

Lake Eau Claire Association, Inc.
Board Meeting Minutes
September 21, 2021 via Zoom Virtual Meeting

1. Meeting called to order by President Lori Bechtel at 6:03pm. Members Present: Lori Bechtel, Duane Ives, Dale Zank, Nathan Smith, Tad Ries, Joe Vydrzal, Angel Zimmerman, Al Hendricks, Dan Marcheske, Fred Poss, Cathy Lea, and Todd Hanson. Absent: Al Weisenbeck, Pam Hanson, and Jody Shong. Guests: Mike Lea
2. Review of previous minutes dated July 26, 2021. A motion was made by Angel Zimmerman with a second from Fred Poss to approve the minutes. Unanimous vote, minutes were approved.
3. Review of previous minutes dated August 14, 2021. A motion was made by Duane Ives with a second from Cathy Lea to approve the minutes. Unanimous vote, minutes were approved.
4. 4. Treasurer's Report - Report was presented by Joe Vydrzal. Member dues are up \$1,500 year-to-year, Member Planet up \$200. Fireworks fund already has \$5,155. Golf outing out-earned previous year's outing by around \$3,000. \$43,000 in disbursements this year to date. We have roughly \$30,000 left to pay on Rip Rap Project. There is a \$71,000 available balance. The idea of having a "summary statement" for each fundraising event was discussed. A motion to approve the Treasurer's Report was made by Dale Zank, with second from Dan Marcheske. Vote was unanimous and the report was approved.
5. Public Comment: There was no public comment.
6. Lake District Update
 - a. Mike Lea informed the board that the DNR permit is ready to go. Project will commence this fall. Mike and Duane spoke in Eau Claire about the importance of funding the Skid Row Project and collaborative projects with Lake Altoona, both of which received positive feedback.
 - b. Mike also informed the board that a member of the Eau Claire County board is seeking to make the Skid Row Project part of the capital budget next year. Mike will communicate forthcoming board meeting dates to the Lake association board members. Greg Leonard and Michelle Skinner from Eau Claire County will collaborate with Lake Eau Claire District on applications for research grants for Lake Eau Claire and Lake Altoona.
 - c. Mike informed the board that the lake's aeration system has drawn attention from around the state, and is being used as a template for a successful lake aeration system. The aeration system walkway will be spearheaded by Mike Conner. Volunteers are needed to stabilize the existing walkway, which has been lifted and twisted by high water events.

7. The first two Life Jacket Stations are in place at the North Boat Landing and the public beach. Stations to be placed next will be at the South Shore and Skid Row landings. Jen and Lou Mason filled the stations with very nice life jackets. We are still waiting on signage.
8. Annual Picnic Recap: There was a great turnout at the annual picnic with new lake residents in attendance. The fundraising was excellent.
9. Fish Crib Update: Robin Walsh will again coordinate tree falls to be placed the week of October 20th. Duane and Nate are building 9-10 pallet-style deep water cribs. Fred Poss informed the board that Brent Wells is using shallow water cribs, like the ones we use, for Lake Altoona.
10. Fundraising:
 - a. Lori will start the approval process on the design for the 2022 Calendar Raffle. Cathy Lea suggested the idea of using grayscale printing as a cost saving measure.
 - b. Cornhole tournament was postponed until sometime this winter.
 - c. Duane Ives presented a framework for an Annual Fundraising Campaign, which would create awareness of projects, decrease fundraiser fatigue, and improve the association's effort to funds ratio. The ideas of: bigger events, with more return; more concise amount allocation of funds, and ranking projects according to necessity. Further ideas discussed were: knowing funding targets and working backwards to implement fundraising strategies, the introduction of private donations on a tiered-level system, and an Individual Family Giving Program, with the key underpinning being a reduced "effort to funds ratio."
 - d. Lori Bechtel suggested the use of a Fundraising Committee to work on this framework in a smaller group, streamline the ideas for best implementation, and bring it back to the larger board.
11. Other business
 - a. New website will be up soon
 - b. Historical sign update: Moved into the number 3 position for approval at the state. Early spring for installation. Eau Claire County agreed to do the install.
 - c. Holiday Party will be held on January 8th likely at the Augusta Lion's Hall. Angel Zimmerman will coordinate the event.
 - d. Newsletter articles are due on 9/23
 - e. Eau Claire County will be doing brushing along the roads around the lake in November.
 - f. Next Meeting Date: Tuesday, November 16, 2021 at 6pm

President Lori Bechtel adjourned the meeting at 7:21pm.
Submitted by Secretary Nate Smith