

LLPA Board Meeting Minutes

October 16, 2023, 4:00 p.m. via ZOOM

Present: Jennifer Brigham, Sandra Campbell, Randy Champeau, Byron Crouse, Sage Dunham, Brian Halloran, Jeff Linkenheld, Megan Mader, Donnie Marker, Brent Nolte, Jim Schlesinger, Joe Thrasher

Approval of Minutes: Approved as distributed on Google drive.

Financials: Financials distributed on Google Drive. Byron noted that there was little activity the past month. Motion by Sage to approve as distributed, Jeff seconded, approved.

Megan Mader, Community Development & Water Resources Specialist – Northwest Regional Planning Commission (contracted with LLPA) updated the ongoing *Shoreline Habitat Assessment*. We're done with field work, now for the compilation and reporting. There were 183 volunteer hours by 25 helpers, 129 boat hours, with 997 parcels around the lake mapped. The third element, coarse woody habitat, done with Northland College students and volunteers from Tomahawk Scout Camp, mapped 1500 pieces of wood. Joe Thrasher completed 2,600 pictures of shoreline for the photo piece of the assessment. The end results will go into our comprehensive plan. There will be a 21-day public comment scheduled as part of this.

COMMITTEE REPORTS:

Executive Committee: Will be meeting in the next few days.

Operations: Clothing sales discussed since Steve May is no longer on the Board of Directors, and he did this in the past. He did indicate willingness to help transition this. Jennifer also volunteered, if the Board decides to do something different during the transition, to contact Long Lake business owners and see if any would be willing to sell clothing in their establishments. Operations will be meeting in the next few days. We are trying to schedule things so people can order extras for holiday gifts. Byron and Jennifer will follow up with Steve.

Education and Communications: Joe reported the newsletter is at the printer, as is part of the upcoming calendar. The envelope for membership and donations is needing to be finalized before it can be printed and included with the calendar mailing. Categories were clarified, and it was reiterated we are not including Fireworks as a donation category. The SCBC Committee will finalize wording, ensuring the envelope and communications will match what is on the website.

Social Media: Report was distributed on Google Drive. Reviewed our Facebook page. Clarified it isn't named for us as there are other LLPA pages for other associations. Ours has just 150 followers with low engagement. Groups (vs. pages) already exist locally, serving a similar purpose. Those have thousands of followers and much more engagement. It was discussed that if our page doesn't gain more traction, we may want to instead do our social media via the local groups and pages that already exist—they've been willing to share our content. It was also discussed that Social Media could fall under the umbrella of the Education and Communications committee if Jennifer helps with that aspect. Agreed.

SCBC (Sustainability & Capacity Building Committee): Sandy gave an update on Little Green Light. Jim said that Giving Tuesday was discussed, there is a "stripe" on the website that can be connected to, allowing simple donations. There are three Constant Contacts planned. Facebook promotion of Giving Tuesday can also be an integral part of the campaign—especially if our LLPA becomes an approved 501(c)(3) charity on that platform. Facebook doesn't apply a surcharge to approved charitable donations. Jennifer will check this out. Other fundraisers were also discussed.

MONITORING:

Joe T. reported for Randy P., who is out of town. The updated report was distributed on Google Drive. The decontamination stations have been removed for the season. It was discussed that use of the bleach spray was low. Secchi disk readings have been very clear, but Joe reminded that in drought as we experienced this year, there isn't as much runoff to cloud things up. We still are all-clear on Zebra mussels. Buoy maps and rules will be included in the upcoming newsletter.

Clean Boats, Clean Waters: This motion was distributed to the Board via email: *LONG LAKE PRESERVATION ASSOCIATION, INC. requests grant funds under the Department of Natural Resources' Aquatic Invasive Species (AIS) Grant Program and hereby authorizes JOE THRASHER to act on its behalf by signing and submitting an application for financial assistance; completing and submitting periodic reports, if needed; and taking necessary actions to direct and complete the Clean Boats, Clean Waters project. LONG LAKE PRESERVATION ASSOCIATION, INC. will meet the financial obligations of the AIS program.*

Jeff moved, Sandy seconded, to approve. Motion carried.

SHORELINE and WATERSHED:

No additional report.

OLD BUSINESS: None.

NEW BUSINESS: None.

The meeting was adjourned at 5:07 p.m.

Next meeting: November 20, 4:00 p.m. via ZOOM.