

President's report

March 29, 2020, revised April 15, 2020

- Provided articles/support for January Newsletter. Thanks to all who contributed and helped with production and mailing!
- Contributed a letter of recommendation for the grant application by Northwoods Lands Trust: *2020 DNR grant application for the "Northwoods Private Shorelands Protection Project" in Northern Langlade and Vilas Counties.*
- Website development
 - Added online membership to website. Permits joining/renewing using a web form that dynamically adjusts based on inputs and allows payment by credit card or check. The paper/mail-in form is still available as an option. Three memberships (all renewals) have been paid online by credit card to date. You can try it and test the new features, but please enter in the Lake Association name field something like "Testing" and use the pay-by-check option so we know it's a test and you don't incur real charges.
 - Added reCAPTCHA protection to all forms (a free service from Google to tell humans and bots apart and eliminate spam and abuse). We were starting to get spam as our sites public profile increased, but the reCAPTCHA protection fixed the problem.
 - Tweaked web performance. Here are metrics useful to measure performance (lower numbers better, except for PageSpeed grade, where 100% is best) and how we measure against Microsoft.com:

	PageSpeed Grade	Fully-loaded time	Total page size	Total # of requests
Vclra.org	A (94%)	2.8s	1.15MB	69
Microsoft.com	D (61%)	6.0s	1.25MB	147

- Have been closely monitoring the New Shoreland Ownership Initiative web page and free membership offer. There have been only 2 free membership requests – both back in November: Charles Coventry on 11/17/19 and Frank Kopecky on 11/20/19. After these came, I adjusted notifications to automatically be sent by the system to: president@vclra.org, mengleson@wisconsinlakes.org, rienks.jenks@gmail.com, sunwarmedsand@gmail.com, warden@wisc.edu, kretschmann.anne@gmail.com. However, there have not been any additional requests since November. I periodically scan the forms log online, which independently saves records of form use, to guard against missing an emailed response. ALL form use is captured by the web logs, even if the email delivery fails or goes to spam. Although this is a lower return than expected return, I believe it is correct.

An interesting side note: despite the lack of free membership takers, the new shoreland owner webpage is seeing high traffic! Here are the most popular pages in order: 1) homepage, 2) lake organizations list, 3) new shoreland owner, 4) resources/initiatives, 5) meet our board, 6) articles, and 7) about.

- Developed a concise PowerPoint briefing for our New Shoreland Ownership Initiative that can be used to engage stakeholders, such as lake associations and realtor groups.

- Added articles to the website for upcoming WI Lakes & Rivers Learning Event and the Vilas Travel Advisory for COVID-19.
- Ordered hats with our logo through Lands End, which waived fees and allowed us to get a great price for such a low order size (minimum size order of 24 for \$250, so ~\$10 each). 100% cotton chino twill cap with fabric strap and buckle to adjust fit.
- Have pulled together all 2019 usage data for the DO meter, which we acquired with a Lake Planning grant that runs from February 15, 2019 to June 30, 2020. A request for final payment is required within 6 months of the grant period; extensions may be requested. I will work with our grant specialist to get the maximum remaining grant dollars. The COVID-19 outbreak will likely alter usage this summer if prolonged.
- Made an inquiry with WDNR (Kevin Gauthier) to see if the use of email or video conferencing could satisfy the state's requirements for registered lake associations to conduct meetings. They were not aware of a resolution regarding this yet, but I later found online the following information regarding conducting regular and special meetings (applies to 501c3 organizations as well). Bottom line is yes, as long as some indicated requirements are met per below.



Source: Wisconsin Statutes

Section: Chapter 181: Nonstock Corporations. Subchapter VIII: Directors and Officers. Section 181.0820: Regular and special meetings.

Cite: Wis. Stat. § 181.820 (http://folio.legis.state.wi.us/cgi-bin/om_isapi.dll?clientID=105530&infobase=stats.nfo&softpage=Browse_Frame_Pg, Apr. 11, 1999).

Section 181.0820. Regular and special meetings.

(3) Methods of conducting meeting.

(a) Unless the articles of incorporation or bylaws provide otherwise, the board may permit any or all directors to participate in a regular or special meeting or in a committee meeting of the board by, or to conduct the meeting through the use of, any means of communication by which any of the following occurs:

1. All participating directors may simultaneously hear each other during the meeting.
2. All communication during the meeting is immediately transmitted to each participating director, and each participating director is able to immediately send messages to all other participating directors.

(b) If a meeting will be conducted through the use of any means described in par. (a), all participating directors shall be informed that a meeting is taking place at which official business may be transacted. A director participating in a meeting by any means described in par. (a) is considered to be present in person at the meeting. If requested by a director, minutes of the meeting shall be prepared and distributed to each director.