

VCLRA board Zoom video meeting agenda

Monday, October 26, 2020 at 9am

Join Zoom Meeting (click link):

<https://uwmadison.zoom.us/j/99742320680?pwd=cHBrYi9SeWlQZ1lKk0lUd1BBaHUzQT09>

Meeting ID: 997 4232 0680 Passcode: 018180

Call to order/check for quorum/agenda review

Secretary's Report (Karen): Approval of Minutes

- [Draft VCLRA minutes from 9-14-20 board meeting \(pdf\)](#)

Treasurer's reports (Anne)

- [Budget \(pdf\)](#), [Membership \(pdf\)](#), [Lakes represented \(pdf\)](#)

Committee Reports – Old Business

- Blue Heron Report (Carol/Tom)
Recent award info added to website (BH webpage updated plus a blog article on 2020 award recipient).
Anything further to report?
Any further thoughts on providing award recipients with an (optional) sign?
- VCLRA Scholarship (Anne/Steve/Carol)
Anything to report?
- VCLRA Booth exhibits (Steve/Tom)
None held this year due to Covid-19. Got refund for the one event we had to pay an admission fee in advance.
- New Shoreland Owner Initiative status (Dick/Debbie/Carol)
Suggest another article in the newsletter and website blog on Greet initiative.
Should we also have a newspaper article on the New Home Owners Initiative? Many new homeowners moving into area.
Any progress on getting an updated list of lakes associations and board member contacts? Anything else to report?
- County Conservationist/Lake Specialist Report (Carolyn/Quita/Cathy)
Lake Business Outreach Program and youth education opportunities (continue from last time) [Program Outline \(pdf\)](#), [Follow up \(pdf\)](#)
- DO Meter Grant Status (Tom)
Nothing further to report. Received 1-year extension to build more usage data due to pandemic. Have received reports that users like the new unit.

- Web Outreach Status (Tom)

Web stats

Last 30 days: 291 users, 309 sessions, 449 page views

Year to date: 1482 users, 2016 sessions, 3843 page views

Last 30 days top webpages/posts:

1. [VCLRA – Homepage](#)
2. [Vilas County lake organizations – webpage](#)
3. [Lake Turnover: Seasonal Nutrient Cycling in Lakes – blog article](#)
4. [Debbie Millar \(Ballard Lake\) receives Blue Heron Award – blog article](#)
5. [Initiatives – webpage](#)
6. [About – webpage](#)
7. [Blue Heron Shoreline Stewardship Award Program – webpage](#)
8. [Aquatic invasive species of Vilas County – webpage](#)
9. [New Shoreland Owners Initiative – webpage](#)
10. [Dissolved Oxygen in Lakes – blog article](#)

- Other old business?

New Business:

- Commitment to regularly publish articles in local newspapers (All)
*Talked last time about doing ~4 articles per year. Currently we routinely do 2 news articles (scholarship and BH award).
Other possibilities: newspaper article about the New Home Owners Initiative is timely, given many new homeowners moving to area. Also, is it ok to go public about the Lake Business Outreach Program? We could plug businesses that have signed up...*
- 2021 Multi-county Workshop/Annual meeting
No discussion about a 2021 event yet. Steve, can you continue coordinating with OCLRA?
- January 2021 newsletter
 - *Presidents letter*
 - *Blue Heron Stewardship Award Nominations Now Open*
 - *Membership (should advise about online registration)*
 - *Local applicants sought for VCLRA Scholarship*
 - *Lake business outreach program*
 - *New Owners Initiative/Greet*
 - *Has anyone studied the impact on lakes of the pandemic? One thing is we are having a surge of new lake home owners...*

- *Other articles? Could always browse Lake Tides for something...*
 - *Due date? Typically pick Dec 10...*
- Other new business?

Adjourn/next meeting – April 5, 2021 is a Monday