

## RALALA BOARD MEETING MINUTES

August 21, 2024

Via WebEx

**Welcome:** Bob Eddy

**Present (9):** Bob Eddy, Gary Langer, Diana Lee, Kim David, Bob Lee, Darri Wegscheid, Lloyd Thyen, Mary De Hanson, Carolyn Gallagher

**Absent (2):** Cyrus Malbari, Mark Mosman

**Secretary's Report:** Diana presented drafts of the July 10, 2024 board meeting minutes and the August 3, 2024 board annual meeting minutes. She also presented a draft of the August 3, 2024 association annual meeting minutes that will be posted on RALALA website with a "draft" stamp until they are approved by the membership at the 2025 annual meeting. No changes were requested on any of the minutes presented.

***Upon motion made by Bob Lee, seconded by Bob Eddy, and unanimously carried, the minutes of the July 10 and August 3 board meetings were approved as presented.***

**Treasurer's Report:** Diana presented a financial report for the month ended July 31 and a Budget vs. Actual Report for the period January-July. She noted that there were a couple of donations received in August, including a \$2,500 EQPI donation. With regard to July expenditures, she itemized what was included in some of the totals shown on the report.

There was discussion regarding the cost-sharing arrangement with the City of Emily, under which they will pay a portion of the milfoil treatment costs, and that PLM will be need to be notified of the exact amount they can bill directly to the City of Emily. Bob Eddy will contact City of Emily to determine that specific amount.

Followed was a discussion about the funds we have invested in the Initiative Partner Fund and the need to have a conversation with them about whether we can cash out of the fund or receive a contribution toward milfoil treatment. Bob Eddy will arrange a meeting or conference call to include a representative from the Initiative Fund, Bob Lee, Diana Lee and himself.

***Upon motion made by Gary, seconded by Mary De, and unanimously carried, the July financial statements were approved as presented.***

**Fundraising Report:** Gary noted that RALALA has successfully raised substantially more income than was raised in 2023, but that additional contributions are needed in light of the unexpectedly high cost of milfoil treatment this year. He stressed that we have gained a lot of ground in spreading awareness in the community with regard to our activities and goals. He also noted over 60 “2023 members” have not yet paid in 2024. Gary suggested the following actions be taken:

- Another mailing to all members and nonmembers in late Fall to focus on the milfoil that has been located, the areas where the treatment occurred and the costs associated with the surveys and treatment—and to encourage additional donations.
- Dividing up the list of unpaid “2023 members” among board members and calling each of them using a common script and questions about why they haven’t renewed
- Continue reaching out to businesses that board members support – and asking them to sponsor RALALA
- Reaching out to children and grandchildren to become members and make donations

After discussion:

- The issue of another mass mailing was tabled, and a subcommittee will meet offline to discuss possible alternatives and best next steps
- There was consensus that a blast email reminder to the 60+ unpaid “2023 members” may still solicit some response, and that should be done before a phone calling campaign is initiated. It was also suggested the email contain information as to who to contact with any questions and concerns.

**Water Testing:** Bob Eddy reported that the August water testing (in cooperation with WAPOA) was successfully completed and that September will be the last testing month this year.

**Launch Site Update:** Gary reported that the latest statistics show:  
1,076 boat inspections at Roosevelt  
314 at Lawrence  
486 at Washburn (local comparison)

As of mid-August, 55 decontaminations have been performed (compared to 30 all of last year when the unit was at Crooked Lake Township)

Gary indicated he is working with Steve Henry (DNR) on obtaining better (more visible) signage on Highway 6 to direct people to the decontamination unit.

Mary De offered to post a message on Facebook referencing free decontaminations along with the days & hours that the unit is operating at the launch site.

**Newsletter:** Kim indicated she would like the next newsletter to be published the first week in December, and voiced concerns (in light of Anne Bonnerup's retirement) about having enough assistance with gathering, editing and proofreading articles. She therefore suggested forming a "newsletter subcommittee" of the board to assist with the newsletter tasks. Prior to deciding whether a subcommittee needs to be formed, Bob Eddy suggested that further conversations should take place (among Kim, Anne Bonnerup and a prospective new board member (PBM) who has expressed interest in newsletter preparation) to discuss what Anne's role was and the number of hours she invested in assisting Kim with the newsletter, as well as how much time PBM is prepared to invest. In addition, three volunteers have come forward to assist with newsletter proofreading. It was agreed that after further details are gathered, and everyone involved has a better understanding of the various roles and time commitments, Kim and the board can then determine whether a subcommittee needs to be formed or if we have ample assistance lined up.

**Social Media:** Mary De reported that she is learning how to use Canva, a free graphic design platform that provides tools for creating social media graphics, so that she can improve the appearance of RALALA postings on Facebook.

**Grant Applications:** Mary De reported that Anne Bonnerup and Linda Van Straaten have offered to assist with writing grant applications. Mary De indicated she intends to apply for both a Tremolo grant and an Enbridge grant and combine those funds into one project, which would be a "film festival" event featuring a "Protect Our Lakes" related film. She added that James and Trista Snapko have offered to assist with production of the film, and that she envisions the film festival event to be held next July.

**Enbridge Water Testing:** Bob Eddy reported that he met with a hydrologist (with an EPA scientist background) to discuss the current water testing schedule and what would make the most sense for future testing. Bob indicated that the year-long monthly testing ends this month, and we now have a solid 12-month baseline to work with. In addition, all tests have come back clean with no pipeline leaks detected. Bob and the hydrologist, as well as AW Labs, have all agreed that, moving forward, the following bi-annual testing schedule would be appropriate:

- Test in January when there is a base load (a "normal" flow of water) in the creek
- Test in June when there is ordinarily a "high" flow of water in the creek

***Upon motion made by Darril, seconded by Bob Lee, and unanimously carried, the Board approved the January and June water testing schedule described above, starting in 2025 and continuing until such time as a change in schedule is recommended.***

**Selection and Purchase of Point of Sale System:** Carolyn shared with the Board a comprehensive spreadsheet she created showing the status of her research results relating to 10 vendors. She listed the criteria she is focused on, including the requirements/needs of RALALA, the number of services provided by each vendor, pricing, reputation of vendor, etc. Based on her research, she concluded that she recommends further pursuing four vendors (eliminating six of them).

Bob Lee opined that the system:

- Should preferably allow for automated “renewals” (monthly and annually) of both dues and donations
- Needs flexibility so that dues (a specified amount) can be paid at the same time as additional EQPI donations (an unspecified amount)
- Should have pre-packaged coding (without requiring special custom programming) that will smoothly integrate with RALALA’s website constructed with GoDaddy Website Builder software.

Bob Eddy stressed that the vendor needs to:

- have good security, a good track record and a good reputation, and suggested we should stay away from less-known vendors or new vendors without a track record
- be fully responsible for credit card information including addresses, expiration dates, etc. so that RALALA has no access to any credit card information

There was consensus that research going forward should be focused on two vendors at this point: Square and Zettle by PayPal. Carolyn agreed to add “integration” into the requirement list and to do a deep-dive of those two vendors. She will then provide to the board all information gathered including pros and cons of each, pricing details, testimonial information, etc.

Bob Eddy asked Carolyn to distribute her spreadsheet to all board members, and he and Bob Lee both agreed to further review the spreadsheet and let her know of any requirements that should be added to her list of criteria.

**Annual Meeting Recap:** Bob Eddy asked the board for feedback as to how the annual meeting was perceived, and to offer any suggestions for next year. It was

unanimously agreed that the meeting was well attended, went extremely well, that placing the guest speaker in the middle of RALALA business was a good idea, and that there appeared to be a very high level of interest in the milfoil issues. It was also agreed that the selection of food and beverage was excellent.

**Crooked Lake Township Board Meeting:** Bob Eddy reported that he made a presentation at the August 6 CLT meeting including (1) a milfoil update, (2) RALALA budget and deficit spending information, (3) request for a higher contribution to RALALA in 2025, and (4) request for a \$13,000 increase for RALALA this year. He was told that they will “take a look at the budget” and will follow up at the next meeting. The CLT Board concurred that (1) the milfoil situation is an issue that we need to manage; and (2) there is a need for additional funding.

**City of Emily City Council Meeting:** Bob Eddy reported that he met with Emily Waters Group to work on a presentation (similar to the presentation he made at CLT Board meeting) that he intends to present at the September Emily City Council meeting. He indicated he will be requesting a 100% increase in contributions to Emily Waters next year (from \$15,000 to \$30,000) and will also request additional funds this year.

**New Board Members:** Bob Eddy reported he’s had conversations with two prospective new board members to discuss their potential roles and that there are also another two potential candidates that may be interested in joining the board. Followed was a discussion about the bylaws requiring between 9 and 13 board members, and that the bylaws can be amended to accommodate more directors if desired.

**Corn Feed:** Gary reported that approximately 200 people visited the booth and that local businesses did a great job donating prizes for the “Get the Lead Out” campaign. He also mentioned that five Lake Washburn volunteers assisted with the booth even though the Washburn association opted out of having a table there. He stressed that volunteers are essential, and is hoping for more RALALA volunteers next year.

**Adjournment:**

***Upon motion made by Lloyd, seconded by Gary, and unanimously carried, the meeting was adjourned.***

Prepared by:  
Diana Lee, Secretary