

**Bay Lake Improvement Association
Board Meeting Minutes
9 A.M., Saturday August 22, 2009
Ruttgers Resort**

Officers/Directors	Present	Committee Chairs	Present
Jespersen, Patricia – President	X	Albertson, Chuck - Conservation	
Ruttger, Chris – VP	X	Bye, Jim - Runtilla	
Gondeck, Chris – Co-Treasurer	X	Erickson, Paul – History	
Graff, Sylvia - Co-Treasurer	X	Hanson, Ruth - Continuity	
Ysseldyke, Jim – Secretary	X	Kelly, Mike - Legal	
Devins, David – Aquatic Plant Mgmt	X	Kraft, Joel – Fishing Contest	
Ciresi, Dominic – Beach Captains	X	Knutson, Don – Env Fund Assistant	X
Bale, Rick – Environmental Fund	X	Krueger, Kevin – Water Safety	
Jessen, Mark	X	Marquardt, Betty - Membership	X
Roloff, Mark – Nominating	X	Nelson, Jim - Security	
Keller, Bobbie – Breezes	X	Orwoll, Gregg - Fireworks	
Malek, Gary – Fishing Resources	X	Parrish, John	
Souder, Steve – Conservation and Runtilla	X	Peterson, Tori – Shoreline Protection	
		Poland, Jerry - Government	X
		Shekels, Scott - Website	
		Souder, Tiffin – Shoreline Protection	

The meeting was called to order at 9:00 am by President Trish Jespersen. Josh Goulsbee was present as a guest.

MINUTES

Minutes of the July meeting had been distributed by email and corrected minutes re-distributed. Mark Jessen moved approval and this was seconded by Steve Souder. Minutes approved.

TREASURER'S REPORT

Chris Gondeck reported that we received a final figure of \$20,200 for the Runtilla. Sylvia Graff reported paying \$800 for publication of the Brighton Point history books. She indicated that she needs money for the fireworks. Sylvia reported a balance of \$15,737.36 in the BLIA fund.

SPECIAL WORKING SESSION ON FUNDRAISING

Trish Jespersen introduced Becky Roloff who lead a working session on fundraising. Among the points raised were the following:

- Three elements need to be in place for people to give to an organization or cause: passion, a plan, and a mechanism for raising funds. The plan refers to specification of what the funds are to be used for. BLIA needs to put together a strategic plan for use of funds.
- There are four sources of funds for organizations: Events, Annual Gifts, Major Gifts, and Planned giving.

- Property owners should consider contributions for aquatic plant management and water quality as “water insurance.” These gifts are used to protect the quality of the water and enhance property values.
- As we specify a vision for the BLIA Board, we need to get that vision down to six words.
- We need a one-page strategic plan for use of funds raised, and should make a presentation to the annual meeting next year.
- Becky described the use of “Frequently Asked Questions” (FAQs). It was suggested that we should produce a list of these (Like “Why don’t we treat the lake with Sonar?”) and post them on the website.
- Once we have a strategic plan we need a marketing plan.
- It was suggested that we could use webinars to acquaint BLIA members to Board activities and also inform them of how funds are used.
- We need people to take charge of specific areas: mail campaigns, memorials, large gifts, planned giving, and specific annual events like golf tournament and Holiday party.
- It is believed that we have the passion and the stories on the lake necessary to raise funds. We need to articulate what those funds go for.
- One suggestion of a vision was “Protecting a healthy and Vibrant Lake that can be shared”, another was “World class water quality for people and fish”, while another was “People and fish fully funded”.
- Becky suggested we form a small ad hoc group to develop a draft of a plan.

We generated needed aspects (parts) of a plan. Then we identified a specific person to provide leadership to those parts of the plan. These included:

- Fishing Resources (Gary Malek)
- Invasive Species (milfoil, zebra mussels, curly leaf pond weed, spiny water fleas (David Devins)
- Water Safety (Chris Gondeck)
- Water Quality (Mark Roloff)
- Education
- Communication (newsletter and internet)

An ad hoc small group was formed to draft a plan. It is comprised of Gary Malek, David Devins, Chris Gondeck, and Mark Roloff. Mark will convene a meeting. Jim Ysseldyke agreed to serve as recorder for the group. Don Knutson suggested that ALL board members should communicate their ideas about aspects of the plan. It was agreed that each and every board member would send to Jim Ysseldyke their suggestions for parts of the plan. Jim’s email is jim@umn.edu. Emails should be sent before Labor Day.

Our priority is development of a quality plan. Later we need to work on education, communication, and a fund raising plan.

Jim sent an email to all BLIA Board members asking them to send their suggestions for the plan prior to Labor Day.

We thanked Becky for her contributions.

Trish turned the meeting over to Chris Ruttger.

FISHING RESOURCES

Gary Malek reported on a visit make by Jim Ysseldyke, Chris Gondeck and Gary to the DNR. The over-population of northern pike was addressed, as was the limited population of walleyes and perch. A plan is being developed to increase the limit of northern pike to 10 with a limit of one over 24 inches. The size limit would be lifted during the ice fishing and spearing season. It will take one year before a hearing can be held on this proposal.

AQUATIC PLANT MANAGEMENT

David Devins reported that the letter on milfoil and zebra mussels will be distributed within a week of the meeting. He indicated that the divers will survey the lake around Labor Day and that fall treatment is scheduled for around October 1.

ENVIRONMENTAL FUND

Chris Bale reported that the fall letter will go out within two weeks. He also indicated that the donor's list is being updated with respect to those whose cumulative donations have bumped them into the upper groups.

Gary Malek reported that about 80 of 100 "Loon Books" have been sold.

BREEZES

Bobbie Keller indicated that articles for the Breezes will be due October 1.

WATER SAFETY

Chris Gondeck obtained cards on boating safety and indicated that it would be better if we produced our own cards to hand out at the public access. Chris will meet with Dean Hansen to develop and design the cards.

MONITORING

Sylvia Graff indicated that the DNR has reduced their time at the access and that there continue to be difficulties in scheduling. David Devins volunteered to contact the DNR regarding monitoring. A suggestion was again made to talk about paying people to staff the access.

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NEW BUSINESS

Annual Meeting

Chris Ruttger indicated a potential conflict with the July 10 date for the annual meeting. He indicated that August 7 or August 14 are available. Another possibility is to start the meeting earlier than the standard 9:30 start time. Another possibility is Memorial Day weekend. Chris will explore alternatives and report back.

Next Meeting

Next meeting is Saturday September 12 at Woodland Beach Resort.

Adjournment

Dominic Ciresi moved adjournment at 11:10 and Gary Malek seconded the motion. The motion was Approved.

Respectfully Submitted,

A handwritten signature in cursive script that reads "Jim Ysseldyke".

Jim Ysseldyke
Secretary