

## Spring Lake Association Monthly Board Meeting

Monday: **Monday November 8, 2021**

Time: 6:30pm Social time – **7pm Meeting time**

Meeting Host: Wes Steffan

Location: Sandy's Home – 17586 Vergus Ave

Zoom Call #: (if needed)

Meeting Lead: Wes Steffan

### Attending Members:

Name	Role	Attended	Name	Role	Attended
Wes Steffan	President	X	Ken Rodning	Member	X
Patsy Lundquist	Vice President	X	Kelly Charles	Member	
Lauren Peters	Treasurer	X	Jim Gilbertson	Member	X
Audra Mears	Secretary	X	Jesse Loudon	Member	X
Sandy Suave	Communications	X	Lisa Quinn	Member	X

### Current Status (Actual / Goal)

2022 Membership Count	2022 Auto Renewal Count	2022 Sponsor Count
36 / 187	4 / 40	13/15

### Budget Breakout (Actual / Goal)

Social Activities	Membership Appreciation	Lake Investment	Membership Communication	Boat Landing Maintenance	Current Balance
\$703 / \$5566	\$1659 / \$2500	\$2000 / \$2000	\$1082 / \$1550	\$ 276 / \$230	\$14,720.26

### Agenda

### Green/Yellow/Red

Agenda Topic	Owner	G/Y/R	Expected Outcome
<b>Welcome &amp; Opening Remarks</b> 1. Memo to board on SLA role with PLSLWD and CAC 2. Committee 2022 planning	Wes	G	Comments?

### Meeting Minutes:

**Comments included:** We would like get PLSLWD & CAC to one of our meetings.2022 focus on finalizing the planning and budget by Dec.Board meeting.

Agenda Topic		G/Y/R	Expected Outcome
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Treasurer Report 1. 2022 Budget 2021 Balance \$14,434 2022 Budget Draft \$12,600	Lauren	G	1. Budget Discussion with any recommended changes.
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**Meeting Minutes:** Link to proposed 2022 Budget. Budget to be approved during December Meeting.

Agenda Topic	Owner	G/Y/R	Expected Outcome
<b>1. Membership</b> <ul style="list-style-type: none"> <li>Membership 2022 plan</li> <li>Proposed \$30 Annual Fee</li> <li>No Membership Gift</li> <li>Remove Multi Year Payments</li> <li>Paypal to include recurring payments</li> </ul> <b>2. Membership Communication</b> <ul style="list-style-type: none"> <li>Included on 1st quarter newsletter</li> <li>Website</li> <li>Link on Facebook</li> <li>Audra working on Email Communication</li> </ul> <b>3. Donations</b> <ul style="list-style-type: none"> <li>Membership Form and Website includes area for Donation</li> <li>If \$50 or more donation, they are able to pick a gift: <ul style="list-style-type: none"> <li>Bottle of Red Wine with 70th Anniversary</li> <li>T-Shirt with 70th Anniversary</li> <li>Viking Liquor - provide 70th Anniversary wrap to liquor store and they wrap wine for purchase in thier store.</li> </ul> </li> <li>No Gift</li> </ul>	Audra Sandy	R	<b>1.</b> Membership fee \$30. 2022. Proposal Membership: 187 members. <b>2.</b> Donation Option on Membership Form/online. Donation Min Amount \$50. Gift Options, T-Shirt , Wine or elect no gift.

**Meeting Minutes:** 2022 Membership fee \$30. The proposal membership for 2020 is 187 members. We are keeping Multi-Year Payments option. Wes to Draft the 2022 Email Communications. We discussed and voted on Donations. We will have the option on Membership Form and online. Donation Min Amount is \$50. Gift Options to select from are T-Shirt , Wine or elect no gift. The gift option was voted yes by board.

Agenda Topic	Owner	G/Y/R	Expected Outcome
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<b>Communication</b> 1. Survey Results 2. See Attached Newsletter Proposed Schedule 3. Online Apparel Store	Sandy Jim	R	1. Survey Discussion around recap notes - See Attached Survey Recap Pdf 2. Review and Approved - See Attached Newsletter Proposed Schedule 3. Review and Approve Draft - See Attached DRAFT st Quarter Newsletter 4. Review proposed apparel items
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**Meeting Minutes:** Annual Meeting – We need to start the committee as this took a full three months to plan. Suggestion to a combination of both pre-recorded and live. Lisa has many of the contacts that were used in the past. Suggestion was given to see if Kerry Schmid would be interested in being there.

Agenda Topic	Owner	G/Y/R	Expected Outcome
Sponsorship 1. 2022 Plan	Ken Patsy	G	1. Agreement on 2022 Sponsor count 2. Continue transition plan 3. Need to complete timelines by December Meeting (Proposed Deadline Feb 1st)

**Meeting Minutes:** Will confirm 2022 count of sponsors. Transition planning continues with more info and timelines at Dec meeting. Looking at a deadline of Feb 1st.

Agenda Topic	Owner	G/Y/R	Expected Outcome
1. Social Committee 2022 Plan	Jesse Sandy	R	1. True North 2. Review Survey Recap and have initial comments 3. Need to complete by December Meeting

**Meeting Minutes:** Social committee will look at different ways to measure event engagement. This could be done via email, exist survey, etc.

Agenda Topic	Owner	G/Y/R	Expected Outcome
Community Outreach 1. Memo On EWM Results 2. 2022 Outreach Plan	Wes Kelly	G	1. Completed sent 11/1/2021 2. Need to complete

**Meeting Minutes:** Wes is looking for board members to participate in the Fish Stocking. He will let us know whether this will be either Next Wednesday or Thursday. Board is looking at clean up the Lake Event.

Agenda Topic	Owner	G/Y/R	Expected Outcome
<b>Agenda Other</b> 1. 70th Anniversary Discussion 2. New Logo Approved	Patsy Jesse	G	1. Patsy has agreed to be the 70th Anniversary Lead. Each Committee should plan to weave 70th Anniversary theme within their committees. Patsy should be informed so that we ensure we are doing enough throughout the year to celebrate! 2. Logo is now finalized and has been saved in OneDrive. Please plan to use the 70th Anniversary logo(s) on your communication.

. **Meeting Minutes:**

#### 70th Anniversary Tasks

1. **DONE** - Share Logo with PAAR Sports to include on Merchandise. Sandy
2. Historian Sandy to coordinate, Jim to assist
3. Wine Bottle / merchandise promotion