

2018 BLCA Goals

Communications – *Lyf Titcomb*

Newsletter – Karen Nielsen

- Publish 9 newsletters (Feb/March, April, May, June, July, Aug, Sept, Oct, Dec/Jan) before **December 31, 2018**.
- Promote, collect and distribute 9 green sheet adds in the newsletters.
- Email high water alerts and other urgent notifications as needed.

Directory – Dan Merchant

- Publish and distribute the Palmer directory by **May 30, 2018** while generating \$6900 in advertising revenue, net income of \$3500.

Website – Mike Flanery

- Maintain the website with current information **throughout 2018**.
- Promote the use of the website to both board and general members: **ongoing**.
- Investigate option to have the home page default to current events.
- Investigate option to publish directory on line and leverage additional revenue for dual sponsorship.
- Integrate community events and align calendar e.g. Palmer township, Healthy Lakes, LID, Palmer day, July 4th, surrounding city events, etc.
- Maintain and promote BLCA on Facebook.
- Align website with all BLCA focus
 - Membership drive activities and needs
 - Education
 - Welcome
 - Events and Programs (Brat sale, etc.)
 - Fish stocking, and other DNR reports on the lakes

Membership – Brad Kipp & Mike Flanery

- Create useful links and downloadable material: **ongoing**.
- Distribute Welcome Walker Booklets to new lakeshore property owners on the chain by **December 31, 2018**.

Sunshine Mailings – Adele Munsterman

- Mail cards of sympathy and congratulation (Sunshine Mailings), as appropriate, throughout **2018**.

Meeting Signs – Charlene Langowski

- Place signs before each meeting and collect after – **June -August 2018**.

High Water Signs – Cheryl Larson

- Place signs and remove signs before and after Slow-No-Wake Ordinance in effect.

Publicity Signs –Karen Jones

- Create and print signage as needed
- Notify sign holder possessors when new signage is available for them to pick up.

News Releases – Lyf Titcomb & Committee Chairs

- Submit items of interest to local newspapers and other media throughout **2018**.

Events & Programs – *Brad Kipp & Committee Chairs for each event*

Garage Sale

Charlene Langowski

Palmer Clean up days

Brad - a booth for memberships and donations

Highway 25 Spring & Fall clean up

Charlene Langowski

June membership meeting and picnic

Charlene Langowski

4th of July boat parade

Jason Conelly

August workshop & general meeting

Rosalie Musachio

Palmer Days Food Booth

Lyf Titcomb, Diane Stangler, Karen Jones & Brad Kipp

Big Elk Lake boat tour for members & friends this summer

Brad Kipp

As agreed to at the ? BLCA Board Meeting

Membership Development – Brad Kipp & Charlene Langowski & Adele Munsterman

- Attain 300 paid BLCA memberships by **August 31, 2018**.
- Conduct two mass mailings (**Jan & March**) to solicit memberships, donations and contact information.
- Conduct membership drive, door to door, with all board members participating **by June 30, 2018**.
- Make membership Forms available at all BLCA sponsored events [**Ongoing**]
- Board members will receive monthly membership status of people in their neighborhoods **May through August 31, 2018**.

Budget and Fundraising – Karen Jones

- Manage a balanced budget **in calendar year 2018** with at least a 10% surplus.
- Raise \$32000 as per budget for the combined account by the **end of 2018** through a variety of fund raising events, donations, grants and sponsorships.
- Sponsor and conduct the following fundraisers in **2018**: Palmer Day Food Booth, Pork Chop & Brat Sale at McDonald's Meats

Education – Charlene Langowski

- **April (date to be selected) Palmer Town Hall 10:00 AM – 12:00 PM: Gentle Footprints** Workshop to review available grant funds and requirements for lakeshore Restoration Projects
- **June 11**: Picnic (General Meeting)
- **August 13**: Workshop (Business Meeting)

Junior BLCA Board –

- Promote and support activities by the Junior BLCA Board