



Coon Lake Improvement Association

P.O. Box 54

East Bethel, MN 55011

Board Meeting - Minutes

July 16, 2020

Attendees: (Attendees notified/invited: Don, Joe, Rick, Kim, Karrie)

Call to Order: [7:01 PM]

Approval of Agenda: Approval of July agenda (Karrie) Rick motioned to approved, second by Joe

Secretary's Report: Approval of June minutes (Karrie) Rick motioned to approve, second by Joe

Treasurer's Report: Approval of June report (Kayla) Joe reported for Kayla, Karrie motioned to approve, Rick second.

Old Business:

1. CLIA by-laws – Lisa & Don

Current by-laws calls for standing committees: publications, membership, social, water quality, education (no current committee). Would like to add Meat Raffle to the committee list. Plan to add Social media with the publications committee.

Joe motion to accept with two changes – add Meat Raffle as a committee and include social media to the publications committee. Rick second.

2. Gift card Raffle Update – Joe

June raffle completed and gift cards submitted. Slightly down in numbers from the last month.

3. Apparel program update – Joe

Follow up email from Paula – Kelly submitted a proposal and is interested in helping. Could do 1 piece min and promo items if we buy on FCFS; do % of each sale goes back to CLIA. She would prefer to do CLIA collects the payments etc.

Joe mentioned to summarize the two vendors to review (Stephanie and Kelly). He will send it out to BOD review at next meeting. Next step would be to select a vendor, then get a sub committee going (4 people (2 of each gender)) to select and review. Karrie second.

Current inventory of apparel is static. Joe to work with Jodi to add it to Facebook and also get it on an email list. Messaging to include we are working to switch vendors. Rick motion to give the membership up to 50% off, Karrie second.

4. Update on Anoka County initiatives (boat wash stations & Inspectors) – Don

Don left message without response. Would like to know amounts, when, inspector info etc. Wash stations installed next year.

New Business:

1. Coon Lake restoration and CLID – Al

Discussion related to the Sunrise river watershed meeting and a Rain Garden on Channel Lane.

2. Branding Initiatives - Joe

No real branding logo; Once apparel vendor is selected, look for a small group of people to work with the vendor and select options and logo. Discussion of possibly a couple logos. Keep the racoon and possibly a logo of a picture of the lake.

Publications / Social Media (Denise) Joe Reported: There have been 6 communications since the last meeting. Open rate is 46-56% open, Click through is 5-20%

Facebook – Traffic is up! Would like to add a post related to BOD meetings – they are open and all are welcome to come and listen. Joe reported Jodi provided a good list of things coming up to post – categories of the posts. Everyone is OK with the list with one exception: Don't post the BOD minutes on Facebook, only a link to the website. Joe to work with Jodi to post a link to the Lake video. Jodi is looking to do a profile of the BOD on the page, everyone is OK with this.

Committee Reports:

1. **Web Master** (Paula)
2. **Water Quality** (Arlan)
3. **Social** (Becky Beck)
4. **Publication / Social Media** (Denise / Jodi)
See updates under Branding initiative
5. **Membership** (Eurg/Kim)
Who were members in CY19 that have not renewed? Committee meeting next week to talk through membership. Kim to reach out to Mary Wells (potential volunteer) to engage her for help. Rick to get a list of non-renewals and will reach out to find out why they didn't renew (59). Inquiry only on why they did not renew.
Brent is looking at a way to collect online membership dues
6. **Apparel** (Open)
See updated above in old business.
7. **Meat Raffle** (Joe)
Started last week – CLIA did not cover our time slot. The meat raffle list has 26 volunteers – 10 have decided not to work the raffles this year, 12 are in, 4 pending. Only able to cover ½ of the weekends for the balance of the year. Schedule is posted at Smoky's. Coon Lake Community Center will cover the dates we can not.

Meeting Dates:

Board meetings: August 20, Sept 17, October 15, November 19, December 17
(Standing 3rd Thursday of each month)

Membership Meeting: Fall Meeting – October 15 – Canceled for this year. CLCC closed until the end of the year.

Discussion on how do we get the voting approved? ByLaws, BOD Members. Potential ideas are electronic, mail or drive-thru. Everyone think of suggestions and ideas. We will cover this and agree to a plan at our August meeting. If we do electronic, we would need Social Media and Website help. Would like Paula and Jodi to attend the next meeting if possible.

To get Bylaws approved by the membership, we would need to send the proposal out 30 days in advance for membership approval.

Upcoming Events:

Nothing.

Miscellaneous:

CLID meeting on 7/22 7PM – Topic of changing changing Coon Lake County park to a Regional Park.

Adjourn: 8:13 PM Motion to adjourn by Karrie, Rick second.
