

Fox Lake Preservation Organization, Inc.

**Board Meeting
Meeting Minutes**

Saturday, August 8, 2020

Via Zoom

I. Call to order

Charlie Nelson called to order the Board Meeting for the Fox Lake Preservation Organization at 9:31 am on August 8, 2020 via Zoom.

II. Roll call

Charlie Nelson conducted a roll call. The following persons were present: (via video) Charlie Nelson, Mike Carlino, Linda Truelove, John Lorenty, Tom Carr, Ed Benter, Corey Johnson, Mike Tegtmeyer, Mike Drury, and Lori Zarlengo.

III. Approval of minutes from last meeting

Charlie Nelson confirmed that all present received and read the minutes from the last meeting. John Lorenty made a motion to accept the minutes as written. Mike Carlino seconded the motion. Motion carries.

IV. Input/Correspondence

The meeting was open for any input or correspondence. There was none.

V. President's Report

a) Hammer Farm SLAG Project update

- (i) The project is still stalled. After measurable rainfall, the amount of water was more than the system could handle. The re-design of the project will need to include a larger system and location moved about 50 yards from the original pit. Timeframe is a month to 6 weeks. As of now, no funds have been requested and the project is moving forward.

b) Cover Crop Program

- (i) 6 farmers expressed some interest; only 1 has committed.
- (ii) Coleen reached out via email to request Charlie and Bill Stangel go door to door to explain the program in more detail.
- (iii) Focus on main farms in the area– Whites, Hoekstras, Schultz, and Pauls, to confirm interest in participating.

c) Billboard – (promoting Fox Lake, not just FLPO)

- (i) If rented for less than 28 weeks, price is \$280 per month. Possibly split/share with Chamber of Commerce; maybe FLPO 1 quarter, Chamber 1 quarter.
 - (ii) Will be proposed at the next Chamber meeting (for 29 weeks), maybe split 90 days.
 - (iii) As of now, billboard is on hold.
- d) Hacked messages/emails
 - (i) Hacker is targeting new board members. Ignore emails and messages that are not from known emails etc.
- e) Dodge County Alliance
 - (i) Official now. Linda Truelove is the treasurer. Working on P.O. box, forming committees, designing website and compiling educational table displays

VI. Committee Reports

(1) Finance (Linda Truelove)

- (a) Spent \$580 for T-shirts and apparel for Brat Fry
- (b) \$2,000 income from Brat Fry, as well as income from ads and dues.
- (c) Almost break even for the year.

(2) Membership (Ed Benter / Mike Tegtmeyer)

- (a) 317 members, 6 lifetime members. Welcome packets have been sent out.

(3) Events (Corey Johnson / Tom Carr)

- (a) Brat Fry – very good turnout
 - (i) Spent \$281.82 for supplies, day of the event. Have not gotten final bill from LeRoy's. Donation jar - \$285.50, Food sales - \$1188.00, T-shirts - \$478.00. Remaining t-shirts will be available from Charlie (\$14 ea, \$15 for XXL)
- (b) Shirt sales/virtual store
 - (i) Setting up virtual store for FLPO apparel 4 times a year. Link will be on website.
- (c) Tunes on the Lake
 - (i) Kenny James, August 22nd. John will not be home, so it will either be at John's or Charlie's. Cost is \$500. All ready to go.
 - (ii) Cancellation due to weather? Move to Boathouse? Rain date?

1. After discussion, rain date would be better option. Charlie will check about rain dates with the group.

(4) Grant program (John Lorenty)

- (i) 3 homeowner projects, 6 total
- (ii) Information needed from the landscaper and then will be submitting to the DNR for approval
- (iii) Tides newsletter went out and 1 homeowner inquiry; a few more may sign up. Would be able to do 3 more projects. 1 is pending for the fall.

(5) Marketing – Mike Carlino

- (i) No updates yet

(6) FLIPARD/Town Board update (Ed Benter)

- (a) Annual meeting – about 30 people attended
 - (i) FLIPARD Updates:
 1. Aquatic plant removal discussed
 2. Tax levy approved
 3. Sewer charges staying the same
 - (ii) Town updates
 1. Road work done for the year
 2. Discussion about the Jug – silt and water lilies
 - a. Bill and Charlie – Drone photos and video footage of the Jug
 - i. Lilies – white blossoms are native and can only be removed by hand, per DNR. Yellow blossoms are invasive. Mostly white blossoms apparent.
 - ii. Footage and photos provided to FLILPARD and will also send to Sue Graham and Mike Sorge

(7) IT (Mike Tegtmeyer)

- (a) Email group has increased. 197 good emails and the mail system is good. In addition, getting more clicks.
- (b) Discussion regarding including all to receive eNews/eTides and an option to opt out.

- (i) Who is receiving membership forms in addition to the 528 lake owners?
Residents of Town of Fox Lake? City of Fox Lake?
- (c) Online payment options
 - (i) STRIPE – similar to PayPal
 - 1. 2.2% + \$0.30 per transaction (ex: \$40 membership = \$0.88 + \$0.30 = \$1.18 cost)
- (d) Web design
 - (i) Doubleberry web design/change – One-time cost \$2850.00
 - (ii) Electronic version of membership form with payment as well as a donation button added to site. Also, possibly add auto-renewal for membership.
 - (iii) Convenience fee add to offset cost
 - (iv) Apparel will not be included with this payment system
- (e) Email blast to gauge interest in online payments, auto-renewal, etc.
- (f) Shared area on FLPO website for Board Members only
 - (i) One place to store files, share and update files. These only seen by Board members.
- (g) Membership form updates to be presented at next board meeting.

(8) Legislative (Mike Drury) - no updates

VII. Old Business - none

VIII. New Business – none

- a) Next meeting will Saturday, September 12th, 2020

IX. Adjourn

Motion to adjourn by Mike Carlino. Seconded by John Lorenty. Meeting adjourned at 10:50 am.

Minutes submitted by: Lori Zarlengo-Nelson, Secretary

Minutes approved by: Charlie Nelson, Lori Zarlengo-Nelson