



Coon Lake Improvement Association

P.O. Box 54

East Bethel, MN 55011

Board Meeting

April 16, 2020

Online meeting supported by Minnesota Lakes & Rivers Advocates

Attendees: Don Fineran, Joe Janda, Kayla Myers, Lisa Voss. Deb Melander, Rick Krueger, Paula Anderson, Becky Beck, Denise Berry

Call to Order: 7:00 pm

Approval of Agenda

Secretary's Report – Denise No meeting in March. Motion to approve the February minutes by Deb, 2nd by Kayla report approved.

Treasurer's Report –Kayla March,1 2020 report- Total monthly revenue \$294.57, Expenses \$1,872.44, (main expense was the Feb. ice fishing contest) **Total Balance on Hand \$131,595.10 (a 4.86% loss from February.) **April 1, 2020 report- Total monthly revenue \$3,021.64, Expenses \$95.61, Total Balance on hand \$123,197.15** (a 6.38% loss from March)**

Motion to approve the Treasury reports by Rick, 2nd by Joe reports approved

Old Business

1. CLIA by-laws – Lisa & Don

a. Review the final proposal of the document and approve for distribution to membership. By Laws can be petitioned by members review/update.

Lisa suggested the proposal should be laid out as a bullet point list of which articles are to be changed. Have the current law next to the proposed new one so the members can see the difference. Mainly, keep it simple. With no Membership meeting in May, the board will meet instead and review and finalize the amended By-laws.

2. Gift cards to support those sponsors most affected by COVID19 (total # of Sponsors) - Don, Kayla, Eurgel

a. Food providers (#) - Smokey's, Route 65, EJ's, Maxx's, White Pines Market and Northern Lakes Tavern & Grill. The board passed a motion to purchase four \$25 gift cards a month and give them away to members through a drawing. This can be done through the CLIA website. We can advertise this through emails, our Facebook page and our website. Joe will craft a message and rules with paula on how to enter. Kayla will collect the gift cards. We will continue this until the restaurants can re-open.

b. Non-foodie Sponsors (#

New Business

1. Questions on Google Docs shared filing system – Paula

Paula gave a summary of the repository and how the board can share and store CLIA documents on this drive. She will help if there are any questions or problems.

a. Advantages and Obstacles - Overview of website Updates / Changes

Joe and Paula cleaned up the old CLIA website. They will include more links with information on both the website and the Facebook accounts.

b. Review of Website, Email and Facebook visitor traffic analytics

Paula supplied a spreadsheet on of messages sent out through Constant Contact and emails to CLIA members. They can track the traffic and the site, how many opened a certain campaign and the percentage rate. The largest percentage rate so far came from the Request for CLIA Board and Committee Chairpersons campaign.

Rebranding Paula would like to rework the CLIA logo- A redraw of the raccoon, add more color etc. Also new headers on the Website and Facebook page. The board is open to the ideas and it will be discussed more at a later meeting

2. Online Apparel shopping and sales options - Paula

Paula knows a woman named Kelly Woodruff who has a clothing website. Her site could be a possibility where our members can order and pay for CLIA apparel.

3. DNR Support of Weed Removal Stations (Aqua Weed Stick company) Jessica Abarca, Anoka County Parks, 763-324-3333

a. The signage can be personalized with you organization name on it. Parks will be having inspectors at the launches to help educate the public on how to use the tool and where to look for the plants on the boats. Parks will also install the units and inspectors will also help keep vandalism away.

b. \$250 per station (\$500 total for both landings)

c. Those in favor by email: Don, Joe, Deb, Kayla, Rick (my rough tracking)

d. Communication and Education plan for members and the public?

Motion for CLIA to have a station at both landings by Joe, 2nd by Rick motion passed
Don will notify Jessica Abarca on Friday 4/17 that CLIA will participate in the program.

4. The landing Inspector payment idea – Don

a. Maybe less than a "full -time" person due to spending limits

The DNR is making significant cuts to the hours for landing inspectors at the Coon Lake County Park boat launch and the Thielen boat launch. Don proposed CLIA pay for half time inspections -60 hours worth - divided up between both boat launches. The cost would be \$3,000 A motion for CLIA to sponsor the landing inspectors was made by Joe, 2nd by Lisa Motion approved. Don will contact Anoka County about our sponsorship on Friday 4/17.

5. Get the Lead Out Program by MN Lakes & Rivers Advocates – Don or Joe

a. Host a Tackle Exchange at our next Membership Meeting?

Joe propose we set up a booth at our next membership meeting and host a Tackle Exchange to support the Get the Lead Out program. We can also put the information and where Tackle Exchanges are on our website and Facebook page

b. Email sent on 3/25/20

6. Review our unfilled Board and Committee Chair positions – Don

a. Don crafted an email to solicit Volunteers and Open Board positions.

Email to Membership is pending (est. 4/4/20) via Constant Contact (117)

- Board Members: Secretary, Vice President, Member at Large (1)

- Committee Chairpersons: Apparel, Education, Meat Raffle, Membership

Don received only one response for volunteering. A position that she can fill has not yet been determined.

7. Spring Membership Meeting - How and/or when to hold it?

a. Proposed date? Cancel til Fall / Postpone / Electronic Meeting

The Spring meeting will be postponed. The proposed date is to cancel until the Fall Meeting.

Motion to approve by Joe, 2nd by Rick. Motion passed

b. Method – Online meeting? Pros & Cons

- How would we conduct the vote?

8. Renew association membership with MN Lakes & Rivers Advocates.

A motion was made to renew our membership at the \$200 (151-300 member) level
Motion to approve by Deb, 2nd by Joe motion approved

Committee Report

1. **Web Master (Paula)**
2. **Water Quality (Arlan)**
Rick reported that the SRWMO denied grant money to CLIA for weed control saying it would not improve water quality. Rick will attend the next SRWMO meeting
3. **Social (Becky Beck)**
4. **Publications (Denise) Newsletter** The newsletter will be ready for the printers on Monday 4/20
5. **Membership (Eurg)**

Meeting Dates Board meeting May 21, place to be determined

Upcoming Events none

Miscellaneous

Adjourn Motion to adjourn by Kayla, 2nd by Joe meeting adjourned at 8:42 pm