

Spring Lake Board Meeting – April 12, 2021

Attendees:

Name	Role	Attendance
Dan Kelly	President	<input checked="" type="checkbox"/>
Conrad Ketelson	Vice President	<input checked="" type="checkbox"/>
Kerry Schmid	Secretary	<input checked="" type="checkbox"/>
Sandy Sauve	Director of Marketing / Communications	<input checked="" type="checkbox"/>
Laure Peters	Treasurer	<input checked="" type="checkbox"/>
Patsy Lundquist	Board Member	<input checked="" type="checkbox"/>
Lisa Quinn	Board Member	<input checked="" type="checkbox"/>
Jim Gilbertson	Board Member	<input checked="" type="checkbox"/>
Wesley	Board Member	<input checked="" type="checkbox"/>
Kelly Charles	Board Member	<input checked="" type="checkbox"/>

Meeting Location: Zoom, 7pm

Agenda Topics:

- **Opening remarks (5 minutes)**
- **Treasurer Report (5 minutes)**
 - **Financial Report** - \$19612.63 (PayPal and Bank Account); dues and sponsorship are coming in
 - **Year to Date** – Expense \$1659.09; Revenue Budget \$10190.13; at plan for sponsorship dues – all sponsors have paid
- **Monthly Committee Review**
 - **Assignments**
 - Existing board members to join one of the committees
 - Action Item: next month to review responsibilities
 - A leader of a committee does not to be “on the board”
 - **Community Outreach**
 - **Membership**

Below is a membership update as of April 10, 2021

124	Current 2021 Paid Member/Sponsors
23	New 2021 Members including 3 New Sponsors
54	Number of additional members needed to reach our goal
\$3,210.13	Current 2021 Membership Dollars received
\$1,043.87	Additional Membership revenue needed to reach our goal.

Membership Communication through May

- Newsletter delivered to all members and is online. Membership form included in non-paid members.
- Membership communication at Annual Meeting
- Member gift delivery first weekend in May (License plate and Spring Lake Map)

2021 Membership Recap

Revised April 10, 2021

	# of Addresses	2020 Total	2021 1-Year	21/22 2 Year	21/22/23 3 Year	Past 2 Year	Past 3 Year	2021 Total	2021 Goal
Member Zone 1 - Jordan1 Spring Lake Twp	23	137	1					1	
Member Zone 2 - Jordan2 Spring Lake Twp	76		23	2				1	26
Member Zone 3 - Prior Lake Spring Lake Twp	77		13	1	2	7	1	24	
Member Zone 4 - Prior Lake Sunset & Fairview	55		6	3	1		4	14	
Member Zone 5 - Prior Lake Spring Lake Road	92		8	1	2	2	1	14	
Member Zone 6 - Shakopee Shoreline Blvd & Sunset	48		10		1	1	2	14	
Member Zone 7 - Shakopee Spring Lake Estates			7		2	3	2	14	
Member Zone 8 - Miscellaneous	7		2		2			4	
Sponsor /Donations	13	11						13	
Total	391	148	70	7	10	13	11	124	178

New Members / Sponsors			
	2021	2020	2019
1 Year Membership	13	24	24
2 Year Memberships	1	0	2
3 Year Memberships	4	2	8
3-Year Reoccurring Membership	2		
Sponsor	3	3	0
	23	29	34

2021 Membership Goal Recap	
2021 membership goal	178
# of paid members needed to reach goal	54

2021 Membership Goal Recap	PayPal	Checks	Total
Member Payments as of 1/11/2021	\$604.29	\$120.00	\$724.29
Member Payments as of 2/8/2021	\$595.74	\$510.00	\$1,105.74
Member Payments as of 3/7/2021	\$510.36	\$390.00	\$900.36
Member Payments as of 4/10/2021	\$269.74	\$210.00	\$479.74
Grand Total To Date	\$1,980.13	\$1,230.00	\$3,210.13
Membership Budget			\$4,254.00
Member payments needed to meet Budget			\$1,043.87

- In May, seeing how many households were members in previous years and have not signed up for a 2021 membership
- On track to hit membership goal
 - **Business Sponsorship**
 - All plaques are ready to go to be delivered
 - Under budget on sponsorships expenses
 - Action Item: Pictures of Sponsors with the Plaques/License Plates
 - **Social Committee**
 - Bootleg has been secured
 - Permits, Timeline for the Band are all in the works
 - Outstanding – Kids Activity finalized
 - Plan – status is on the water – looking to see if a hybrid model
 - Upcoming Events
 - Annual Meeting – Sandy to send out the zoom link
 - Memorial Day Paddle – Lauren is a sponsor and at Dan Kelly's beach

- **New Board Members**



2021 SLA Board

- Member Elections.doc
 - Number of Opening on the Board is equal to number of parties interested, so the elections do not need to go the annual meeting
 - Roles – All Approved as Listed Below
 - President – Wes Steffan
 - Vice President – Patsy Lundquist
 - Secretary – Audra Miears
 - Board Member – Jesse Loudon
 - Board Member – Ken Rodning
 - Communication Updates
 - Website Update – after the annual meeting
 - Notification of new board meetings
 - Jim -> Audra
 - Patsy -> Jesse
 - Lisa -> Ken
 - Communicate on approved, invites to the meetings will be sent out and the annual meeting it will be announced
- **Annual Meeting Update**
 - Logistics
 - Send the virtual meeting invite through the evite website
 - Sandy, Dan, Lauren and Kerry to sign on at 6:45
 - Dan is the MC/Host; Kerry will monitor the chat for questions
 - 24 minutes of pre-recorded video; 36 for other content; drawing at the end
 - PowerPoint run thru
 - **Around the horn**
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