



Birch Lake Association

Board Meeting Minutes

September 12, 2020

Board Members; XX = Present							
XX	Paul Blomgren - President	XX	Tim Funkmeyer – Treasurer	XX	Steve Hanneman - Secretary	XX	Denny Harnstrom - Director
XX	Sue Holthaus - Director		Shirley Johnson – Asst. Treasurer	XX	Mary Knautz - Director		Gary Krimmel - Director
XX	Mark Larison - Director	XX	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

- 7/25/2020 Annual Meeting Minutes - Prepared by Steve Hanneman (Secretary) Annual Meeting Minutes approved. M/S/P – Gary M. / Mary

Treasurer's Report: Tim Funkmeyer

- Abbreviated version of the Treasurer's Report was reviewed. In the process of transitioning to QuickBooks from Quicken. Accepted as presented.
- A full Treasurer's Report will be provided at a future date and voted upon by the Board electronically.
- Paul requested seeing cash flows over 2-year periods since membership dues are collected every other year.

OLD / ONGOING BUSINESS:

Membership Drive:

- There are currently 211 active residential memberships and 43 business memberships.
- Given Rick's retirement from the Membership Committee, Paul asked Rick to transfer membership material to Paul and Paul will service as point person for the time being. Paul will ask for help when needed.

- Membership drive years typically run from January 1 through July 31.
- Given the Covid-19 pandemic, discussion was held about the practicality of soliciting members electronically vs. in person.
- Historically, visiting businesses in-person was necessary – sometimes 2 or 3 times.
- In the past, Rick sent letters to non-members in January and let the newsletter serve as a reminder to members. After that, follow-up letters were sent to members who did not renew followed up by door knocking.
- Next year, will need to focus on more targeted electronic communications / solicitation.
- If anyone comes across effective communication ideas from other organizations, please pass that along.
- Electronic options include email, Facebook, newsletter and the webpage. Email is the surest way to get attention.
- There are 2 primary barriers to collecting membership renewals:
 - Inertia
 - Members like personal visits from Board members
- Should consider phone call strategy prior to making in-person visits.
- The next newsletter will be published towards the end of October and then in January announcing membership renewals.
- There are no requirements for membership other than payment of dues.
- Rick mapped out properties along the lake. Those that were not members, Rick would ask to join.
- Someone who is tech savvy for mapping to identify owners along the lake would be very helpful. Paul could do this.
- It would be good to build a database with single point of entry.

Newsletter:

- The next newsletter will be published towards the end of October and then in January.
- There would usually be a long list of activities in the Hackensack area, however not this year due to Covid-19 restrictions / cancellations.
- Mark will prepare something about zebra mussels and bringing awareness of testing results including weed testing and water quality results.
- Will include the appropriate website address for the MPCA.
- The Lake Country Journal is going to publish an article about boat parades next spring. The Birch Lake 4th of July boat parade will be included. The newsletter will include an article about this to bring awareness about the upcoming article.

NEW BUSINESS:

Slalom Course:

- A ski slalom course was set up in the south bay in a sensitive area by a lake resident.
- The Cass County Sheriff was asked if a permanent course could be set up vs. a temporary course.
- The Sheriff was not a proponent but would consider it if the BLA supported it.
- The Sheriff was going to deny the request without referencing the BLA.
- For future requests that are similar in nature:
 - We will review / discuss requests from BLA Members.
 - It's OK to refer calls to Paul or tell the member requestor that we will bring to the Board for discussion.
 - It was agreed that the BLA should generally follow regulations and guidance from the Sheriff's Department.

Misc:

- There were no loon chicks this year – the first time since at least 2004.
 - 2 eggs sat in a nest for 35 – 40 days. Usual length of time is 28 days. The nest was apparently abandoned.
 - Another pair of loons nested on old lily pad roots. They built 2 nests, both of which had eggs. Unfortunately, both nests were destroyed in storms.
- A few complaints have been received about geese due to large numbers. As many as 50 have been counted in 1 group. Geese are attracted to manicured lawns and being fed. Do not feed the geese!
- No zebra mussels have been found in sampling places. Thanks to Rick, Gary, Jackie, Paul, Shirley and Mark for monitoring.
- Paul will speak to Northwest Docks to see if they monitor for zebra mussels when they remove docks in the fall.
- Northwest Docks has not sent an invoice for the buoys yet – Paul will follow-up on that.
- There will be a full slate of elections next year for Board positions.

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

Meeting adjourned by Paul

Respectfully submitted,
Steve Hanneman - Secretary