

E.L.I.A. Board Meeting - Minutes
May 4, 2019
8:00 AM – 9:30 AM
Grashorn Center – Elkhart Lake, WI

Attendees - Sheehan, Staum, Jung, Nelson, Siddique, Gebhardt, Elias, Boeldt, Strigenz, Schott

1. Review Minutes - Minutes approved as presented
2. Treasurers Report –
 - a. Current income statement and balance sheet review
 - i. \$58,514.50 - cash & securities as of 01 May 19
 - ii. We saved \$1,050 on boat patrol expense so we transferred this amount to the KEB merchandise account, keeping our budget as approved at the March 30th meeting.
5. Committee Reports –
 - a. Lake Water Quality -
 - i. Weed committee - Brian from Lonza will speak with Craig Helker from DNR about testing our weeds for immunity to 2,4,D.
 - ii. Need to look at weeds in the swimming area along the resorts' shorelines. These would need to be pulled - no chemicals.
 - b. Boating Safety (Gebhardt) - Buoys going in on Tues., May 7th. We will add a 3rd buoy in the inlet area to help draw attention of boaters to the fact that it is slow no wake all the way out to the lake buoy ring perimeter.
 - i. Question if new patrol officers are as enforcement/ticketing minded as Jodie was.
 - c. Membership (Staum) - Agenda for annual meeting is being finalized. We will ask Nancy to get the new invasives coordinator for Sheb/Manty Counties to be our speaker - Samantha.
 - i. 141 out of 207 on our mailing list have paid dues. Using a new program - "yet another email" - to manage communications and analyze results.
 - ii. Encourage Members to put our email address in their contact list so that ELIA notifications aren't kicked out of their inbox as spam. (Dee)
 - iii. Discussed the need to raise members dues or charge for member meal & drinks. Will talk about at annual meeting. (John)
 - d. Public Outreach - Keep Elkhart Blue (Strigenz) -
 - i. We need to get the date for our annual meeting in the Depot dispatch. (Sue) We have reserved the sign at Cal & Gus for

the week before the meeting. We will have the Chamber window for the month of July for our promotional story. (Chris)

- ii. Update brochure - print 100. After we have a corporate sponsor program we will re-do more completely to include sponsor logos. (John, Chris)
 - iii. Could we do something during the Triathlon to help promote ELIA - banner, merchandise sales location? (Sue)
 - iv. Corporate giving program close to being finalized. Will seek board approval and then present at our annual meeting. Would be nice to have some commitment already in hand by then. (Kevin, Chris, Kim))
 - v. Need to get plaques for three different levels - \$2500, \$1000, \$500. (John)
 - vi. Coordinating efforts with Tourism: we will look at creating and sharing a "good practices list", distribute copies of boating regulations, share blogs, link our websites, lake water quality shared info. (Chris, Kevin, Kim)
 - vii. Requested photos of buoy installation Tuesday or other interesting lake pics be sent to Kim for web inclusion & Chris for KEB Facebook Page posting. (Kim, Chris)
 - viii. Will need "sailboat meeting announcement" to send to Chamber, Depot Dispatch & KEB Facebook Page. (John)
 - ix. We're reordering our signature faded blue KEB hats this summer, look at other hat options for future sales (Awaits - Road America sourcing), order KEB decals/stickers and looking into a specialty order item; a KEB beach towel. Finally, looking into a Microfiber cloth for glasses/tech - takes minimal shelf/storage & provides higher profit margins. Working with a new vendor, cutting costs while increasing customer service back to ELIA. (Chris)
- e. Website update - (Elias) - we are going to look for a more regular approach to keeping our website current. We have been quoted for this type of work but will look at other options, including student-based, professor advised support from Lakeland Univ.

6. Adjournment

NEXT MEETING(s)

June 1, 2019 – Board Meeting, Grashorn Center

June 14, 2019 – Annual Meeting, Three Guys & A Grill East