



Birch Lake Association

Board Meeting Minutes

January 9, 2021

Board Members; XX = Present							
XX	Paul Blomgren - President	XX	Tim Funkmeyer – Asst. Treasurer	XX	Steve Hanneman - Secretary		Denny Harnstrom - Director
XX	Sue Holthaus - Director	XX	Shirley Johnson – Treasurer	XX	Mary Knautz - Director	XX	Gary Krimmel - Director
XX	Mark Larison - Director		Jim Madland - Director	XX	Betty Martin - Director	XX	Gary Martin – Vice President
XX	Jackie Schumacher - Director	XX	Rick Zaske - Director				

Call to Order: President Paul Blomgren

Secretary's Report: Steve Hanneman

- 9/12/2020 Meeting Minutes - Prepared by Steve Hanneman (Secretary)
Meeting Minutes approved. M/S/P – Rick / Gary M.

Treasurer's Report: Tim Funkmeyer / Shirley Johnson

- Tim is the reporter. Shirley is performing the financial functions. This process will remain in place until the next election at the Annual Meeting in July 2021.
- Primary reason for decline in bank balance was to pay Landsburg Nursery \$7,250 for work on the Memorial Garden.
- Details showing month by month inflows and outflows is very helpful. Will continue to report in this format and create trending data.
- Starting in 2021, will report out individual and business dues separately.
- Treasurer's Report approved. M/S/P – Jackie / Betty

OLD / ONGOING BUSINESS:

Board:

- Paul will stand again for President. It was agreed that stability will be especially important this year due to Covid-19.

- Goal should be to solicit additional members for the Board to plan for the future. There are no limitations regarding the maximum number of active Board members.
- Should consider updating the Bylaws to state that the incoming President must be a current member of the Board to help with institutional knowledge and succession planning.
- Document mislabeled as 'Standing Rules' will be changed to 'Bylaws'. Standing Rules can be voted upon by the Board whereas Bylaws require membership voting.

Annual Meeting:

- It's not urgent, however we should start thinking about how the annual meeting will be held. It'll depend on the Covid-19 rules that are in place at the time.

2021 Membership Drive Planning:

- Income will be especially critical this year.
- Reminder letters have historically been sent in April.
- Shirley has a membership spreadsheet with addresses. Shirley will send to Tim and Paul. The spreadsheet will be used to track dues collections that we can keep track of who should be followed up with regarding renewing memberships.
- Paul will coordinate someone checking the mailbox for membership dues checks.
- It was agreed that printing of a paper-based version of the directory will continue. Members expect it as part of their dues.
- Send separate email communication regarding membership including an application.
- Historically, about ½ of individual members and 80% of businesses required 'door knocking' because they didn't respond to written solicitations.
- Update the membership application to include primary / secondary telephone numbers and up to 2 email addresses.

Newsletter / Other Communication:

- 215 – 230 emails are typically sent with the newsletter by Jackie. Those emails are usually opened about 300 times.
- Jackie tries to send 3 – 4 newsletters annually although it's not a strict guideline.
- Jackie will be counting on pleas for membership from Paul and other membership solicitation related information.
- Jackie recommends that everyone on the Board have access to posting on the BLA Facebook page. Prefer not to open to all members to avoid having to continuously monitor for appropriateness.
- It's recommended to send an email announcing recent thefts in certain areas to provide a heads up to members and provide information about who to contact. There have been break-ins along the Butternut Trail.

- Will add a blurb to the next newsletter soliciting email addresses from members who have not yet provided one.

Environment:

- Mark – there are 3 environmental pillars:
 - Shoreline restoration
 - Aquatic invasive species (AIS)
 - Water quality
- Water quality - Birch Lake water quality is better than many lakes in the area. There are no septic or agriculture related problems.
- AIS – Birch Lake is not infested.
- Shoreline restoration – Gull Lake highlighted certain properties that exhibited best practices. Mark would like to do more in this area – focusing on communication and awareness.
 - Available resources
 - List of things that can be done
 - Best practices
 - Plant types
 - Contest?
 - Start out with baby steps. We shouldn't do nothing.
 - Focus on DIY – professional work can be expensive. Less cost will compel more action.
 - Cass County Soil & Water will pay 50% of expenses. We should present as an Association.
 - Discussion was held about taking on a 2-4 year project. First step is to bring awareness.
 - Present in newsletter some easy DIY items. Timing is good this spring as people remain focused on home improvements. Mark will provide material and may also post on Facebook.
 - Explaining the 'why' is important.
- The loon platform is leaking / floats are cracked. It'll cost about \$50 to fix.
- Jackie has 2 older platforms that need some TLC. Mark will take a look at them to determine if they can be rebuilt.
- AIS lab samples – DNA sampling – concentrated samples obtained through filters. Costs about \$100 which is already in the budget.
- Association of Cass County Lakes
 - The current President is selling his cabin and leaving the area.
 - The ACCL is not interested in projects.
 - It's most beneficial for the area lake associations to keep in contact and share best practices.

- Cass County Soil & Conservation District
 - Change in staffing. The AIS position is open. Position responsibilities include supervising about 30 boat landing inspectors.

Next **virtual** Board Meeting Date / Time: **Saturday, May 1, 2021 at 9:00a**

Meeting adjourned by Paul

Respectfully submitted,
Steve Hanneman - Secretary