

**Board Meeting, DL Police Department Community Room
 4 PM, September 18, 2021**

Board Members Present Brian Korbel, , Dick Hecock, Jamie Skarie, John Cox, John Flynn, Julie Herman, Laurie Olson,. Aaron Tait, Brad Wimmer,, Patty Mollberg,

Board Members Absent: Rochella Larson, Patty Mollberg, Carol Lee, Carl Oberholtzer, Tim Wesbrook

A quorum being present, President Laurie Olson called the Board Meeting to order at 4:04

There were no changes or additions to the agenda as previously distributed.

**Secretary’s Report -** The August 16 Minutes of the LDA Board, prepared by Julie Herman, were approved as distributed. MSP with no dissent.

**Treasurer’s Report**. The financial report of 10/13/21, prepared by treasurer John Flynn, was approved as distributed. MSP with no dissent. John Flynn noted that his records show a current paid membership of 355.

The remainder of the meeting was devoted to the **2021-22 LDA “Planning Agenda**”. A previously distributed worksheet had been distributed to Directors and Officers by John Flynn.

1. It was agreed that the **Mission statement** still adequately serves LDA. Hecock will provide a update and slight editing of the “About Us” description.
2. **SWOT** Exercise: Directors and Officers offered the following suggestions:

**Strengths -**

* An active organization – many accomplishments of which pride can and is being taken
* 350 members is a significant number
* LDA members are well-connected, influential, and able to generate support from the larger community
* Board is energetic, diverse, talented, energetic

**Weaknesses**

* Membership is too low and may not reflect all lake constituents
* Communication with LDA membership is weak – even BOD are sometimes unaware of existing resources; also LDA has not taken full advantage of media
* We have to deal with multiple overlapping jurisdictions – e.g. DNR, City, Council, PRWD
* LDA may be seen as elitist if lake protection measures are advocated, implemented; such opinions undercut LDA effectiveness

**Opportunities**

* Membership increase is possible with better messaging, and different recruitment techniques
* Use of social media (especially FB) as a means of reaching out to existing members should be increased and more efficient
* Support from lake-side and other relevant businesses should be aggressively cultivated and nurtured
* Engagement with community organizations, including government agencies is possible and should be cultivated and nurtured

**Threats**

* There will be increased use pressure on lake – more boats, more visitors; these trends raise safety, environmental and quality fo life concerns
* Introduction of additional AIS – numerous possibilities are quite likely (starry stonewart, etc.) – also, increased vigilance may produce hardships
* Spread of mooring behavior to available public shorelines.
1. **The proposed (August 16) Committee Structure** was reviewed, and generally seems to accommodate the issues raised in the preceding SWOT exercise, and the goals and activities contemplated. . Committees should meet and consider those issues as well as the goals discussion that followed:
2. **Suggestions for 2021/22 Goals and Activities (possible committee assignment in parentheses)**
* Participation in Handicap Dock and Swim Area Project – (BOD Donation)
* Hang Life-Preserving Equipment at Long Bridge – (BOD Donation)
* Increase membership by 10% (Beach Captain)
* Undrerstand mooring regulations and practices - Sheriff, DNR – (Government and Community Affairs)
* Expand and enhance communications to ensure understanding of good shoreline management (Shoreland Protection)
* Expand and enhance communications regarding regulations (Lake Protection and Use and Social Media)
* Improve business relations, especially shoreline businesses – what can they do for us?, what can we do for them? (Government and Community)
* Utilize social gatherings for communications (Annual Meeting and Social)
* Improve participation in governmental process (Government and Community Affairs)

**No action was taken on approving or ranking these proposed goals or committee assignments.**

**The next board meeting** is to be held at 4PM, November 8, 2021 at the DL Police Department, Community Room.

Adjournment took place at 5:22 PM

Prepared by Dick Hecock, LDA Secretary
10/19/21