



**2020 Annual Meeting Minutes**

**July 10, 2020 Zoom Video Meeting**

**BOD Present:** Tom Ewing (President), Anne Kretschmann (Treasurer), Karen Dixon (Secretary), Steve Budnik (Immediate Past President), Carol Warden, Emily Heald, Susan Knight, Paul Lewandoski, Jeff Currie, Celest Hockings, Quita Sheehan (advisor), Carolyn Scholl (advisor), Cathy Higley (advisor).

Absent/excused: Debby Soberg (Vice President)

Guests: Richard Jenks, Dwight Johnson, Barbara Sironan, Pat Hayes, Dan Drost, Rolf Ethun.

**Call for a quorum:** VCLRA President Tom Ewing confirmed a quorum was present and called the VCLRA annual meeting to order at 11:48 AM.

**Agenda:** reviewed by Tom Ewing and accepted as presented.

**Blue Heron Award Presentation by Carol Warden:** The award will be presented to Debbie Miller of Ballard Lake who has been working since the mid-2000's to restore her shoreline by removing asphalt and putting in native plants. The project received 104 points out of 120. Carol will present her with one of the painted rock awards and take a photo to be used in a newspaper article showcasing the winner of the Blue Heron Award. Susan has agreed to take over the Blue Heron Ward project. Please let her know of any worthy candidates for next year. Susan liked the sign that MN uses to promote shoreline excellence. This item will be put on the agenda for our next meeting.

**Secretary's Report:** Meeting minutes from the July 12, 2019 annual meeting were distributed and reviewed by Secretary Karen Dixon. Carol Warden moved, and Paul Lewandoski seconded the motion to approve the minutes; motion carried.

**Treasurer's Report:** Treasurer Anne Kretschmann distributed and summarized the 2019 end-of-year financial report, the 2020 income/spending report, and the proposed 2020 budget. Actual 2019 expenditures were \$4,706.71 against \$14,660.71 revenues. The end of year checking account balance on 12/31/2019 was \$9,964.50, versus the previous year balance of \$10,758.78 on 12/31/2018.

Actual expenses to date (July 8, 2020) were \$1,521.59 due to the newsletter mailing (\$228.45), purchase of stamps (\$495.00), PO Box rental (\$56), and 2019 membership dues to WAL (\$350). The current year revenue to date was \$1,698.09 in membership income.

The 2020 proposed budget was reviewed and appears the same as for 2019.

A motion to approve all financial reports was made by Carol Warden and seconded by Jeff Currie; motion carried.

## Draft VCLRA BOD meeting 7-10-20

### Old Business – President’s Annual Report: July 10, 2020

Last year we were awarded a grant for a new dissolved oxygen meter. This instrument is available to all county lake associations/districts. Due to the shortened measurement season from the virus, we have received a 1 year extension. Bill Abba (FOFL) recently wrote: This year we switched from the Phelps meter to the Vilas County meter to ensure the quality of our data. The Phelps meter was difficult to use, the newer Vilas meter is much nicer, easier to use, and it is great they calibrate it before each use. I hope this change will give us more confident and consistent results going forward.

We partnered with Oneida Lakes & Rivers Association to host a multi-county lake workshop last July, and again today via Zoom. Last year, about a hundred participants from six northern Wisconsin counties attended our workshop focused on natural shorelines and water resource protection. This was a significant improvement in participation, reversing a trend of declining attendance. We hope we see our Zoom attendance reaches even higher. If successful, we will be pursuing other online events, even post-Covid. Note: We had 72 participants this year.

We presented a Blue Heron Shoreland Stewardship Award

We rolled out the new shoreland owners initiative that targets new lake property owners to get them off to a good start in developing strong lake stewardship values and practices. An email campaign to LAs was recently initiated to roll out the Greet Your Neighbor element.

We awarded a scholarship to a local high school student, Nathan Krause of Northland Pines HS.

We contributed a letter of support to Northwoods Land Trust for a grant proposal (Northwoods Private Shorelands Protection Project)

We had a presence at several town and county government meetings that shape policy that impact our lakes, and developed two position letters to policy makers:

- We took a position against proposed amendment to Article VII Section 7.1 of the Vilas Shoreland Zoning Ordinance to add an exception for larger boathouses up to 24’ x 30’.
- We took a position against issuing a conditional use permit for the creation of a large RV park and campground along Mud Creek.

We published and distributed two print newsletters (January and June 2020), supplied VCLRA brochures to member lake associations and other partner organizations, and exhibited at the following public events late last year prior to the coronavirus outbreak: Forest Fest (Trees for Tomorrow) and Cran-a-rama (Manitowish Waters).

We acquired logo-embroidered caps (20) at a cost of just over \$10 each.

We developed a new website from the ground up earlier last year and continued to improve it. The new site features design elements to facilitate user engagement and information sharing, including mobile-friendly design, social media integration (subscribe to be notified by email of new content, plus post favorite content with others on social media), and secure (encrypted) communications to support online financial transactions. Later we also acquired the vclra.org domain (retaining www.vclra.us, which automatically redirects to vclra.org), plus 2 mailboxes (president@vclra.org and [new-owner@vclra.org](mailto:new-owner@vclra.org)).

## Draft VCLRA BOD meeting 7-10-20

Over the winter, online membership was added by credit card (with an option to mail a check). The ability to make donations is also available online. Most recently we added a Greet Your Neighbor website dedicated to providing resources this new element of the New Shoreland Owners Initiative, a Board Working Papers webpage to support online board meetings, and several new (blog) articles were added. Having a strong online presence is very beneficial during the coronavirus outbreak.

### Top Posts/Pages:

1. VCLRA homepage
2. Vilas County lake organizations
3. Six-county lakes annual meeting goes virtual on July 10th (article)
4. Six-county lakes & rivers meeting agenda (article)
5. New Shoreland Owners Initiative
6. Note from the President (article)
7. Greet your neighbor program
8. Contact
9. Meet our board
10. Aquatic invasive species of Vilas County

### Device breakdown:

Desktop 64%  
Tablet 2%  
Mobile 34%

### **New Business:**

**Election of Directors for 2020-2022:** Slate: Karen Dixon, Carol Warden, Anne Kretschmann, Steve Budnik, Celeste Hockings, and Jeff Currie. Motion made by Paul Lewandoski, second by Dan Drost, to approve the slate of directors; motion carried.

**AIS prevention outreach campaign opportunity** (Cathy Higley): Cathy is working with Emily and Celeste to write up a proposal for a small start-up grant to develop a pilot program with VCLRA and OCLRA regarding workshops for lake-oriented businesses.

**Other:** Suggestion made to consider posting some of Emily's educational videos on the VCLRA website.

**Next meeting:** A meeting in the August timeframe is planned to focus on priorities for the coming year (TBA).

**Adjournment:** Motion made Paul L., second by Anne K., to adjourn the meeting at 12:41 PM; motion carried.

Respectfully submitted by Karen Dixon, Secretary VCLRA



**2020 Election of Officers**

**July 10, 2020 - Zoom video meeting**

President Tom Ewing called the meeting to order at 12:41 PM

**Election of Officers:** Motion made by Carol W., second by Jeff C., to elect 2020 slate of officers listed below. Motion carried.

President: Tom Ewing

Vice President: Debbie Soberg

**Adjournment:** Motion made by Anne K., second by Karen D., to adjourn at 12:43 PM; motion carried.