

RALALA Board Meeting Minutes – June 21, 2013

1. The RALALA Board of Directors convened at Robert Lee's home on June 21, 2013.
2. The following members attended: Sandy Dee, Jackie Evans, Jim Foss, Gary Langer, Robert Lee, Allisa Mackall, John Rowell, Sue Schaefer, Lynn Schram Snyder, Linda VanStraaten, Darril Wegscheid.
Absent: Roger Brekken, Roland Maki

3. Mr. Rowell presented the report of the Treasurer.
The account balances are as follows.
Checking account balance of \$139.92
Savings account balance of \$6213.95
EQI account balance of \$20,028.63 with a deposit pending of 180.00 that will bring the total to \$20,208.63.
Recent payments made were:
\$2100 Crooked Lake Township
\$750 – City of Emily
\$300 – Outing Fireworks

4. There was discussion regarding the RALALA plans for use of funds. The history of RALALA's management of funds was discussed including:
 - Negative balances in previous years
 - Desire to have funds available for unexpected requests
 - Desire to have funds available for matching grants

It was agreed that there should be additional discussion to set direction regarding the intended use of the funds.

5. The minutes from the May 26, 2013 were approved.
6. AIS
 - Zebra mussels have been found in Crosslake that are at least 2 years old. All 16 lakes connected have been identified as infected. There was a recommendation to have an AIS float in the Emily Day parade. We will use less than 1000 hours between the 3 lakes for inspections.
 - Letters to government officials are recognized when hand written and personalized.
 - There was a desire for additional signage but space from the Green Roof to Emily was not available due to various restrictions.
 - There are limited inspectors today.
 - Data regarding inspections is maintained for the DNR.
7. Silent Auction - The Dee's do a significant amount of work soliciting donations for the silent auction. We currently have about 60 items and expect that about another 20 items will be donated prior to the event. Last year we had approximately 100 items available for the auction.

As there will be no Trade Route Celebration this year combined with the silent auction event, we need to consider doing additional publicity for the Silent Auction & BBQ. There are plans to get this in the Northland Press, the Chamber of Commerce Calendar of events and the Village Inn Calendar of events. The Silent Auction is planned for 12-2pm on August 10 at the Village Inn.

John Rowell and Linda VanStraaten will be meeting with the Dee's to plan the event and put together the verbiage for the marketing materials.

8. BBQ – A meal of brats, potato chips and beans was discussed. Details will be discussed with the Village Inn. The BBQ is planned for 11-2pm on August 10 at the Village Inn.

9. Publicity - Linda VanStraaten has offered to be responsible for RALALA publicity and her offer was accepted.

10. Raffle – We have sold \$1435 in tickets below. We will send about 2400 additional tickets to members in the coming weeks. The raffle is Aug 31 at 6pm at the Village Inn.

11. Membership – We have approximately 135 members, last year we have about 214 members. Memberships trickle in throughout the year.

Lake Association Management Software – A product that would facilitate managing memberships was reviewed. It is sold on the basis of the number of lake property owners (currently 700 for RALALA). This could be of benefit in selectively targeting potential new members. We may be interested in pursuing this as a way to efficiently identify potential members.

Promotional Material – We may want to consider a magnet with a phone number and website information for RALALA. It was uncertain if a phone number would be used by people who may not use the website.

12. Website – There have been about 1000 hits to the website. It was requested that everyone view the volunteer page and offer any suggestions.

13. Pontoon Parade – There was a Pontoon Parade on the 4th of July. There was discussion of having this in the future.

14. Buoys - There should be buoys around the island on Lawrence Lake. This will be revisited with Roger Brekken.

15. Future Meetings – The next meeting will be on September 14.

16. John Rowell proposed that the \$500 in the budget for mailing and administrative expenses be amended to cover publicity fees as well given mailing and administrative fees are less than planned.

16. The meeting was adjourned at 11:15am.