



## **Coon Lake Improvement Association**

**P.O. Box 54**

**East Bethel, MN 55011**

**Board Meeting - Minutes**

**June 18, 2020**

**Attendees: Don, Joe, Kayla, Lisa, Deb, Becky Beck, Kim Snell, Karrie Rugland,**

**Guest Attendees: Jodi & Brent Vetsch, Al Beck, LeEarl Rugland, Mary Wells & Chris Larson, Paul Miller**

**Call to Order: 7:00 pm**

**Approval of Agenda – Motion to approve by Kayla, 2<sup>nd</sup> by Lisa. Agenda approved**

**Secretary's Report – Joe (May '20 minutes prepared by Denise Berry)**

**Motion to approve May '20 meeting minutes by Lisa, 2<sup>nd</sup> by Deb. Minutes Approved.**

June meeting minutes to be prepared by Joe Janda acting Secretary

**Treasurer's Report –Kayla**

**Total monthly revenue \$361.64, Total monthly Expenses \$895.77,**

**Total balance on hand \$133,657.30 up 4.24%**

**\$25 membership refund for a double payment**

**Motion to approve report by Joe, 2<sup>nd</sup> by Lisa. Treasurer's Report Approved.**

### **Old Business:**

**1. CLIA by-laws – Lisa & Don**

**Review the final proposal of the document and approve for distribution to membership.**

- Lisa to send out the final version of the *By Laws* and the *Change Description* document by Friday 6/19

**2. Gift card Raffle Update – Joe**

- 16 ppl have registered as of 6/17/20, email reminder Open 51% (61), Click 34% (21)

- **Motion to end Gift Card Raffles after the conclusion of the June raffle by Joe, 2<sup>nd</sup> by Kayla. Approved**

**3. Apparel program update – Joe**

- Talked to another guy from BSC, but they need to order in quantity
- Brown & Bigalow (Stephanie Jensen) <https://sjensen.espwebsite.com/> Demo the N. St. Paul Fire Dept Site (<https://www.companycasuals.com/NSPFireDept/b.jsp?id=127&ln=127>)
- Amazing Apparel & Promotions LLC, Kellie Woodruff, Owner, (952) 210-7426 - 55705, [kellie@Amazingapparelandpromotions.com](mailto:kellie@Amazingapparelandpromotions.com), <https://amazingapparelandpromo.espwebsite.com/ProductResults/?SearchTerms=beach+towels&referrerPage=Home&refPgId=520496492&referrerModule=QKSCHB>
- Talked to Elouise Johnson re her current vendor apparel process.
  - Rhonda at TJ's Custom Lettering, 763-434-4239, [tjslettering@q.com](mailto:tjslettering@q.com) 24055 Fillmore St. NE, Bethel, MN 55005-9753 is the contact. I have a computer disk with artwork.
  - Rhonda only does the embroidery. We order the apparel, she receives it and embroiders it. We buy the apparel, she bills us for the embroidery, we sell & carry inventory. Minimal order of 6 items. Our mark-up is ~ \$ 1 or 2 per item
- Joe picked up the apparel inventory, cash (\$200) and paperwork.
  - The group discussed the merits of automating the apparel program on the website to include a link to a custom sourced webpage for ordering CLIA specific items, embroidered logo and electronic payment options.

- Ideas for new logos were offered including verbiage about “fun on the lake” or other cute sayings.
  - Becky offered to participate on the new Apparel team. Not sure that anyone else specifically offered to assist with the apparel team.
  - The new Apparel team to lead selecting vendor and picking/designing additional/new logo options and electronic payment systems.
  - Need to identify new committee members and continue the work in conjunction with the Communication & Branding team.
4. **Update on Anoka County initiatives (boat wash stations & Inspectors) – Don**
- Inspectors are active at the boat landings and CLIA is going to be charged for a portion of these services. The actual amount is to be determined.
    - Comments: Can we get an idea for when they staff the inspections?
    - Can we influence when they staff the inspections so that peak launch periods get some attention including weekends and before-after fishing tournaments? Can we get funding support for inspection costs from the tournament sponsors?
    - Check for schedule of fishing tournaments via the DNR permit registration. Only date Kayla found online was for July 22<sup>nd</sup>.
  - Follow-up from Anoka Co. regarding the watercraft inspector. – Don
    - *Inspector name is Grace, she starts this weekend, works Saturday through Tuesdays, 2:00 to 7:00 pm, 20 hours a week, will alternate between the two launches on the lake. I have some questions, so will be trying to contact her for more info*
  - Wash stations have been requested. All indications are that they won’t be installed until next year due to COVID 19 restrictions.
5. **Anoka Co. Video project update – Don**
- The video is done and has been sent to CLIA and distributed to the board for viewing.
    - Board to consider and decide how to release the video and make it available to our members for the greatest impact and educational value.

**New Business:**

1. **Coon Lake restoration process and what CLID is doing – Al Beck**
- Overview of CLID and mission. They write grants and request fund to treat the two invasive species in Coon Lake (Eurasian Milfoil and Curly Leaf Pond Weed).
  - The Spring treatment of the West Basin has cost ~\$6K so far this year. The cost of lake treatments can cost as much as \$80K annually.
  - CLID was started in about 2007 and the treatments began in 2008. Lake owner residents pay a fee through their property taxes to support the CLID lake treatment initiatives.
  - Recently the DNR has decided to manage Coon Lake as two individual basins (West & East). This is helpful as it allows for Coon Lake to be eligible for twice as much funding for treatment. For example, treating the East end of the channel into the East basin ( a particularly weedy area of the East basin).
    - Lots of good discussion and questions about treating more aggressively treating larger areas of the lake.
    - Can we invite the DNR to a board meeting for more perspective on the treatment plan and educating us on what a home owner can do on their own lake/dock property. **Don to investigate.**
    - Would it be possible/advisable to create a “point of contact” list at the DNR so membership could mount a campaign to lobby for increased funding for treatment? **Al to investigate and advise us.**
2. **Volunteer updates – Don**
- **Don described the open committee roles that are most urgently needed (Membership, Social, Apparel, Meat Raffle leaders and team members)**
  - **Karrie Rugland ([karugland@gmail.com](mailto:karugland@gmail.com)) Tentative acceptance of Karrie Rugland as Secretary**
    - Karrie introduced herself and her offer to assume the role of CLIA Secretary.

- **Don motioned to appoint Karrie to fill the Secretary vacancy. 2<sup>nd</sup> by Joe. Approved.**
  - **Joe and Denise to orient Karrie to the role as soon as feasible and prior to the July meeting.**
  - **Karrie offered to help with meat raffles.**
  - **Jodi Vetsch ([jodivetsch@yahoo.com](mailto:jodivetsch@yahoo.com)) Visiting us and inquiring about chairman/committee positions**
    - Jodi introduced herself and said she would be willing to help in any of several committee leadership roles.
    - **Jodi** offered to help/take on the development of a Social Media communication initiative within the Webmaster committee.
    - **Joe** to help with orientation to website, send her the Marketing/Communication planning
    - **Becky** offered to be a helper with the development of a new apparel program
    - **Mary Wells offered to assist on a committee that is understaffed and a higher priority, but TBD, perhaps membership and/or Education.**
3. **Branding initiative** – Where should we go and When? How to proceed?
- Website – no real branding logo
  - Facebook – cute cartoon racoon
  - Newsletter & Letterhead – B&W outline of the racoon
  - Apparel – cute racoon in the reeds

#### **Committee Reports:**

1. Web Master (Paula) – Joe reviewed the web and email initiatives and traffic.
  - a. Anything in prep for the 4th of July e.g. messages? **TBD by Joe, Paula and Jodi**
  - b. [June Gift Card Raffle Reminder](#) (127) Opens 51% (61), Click 33% (20)
  - c. U of M AIS “Spread of the Spiny Water Flea” – (127) Opens 45% (54), Click 7% (4)
  - d. May raffle winners email – (127) Opens 53% (63), Click 13% (8)
  - e. May raffle registration reminder email – (127) Opens 53% (63), Click 27% (17)
    - Lots of discussion and ideas about how to leverage & amp-up social media beyond email only.
    - Web site is a fine home base, but awareness is created by push messaging via FB, Instagram and other initiatives.
    - Group was interested in using the CLIA and CLID address lists to send communications via mail to residents to create awareness / engagement.
    - Deb shared her findings from talking to other lake associations e.g. Forest lake Realtor “New Residents” lists as prime opportunities to communicate.
    - Group was in agreement that a web-based tool for membership registration AND payment online.
2. Water Quality (Arlan) – N/A
3. Social (Becky Beck) – Becky overview of the social events and what she does to implement and where we need help with events.
4. Publications (Denise) – N/A
5. Membership (Eurg/Kim) – Kim has a hard copy of the membership list.
  - **Joe and Eurgel** to provide additional orientation to electronic lists, membership forms, email service and existing website pages.
6. Apparel (Open) – Joe provided overview of the apparel program (see above)
7. Meat Raffle (Joe)
  - “Smokey's will reopen for indoor dining Tuesday, July 7th!” (per FB post 18Jun20)
  - The earliest possible date for a CLIA meat raffle would be Saturday July 11<sup>th</sup>
  - **Joe to verify dates and communicate** to the meat raffle team captains and team members.
    - Message sent 6/24/20 and board was copied on it.

**Meeting Dates:**

Board meetings: July 16, August 20, Sept 17,

Membership Meeting: Fall Meeting – October 15

- When do we send out the By Laws for membership review? “...*notice of the By Laws amendments was provided to the membership at least thirty (30) days prior to the Meeting...*” per CLIA bylaws
- Joe - Overview of the CLC&SC drive up vote. (they had 66 voters – all time high turnout)
  - Kayla / Group suggested conducting the vote via Email. Challenge can be the response rate and members that don’t have email access. May need to consider a combination of electronic and US Mail voting options.
  - The Board is intent on conducting a vote on or before the typical October membership meeting using the means deemed to be the best fit for the membership.
- Consider assigning topics to speakers to prep for presentations. N/A

**Upcoming Events:** Summer Picnic? **Not viable given the COVID 19 gathering and group assembly guidance.**

**Miscellaneous:**

Who is responsible to monitor the email account? **Don to take this on and forward email messages to the pertinent board/committee member.**

**Adjourn: 8:50 pm Joe motion to adjourn. 2<sup>nd</sup> by Kayla. Adjournment approved.**

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