June 18, 2017

Meeting Minutes: SCLA Board Meeting

Date and time: June 16, 2017 7:30-8:15 AM

Location: Spider Lake Town Hall

SCLA Board Members in attendance: Steve Smith, Marv Ramsay, Brad Schmidt (by phone), Patrick Delaney, Ray Langer, Lili Herbert (by phone), Robert Lebby , Dan Connoly (by phone), Barb Ferrell

Guest: Wendy Wood, Sarah Delaney

AGENDA

Consent Topics

- **Approval of SCLA Board Minutes – April 2017 – Approval**
- **Pending Agenda Items – Information**
- **Annual Communications Calendar – Information**
- **Investment Committee – Investment Policy Statement – Annual Review & Approva**
- **Wisconsin Dept of Financial Institutions – Certificate of Registration – Annual Renewal Required**

Meeting Topics

1. **Welcome New Board Members – S. Smith**
2. **AIS Committee – My Shoreline Week / Landing Monitor Recruitment – R. Langer (5 min)**
3. **Education Committee – SLEEK Program – S. Lebby (5 min)**
4. **Membership Committee – Log Roleo/Boat Parade/ Wine & Wisdom/Labor Day Picnic – S. Hill & B. Farrell (5 min)**
5. **Conflict of Interest Policy – Annual Review by Each Board Officer, Board Member, Committee Chair & Relevant Members – S. Smith (5 min)**
6. **Annual Leadership Retreat – July 21st – 8:00am to 2:00pm – Robert & Sue Lebby's Home – S. Smith**

Minutes:

Consent Agenda Items:

- April board minutes were approved
- Pending Information items and communication calendar were reviewed;
    - Plant of the month added to the email blasts as education
- Investment policy was reviewed as part of the planned annual review by the board. There was general comfort expressed by the board. Formal approval was tabled so that a proposed method for implementing the calculation of spending policy can be included. The policy uses a rolling average fund balance for calculating the available funds for expenses, and the funds have not been in existence long enough to accommodate the long term policy – thus requiring an implementation policy in the short term. Wendy provided copies of the presentation from the annual meeting for board members to assist in communication as necessary. Steve will meet with Robert and Brad to draft an implementation policy for formal annual review by the board.
- Wisconsin Dept of Financial Institutions filing- Robert Lebby reported that he has filed the annual application which allows us to raise charitable contributions. Brad noted that the federal 990 form will be filed after completion of the annual review. The 990 form includes disclosure of individuals with donations in excess of $5,000, including name, address and amount for each contribution over $5000. While the 990 must be made to available as requested, the most commonly used internet

tool for review of 990 information redacts details regarding contributors. Brad will clarify whether the info is available via any other source, or required to be provided by SCLA.

Meeting Topics:

1) **New board member welcome:**
   - Steve recognized and welcomed Lili Herbert and Barb Ferrell to the board.
   - Steve circulated a highly sophisticated signup sheet for support activity volunteers at the retreat. Each member invited to pitch in for one item.
2) **AIS Committee update:**
   - The committee felt it important that each board member and committee member keep a copy of the rapid response plan in their possession and review it periodically. Each leader should be capable of answering basic response questions from members and others. Sufficient copies will be provided to each committee chair and board member.
   - My Shoreline starts this Saturday for a week.
   - A new shoreline monitor has been hired to cover for the recent resignation of a monitor
3) Robert reported on SLEEK
   - The SLEEK program at Heinemann's Landing is scheduled with a maximum of 75 participants. The logistics are set, activities planned for education of Loon biology and conservation of. In addition to the program, children will receive several gifts for participation. Room for one more volunteer.
     - Given new location, a volunteer will be recruited to help with parking and location.
4) Lili gave an update on the boat parade and roleo activities. Detailed information has been included in the email blast to members.
   - Due to repair construction, the boat parade will need a new location; Scott Crosby is working on alternatives.
   - Membership is partnering with Education committee for their Wine and Wisdom event. Focus will be plant identification, and a PowerPoint presentation will be run during the event to help familiarize members with AIS.
5) Conflict of interest policy
   - Each board member is requested to review and sign the annual disclosure statement with appropriate disclosures as appropriate.
6) Annual Retreat Meeting;
   - Steve reviewed plans for the board retreat in July. Attendance will be board members and key committee leaders and officers. Topics will include:
     i) Protecting lakes and watersheds
     ii) Board effectiveness and performance
     iii) Prioritizes for upcoming year
     iv) Governance structure and streamlining opportunities
     v) Membership and Philanthropy integration potential
     vi) Dam Task force
     vii) Sustainable development , Patrick Delaney
     viii) Wild Apricot software tool effectiveness
7) Short discussion regarding use of fall membership Spiderlines as a recruitment tool sent to non-members. Plan to build on success of last year.

Adjournment at 8:19 am

Next Meeting: July 21, 2017 between 8:00am – 2:00pm at the lake home of Robert & Sue Lebby (call-in will not be available)

Minutes by Bradley Schmidt