Surveys & Treatment Methodology: Bob Eddy shared information he received during a call with another lake association regarding methodology relating to AIS surveys and treatment. He indicated that the other association surveyed for AIS more frequently and then followed up with treatment immediately, and that it has worked well for them. Recognizing that lake depth and water clarity could be a determining factor in how surveys can be conducted, Bob wants to gain more information in case it would make sense for RALALA to reassess our methodology of surveying in early and late summer only. Bob will arrange a conference call to learn more details, and Gary and Mark offered to participate as well. Steve Harvey (Cass County AIS Lake Technician) will also be invited to join the call.

Adjournment:

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

Prepared by:
Diana Lee, Secretary