

Spring Lake Association Monthly Board Meeting

Monday: **Monday October 18, 2021**

Time: 6:30pm Social time – **7pm Meeting time**

Meeting Host: Wes Steffan

Location: Boathouse 16211 Main Ave Prior Lake.

Zoom Call #: (if needed)

Meeting Lead: Wes Steffan

Attending Members:

Name	Role	Attended	Name	Role	Attended
Wes Steffan	President	Yes	Ken Rodning	Member	Yes
Patsy Lundquist	Vice President	Yes	Kelly Charles	Member	
Lauren Peters	Treasurer	Yes	Jim Gilbertson	Member	Yes
Audra Mears	Secretary		Jesse Loudon	Member	Yes
Sandy Suave	Dir Com/Mrkt	Yes	Lisa Quinn	Member	Yes

Current Status (Actual / Goal)

2021 Membership Count	2021 Auto Renewal Count	2021 Sponsor Count
170 / 178	54 /	13 /13

Budget Breakout (Actual / Goal)

Social Activities	Membership Appreciation	Lake Investment	Membership Communication	Boat Landing Maintenance	Current Balance
\$703 / \$5566	\$1659 / \$2500	\$2000 / \$2000	\$1082 / \$1550	\$ 276 / \$230	\$14,720.26

Agenda

Green/Yellow/Red

Agenda Topic	Owner	G/Y/R	Expected Outcome
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<p>Welcome & Opening Remarks (15 Minutes)</p> <ol style="list-style-type: none"> 1. New agenda template (Patsy) 2. Committee assignments 3. 2022 Budget planning 4. SLA 70th Anniversary/2022 <ol style="list-style-type: none"> a. Contine brainstorming b. To Do: Complete attached "rankings" 5. Historian/Photographer? 6. Logo results/status -Kelly 7. Board candidates update 8. Member survey 	<p>Wes</p>	<p>G</p>	<ol style="list-style-type: none"> 1. Agreement on format 2. Confirm/Update committee assignments 3. Agreement on 2022 Budget 4. Additional ideas, prioritized list 5. Agree to move ahead or drop 6. Next steps on Logos 7. Next steps on candiates 8. Agreement to move ahead with survey
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Meeting Minutes:

New Agenda Template

Patsy explained the new Meeting Agenda/Minutes document that she and Jesse created and how we can use it going forward. This document was created and will be saved in One Drive. Once the meeting minutes are approved, we will create a pdf and post to the website. Jesse and Patsy will provide Board Traning for One Drive.

2022 Committee Assigments

Memberships: Audra/Sandy
Business Sponsorship: Ken/Patsy
Social: Jesse/Sandy
Community Outreach: Wes/Kelly
Communication: Sandy/Jim

Possible other Committees

- Fundraising: **TBD**
- Water Quality: **TBD**

2022 Budget Planning

We discussed that until we understand where we want to go as a board in 2022, we can't really create a budget. We have decided to create and send out a survey asking our member base what they would like to see happen in 2022. This is surrounding water quality, social events, method of communication, fundraising ideas. Sandy will create a first draft of the survey and send to the board for their comments. We would like to get the survey out by Monday, October 25.

70th Anniversary

Patsy handed out the survey that was conducted within the board on what items we should concentrate on for the 70th Anniversary.

Spring Lake History was ranked first. Sandy has agreed to be the librarian/historian and will start collecting ideas, including names of people who can provide histortical perspective. Anyone interested in interviewing and or writing a summary of the interview, let Sandy know so we can start scheduling interviews. This information will be used in Newsletters and communicated throughout 2022.

70th Logo Merchandise was ranked second. Once the logo is finalized Audra and Sandy will work with Paar sports to create logo'd items that will be available for purchase throughout 2022. The goal is to have the site open on January 1 with the kick off of the membership Drive.

70th Logo Wine Bottle/Glasses was ranked third. Below are links for wine and wine glasses. If anyone has anyone else that they want to work with, let us know.

Here is a link to source for “custom” bottled wine:

<https://www.apluswinedesigns.com/>

Here is a link to source wine glasses

<https://www.lastingdrinkware.com/:quicksearch.htm?quicksearchbox=wine>

Historian – Sandy has agreed to be the Historian

Photographer – We are looking for a photographer.

Logo Results

The board voted on the current logo for both font and color. Sandy will work with Kelly to bring back to the designer. Once the logo is approved, we have decided that we would like a 70th Anniversary as well as no designation logo so that we have them going forward. We will use the 70th Anniversary Logo for all of 2022.

New Board Members

Wes, Sandy and Jim are managing the committee to help find new board members. Wes sent a note to Dan Field, Dan Smith and Bret Furber. Two other names within Spring Lake Estates were mentioned that will be pursued. Please talk to your neighbors and Spring Lake friends to find out their interest and then send their names to Wes.

Randi & David	Arndt	randievanson@yahoo.co	d4rndt@gmail.com	612-810-9501
Josh & Catherine	Watkins	jwatkinsdc@hotmail.com	jwatkinsdc@hotmail.com	952-440-4553 952-201-6360

Josh was a SLA Sponsor, so we might want to find out if there is a reason why he stopped before we contact him to be a board member.

Survey – see comments in Budget.

Agenda Topic	Owner	G/Y/R	Expected Outcome
Treasurer Report (10 Minutes)	Lauren	G	

Meeting Minutes:

We are still within our 2021 budgeted amount with our current balance is \$14, 720.26 after paying for the Milfoil treatment. This is mainly due to the fact that we did not have the summer concert.

Agenda Topic	Owner	G/Y/R	Expected Outcome
Membership	Audra	G	

Meeting Minutes:

The membership committee needs to be ready to solicit members as of January 1. A decision was made that we will not be purchasing a 2022 Member gift, but we will be giving the license plate to any new members in 2022.

Agenda Topic	Owner	G/Y/R	Expected Outcome
Communication (10 minutes) 1. Update on frequency of postings	Sandy	G	Review costs going to quarterly publication

Meeting Minutes:

There was discussion around changing the Newsletter to a quarterly newsletter in 2022 Only. The quarterly newsletter would be used to share our history, our new logo design, 70th anniversary events and highlight our sponsors. We currently do one newsletter a year which is printed in full color and mailed to all Lake Owners, addresses across the street from the lake, Spring Lake Estates Dock Owners as well as sponsors and partners.

Below is a recap of the current cost and tentative costs:

- Yearly Newsletter printed in color and mailed \$922.45,
- Quarterly Newsletter Printed and Mailed (color Print 1 page double sided, Stamps, labels, Envelopes) Estimated at \$1.00 per address or \$450 per issue.

Newsletters are also posted on our website and we send an email with a link as well as put on Facebook with a link to the website.

At the last meeting there was a discussion on whether Facebook was a good method of communication. When we communicate, we send emails as well as post to Facebook.

Below are the posts that were completed in September and the engagement:

- Photo of the Week – September 12 | 16 Likes
- Milfoil Communication – September 15 | 6 Likes, 2 Comments
- Thanks Clean Up Volunteers – September 28 | 31 Likes and 6 Comments
- Light Up the Light Event Information – October 5 | 15 Likes
- New Lakefront Park Development – October 6 | 10 Likes, 7 Comments and 3 Shares
- Photo of the Month – October 11 | 58 Likes, 8 Comments
- Light Up the Light Volunteer Photos – October 15 | 35 Likes, 6 Comments

The survey will let us know if our member base views this an important communication method.

We will be sending out Photo of the year communication to both Facebook and Email. Winning photo will be our Facebook and Website Header for November – April.

Agenda Topic	Owner	G/Y/R	Expected Outcome
Sponsorship 1. Planning/Prep	Patsy Ken	G	1. Begins Nov 1

Meeting Minutes:

Agenda Topic	Owner	G/Y/R	Expected Outcome
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Social Committee (20 minutes) 1. Light up the Lake – S'mores 2. 2022 Planning/Goals 3. Concert on the Lake	Jesse Patsy	G	1. Board feedback 2. n/a 3. Decision to move ahead with multiple bands, selection, securing
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Meeting Minutes:

Due to the warm weather, we think that some of the chocolate may have melted as many weren't home and their smore kit was left on the porch. We hope that this will not be a factor next year if we do this event again as we would hope that this can be back to an imperson Bon fire and smore event. There was also a comment to do this on Saturday afternoon and possibly add pumpkin carving.

Agenda Topic	Owner	G/Y/R	Expected Outcome
Community Outreach (10 Minutes) 1. PLSLWD outreach & fall cleanup, 9/25 - Kelly 2. Eurasian Milfoil treatment results - Wes 3. Rain Garden 4. Annexation Update - Lisa 5. Walleye stocking	Wes Kelly	G	3. Rain Garden A. DNR providing wildflowers (Scott Cty Soil & Water) B. City of Prior Lake providing mulch 5. Walleye Stocking scheduled for late October. (Jeff Anderson from PLSLWD to coordinate

Meeting Minutes:

Eurasian Milfoil treatment results – Wes will create a communication that can be sent to the members with an update on the Milfoil results after the treatment.

Annexation

Lisa provided an annexation update where the city of Prior Lake has expressed their desire to continue with the signed agreement that will result in South Shore, Vergus Avenue, Raymond Avenue and Lakeview Drive being annexed in 2024. These address represent about 11% of the tax base to Spring Lake Township so they will continue to fight this annexation. At this time, the City of Prior Lake is proposing to not include Spring Lake Circle in this annexation plan.

Agenda Topic	Owner	G/Y/R	Expected Outcome
Agenda Template/OneDrive (10 Minutes) 1. Agenda Updates 2. Decision needed on ownership of folders	Patsy Jesse	G	1. Moving forward each area to update the agenda as appropriate before meetings 2. Folder ownership

Meeting Minutes:

Patsy will create a Board Meeting Template for each meeting and board members should update their section prior to each board meeting. The meeting minutes will then be added to this same document.