

ELIA Board Meeting - Minutes
05 August 17

Present: Jung, Nelson, Sheehan, Hanlon, Strigenz, Easom, Boeldt, Schott, Gebhardt
(via phone)

Treasurer's Report: Generally we are in good shape. Shortage in paid memberships to-date is offset by increases in sales of Keep Elkhart Blue items. Still need to collect Town Rhine contribution for 2017. Also, we have lobbied the Village for a larger contribution in 2018 and will follow up on a letter to the Town with a visit at their September board meeting to formalize our request for 2018. Payment to Wis. Lakes Assoc. - \$440 - will be made this week. Discussed consolidating website locations for dues payment/donation - will have Kim visit with Kyle to move ahead with this as new website is introduced.

Motion to approve report - passed.

Motion: The Board of ELIA authorizes Randy Boeldt and John Schott to act as authorized signers on behalf of the Corporation (ELIA) on all accounts at Vanguard.

Sheehan - moved. Hanlon - seconded. Passed unanimously.

Board Member Nominations: Julie Dobrynio and Kevin Sofen were presented to the BOD for consideration as board members: Dobrynio - class of 2018, Sofen - class of 2020.

Sheehan - Moved board approval for the two candidates. Strigenz - seconded.

Motion passed unanimously.

Lake Water Quality: Hanlon reported on Clean Boats Clean Water program progress.

To-date 2017 - counted 870 boats, spoke with 1827 people, 152 hrs. worked.

Vs. all of 2016 - 639 boats, 1500 people, 262 hrs. Jim Buss doing an excellent job!

- Discussed follow-up with DASH operators and get a quote for cleaning Neuses Bay (~10,000 sq. ft.). Also requested testimonials from customers of the two DASH businesses. Plan is to come back to our October meeting with a recommendation for board consideration.
- Discussion concerning non-point pollution sources: John will look into getting near-shore water sampling program set-up with county and Cardinal Environmental. It has been years since anything like this has been done and as we look to find ways to mitigate pollution sources in our watershed, this survey would serve as a good baseline.

Boating Safety - two (2) new Idle Speed buoys on order for outlet. Chief Meeusen is reviewing our request for purchase of additional chain, cable and fittings to start re-fitting all buoys.

- Chief is reviewing recent buoy damage incident to assess fines and secure restitution in this matter.

Membership: 164 paid and 34 unpaid members.

- Unpaid member list was reviewed after the meeting and names taken by board members for follow-up.

- From our earlier "reminder" mailing, we received 24 member payments.

- We have 169 email addresses from our 198 members, which is a solid increase. This list makes contacting our membership so much easier - faster and less expensive.

- ELIA membership brochure will need to be re-printed with new BOD members added.

Public Outreach: We have sold or committed to all of our 190 KEB hats purchased so far. We have 48 more on order, which will be available for Down Town night - Aug 14th. \$1,145 profit to-date.

- Promotional activities for our website and social media sites was discussed (see committee meeting minutes from August 1st which was sent to all BOD members.)

- Sales of magnets and tote bags are also proceeding nicely. Make need to reorder.

- Website development - we need head shots of all BOD members ([call Julie Dobrynio for a time to get your photo taken - 305-849-3321](#)). WE also need a 50-word bio from each board member. If you do not have time to write one, have a spouse, a child, a friend do it for you. **Need these submitted by end of August, but sooner is better.**
- Board members "intro" page will include photo and bio only. All contacts/questions will be directed to come back through our KeepElkhartBlue@gmail.com account. Randy will forward these to appropriate board members. John's phone number will still appear on our re-printed brochures so there is one more immediate contact option.
- Boat landing sign to be updated. County has offered to help us via use of their in-house sign shop. We would pay for the cost - estimated \$300.
- Henry thanked Chris on behalf of the board and the membership for her amazing work at driving the sales of KEB products, building awareness, and generating enthusiasm for the work ELIA is doing! Congrats Chris.
- ACTION - Committee needs to research the Country Living magazine statement that we are "One of the 15 cleanest and clearest lakes in North America." We would like to know if this is documented in some substantive manner vs. merely being a marketer's attempt to promote us and 14 other lakes..... Visit with Kathleen Eickhoff and tourism bureau.
- ACTION - look at note to membership suggesting that they link their purchases on Amazon/Smile to ELIA. We would gain an on-going (albeit modest) contribution from Amazon based on members' purchases!
- ACTION -look into a fulfillment house arrangement for sale and delivery of KEB items. Not sure we have enough volume to do this but worth checking. Kevin has offered his assistance.

Old Business: P filter project is proceeding. Meeting with county, contractors, farmers, Dan Waibel and John Schott held mid July. Repair to drain tile south of Cty Trk A is completed (week of 05 Aug.) Next step is replacing damaged tile on the north side of Cty Trk A. Once this is completed, the excavating work on the filter location can begin.

Other related activities include: 1. Review of culvert under Shoreland Rd West to consider re-lining and modifying in-coming opening with a riser tube assembly. 2. Installation of a residential P filter on a volunteer location. Dobrynio's have agreed to be part of this test program. County staff and Dobrynio's need to meet to review details to be sure this will work on the site as now planned.

New Business: Down Town night is Monday, August 14th. Booth crews are set but you can step in any time to assist!

4-5PM set-up - Nancy, Chris and John

5-6PM Tippy and Henry, Chris

6-7PM Nancy, Chris and John

7-8 PM Sue, Chris and Kim

Take down - John and others!

- Next year we should look at being sponsor. Need to know amount they are asking for this.
- Correspondence - Randy reported on Thank You letters we received from Glacial Lakes and Sheboygan River Basin. He also read a letter from Lisa Carter - Carol Carter's daughter - offering a \$250 memorial in Carol's name.
- Randy Boeldt (August) and Chris Krieg (July) were congratulated on the articles in the Depot Dispatch, which lifted up their work in helping our Elkhart community. Congratulations to both! And, thank you for your service.