

Board Meeting Minutes from 12/21/2023 9:16 a.m. – 11:05 a.m.

Ascher Residence on Teal Lake in Hayward, WI

Board Present: Norm Bratteig, President – Steve Fiala, Director at Large (conferenced in) - Kim Phelps, Vice President – Perry Cowan, Treasurer- Carolyn Ascher, Secretary

Update from NWRPC & Grant

The Aquatic Invasive Species (AIS) management grant application has been submitted to the Wisconsin DNR. The decision should be announced in February. A grant extension has been submitted in order to get a full reimbursement for invoices received in 2024. Currently we are working on gathering materials for the planning grant reimbursement process. The first invoice from NWRPC will be in Q1 2024. We budgeted \$9K for NWRPC services, which is also reimbursable with WIDNR grant funds (25% QLIA share).

Budget

The board reviewed the 2024 budget and adjusted several line items based on 2023 figures and forecasting realistic income & expenses. The revised 2024 budget will be presented by Perry Cowan and the board will approved the revised/final budget.

Budget for Fundraiser - Events

The board reviewed the Summer Fest budget. We compared the cost of tickets for Summer Fest with other fundraising events in the Hayward/Cable area and decided as a board that \$40 should be the ticket price (\$35 advanced ticket price) and \$20 for children 13 and under. We also discussed the probability and “guestimate” as to what each guest at Summer Fest may pay once they are in the door. We assume, based on history, there will be guests at the event who spend \$0.00 on raffle, auction & gift card fundraisers and there could be guests who spend \$200 each on “at the event” fundraisers. We conservatively estimated that each guest would spend \$50 on “at the even” fundraising opportunities.

We suggested to the fundraising committee to budget less on forecasted income for raffle, auction & gift cards. Perry will bring these suggestions to the fundraising team.

- \$40 Ticket Price, \$35 Advance Ticket Price, \$20 Kids 13 and Under.
- Reduced expected income for “at the event” fundraising opportunities.
- There will be opportunities for sponsorships at Summer Fest. The sponsor levels will be Gold \$500, Silver \$250 and Bronze \$100.00. There will be multiple Gold,

- Silver & Bronze sponsors, however only one sponsor per industry for the Gold Sponsorship at \$500.00.
- Voted on 12-4p.m. event time (liked the idea of buffet scheduled at 12:00 noon)
- Board approved other Summer Fest plans, however, fundraising team may want to consider reducing expenses based on what the board forecasted for “at the event” income.
- Regarding Credit Card Payments at Events: **WE WILL NOTIFY PAYORS THAT THE 2% PROCESSING FEE WILL BE THE LIABILITY OF THE PAYOR, not PAYEE!**
- Also, for Fundraising Team, QLIA Board Members will be speaking with the resort owners in the future regarding the “per night donation per cabin rental”. See **NEW BUSINESS BELOW**.
- The board discussed donating a percentage of our proceeds from Summer Fest to Fishing Has No Boundaries or the YCA (Youth Conservation Alliance). Of course a board member will contact Kathy at FHNB or Kevn Bushnik with YCA to ask if they are interested. We would not need to advertise the percentage we donate, simply state “A portion of our proceeds from Summer Fest will go towards Youth Conservation Alliance”, as an example only. We feel that this will bring more people to our event and the invites can be emailed to their supporters from their leadership.

Coasters/VENMO/Linking the bank account – Showing Venmo deposit like the Smile deposits and reports

The board is helping distribute the coasters. The board also watched the demo. for Venmo deposits from the coaster campaign. Perry will link our main operating account to the Venmo income.

Year-end Checking – Somehow showing we only spent Tier donations on AIS?

We agreed Tier Donations should be allocated for AIS. However, everything we are doing now is for AIS, hence this allocation is more important for future. We also discussed **COLOR CODING** event revenue and expenses so we can evaluate the success for fundraising events (For events like the Annual Picnic & Summer Fest).

C.D. matures 02-06-24 The plan is to withdrawal the CD Funds before Feb. 6, '23 & hold onto the \$50K + \$1100 interest for 2-3 months until we are certain we will not need these funds for AIS. Then in April or May we will re-deposit the funds into a CD. Norman will manage the Feb. 6 transaction for Perry while he is traveling.

State Raffle Permit for Next Year - All the money raised must be spent in Wisconsin We agreed to secure the State Raffle Permit (Permit B) for 2024 events. Perry will secure this for us. We are not concerned about the proceeds from the raffle being spent in Wisconsin because we have no current expenses in other states. However, we will be mindful of this tax law for future.

Square Account for extra card reader

The board voted YES for the 2nd card reader to make events easier with multiple people taking credit card payments. We WILL NOTIFY PAYEES THAT THE 2% PROCESSING FEE WILL BE THE LIABILITY OF THE PAYOR.

Tier Listing for 2024

See attached report

Remove non paid members from getting emails or send out a notice before we do?

We will continue to send emails to past and present members. Everyone should be informed of our progress and our opportunities regardless of membership status.

Email blast from Norm for the New Year

Carolyn will meet with Norm before January 15 and craft the New Year letter. We will include Max Walter's announcement with the Link for the Aquatic Plant Explorer App too!

Final Tier Listing

See attached report

Paid member listing

See attached report

New Business

Moving forward, the board agrees that only board members should solicit the resorts on Teal and Lost Land for the proposed "per night per cabin donation". There are only a handful of resorts and we feel that board members with longstanding relationships should have these conversations with the resorts. Norm will send an email to the fundraising committee in January.