

SCLA Board of Directors (Amended Minutes)

Meeting Minutes: August 17, 2018

8:00 AM to 10:22 AM, Spider Lake Town Hall

In Attendance: Jim Blayney; Dan Connolly; Alex Farrell; Lili Herbert; Ray Langer;
Marv Ramsay; Brad Schmidt; Steven Smith

Not present: Robert Lebby

Agenda

Consent Topics

- Minutes from 7/20/2018 approved.
- Meeting calendar discussed, no changes made.
- SCLA Mission & Strategic priorities discussed.
- SCLA Leadership Kudos: The Board reviewed positive comments received from SCLA members grateful for all of the excellent leadership provided by the Board
- Town of Spider Lake Boating regulations: The Board discussed recent concerns from members about violations of Town boating ordinances by speeding boats, jet skis, etc. The Board will continue to provide a copy of the SCLA Courtesy Code to SCLA members annually. In addition, the Board also discussed distributing the SCLA Courtesy Code to owners of resorts and rental properties to share with visitors to Spider Lake.

Meeting Topics

Investment Committee:

- The Investment Committee provided a revised 1st quarter report highlighting modifications to the report presented earlier in the year.
- The 2nd quarter investment report was presented (through June 30, 2018); SCLA investments are following the approved investment policy statement and performance is in line with the established benchmarks.
- As previously approved by the Board in the 2018 SCLA Operating Budget a planned withdrawal from the Operating Reserve Fund and the Endowment Fund consistent with the approved investment policy statement will occur during 3rd quarter.

Finance Committee:

- The 2nd quarter finance report was reviewed.

- 2019 – 2023 Operating and Capital Budget Projections:
 - The Board needs to complete the 2019 – 2023 Operating and Capital Budget Projections prior to the October SCLA Board meeting.
 - B. Schmidt will send a note to each Committee Chair and Team Leaders asking to receive no later than October 1, 2018 their 2019 - 2023 operating budget projections as well as capital projections.
 - The Board discussed the projected annual operating deficit and potential areas to reduce expenses to eliminate the projected deficit. Topics included: replacing the biennial SCLA paper directory with a digital version (e.g. – PDF) that members can print out at home; inclusion of advertising from organizations aligned with the mission of SCLA; the sale of coupon books; considering an interest-bearing checking account; increasing event fees; reducing event costs; among other ideas. We identified both short-term savings possibilities, and longer term items for Board discussion going forward.
 - The Board agreed to publish future editions of Spider Lines in a digital format (e.g. – PDF) that SCLA members can print out at home.
 - The Board will continue to distribute membership renewal notices by conventional USPS mail.
 - The Board discussed raising Member Dues. Currently Member Dues cover only 10% of SCLA annual operating costs. The Wisconsin DNR allows lake associations to charge annual Member Dues ranging between \$25/Member to \$50/Member for lake associations accepting grant funding from the Wisconsin DNR. The Board discussed the need to increase Member Dues to help reduce the projected annual operating deficit and to help preserve funds in the Emergency Operating Reserve Fund. Strong views were expressed regarding maintaining the existing dues and equally strong views were expressed regarding increasing dues. Following an extensive discussion the Board reached a general consensus to raise the annual dues to between \$40 and \$50/Member in 2020, and to use the next 15 months to clearly communicate the need to raise annual dues to our membership. The Board asked the membership and philanthropy committees to weigh in and come back with a recommendation on the amount and communications plan to membership to roll out the new dues

Leadership Nomination:

- The Board discussed and approved the proposed Nomination Process for Selecting New Board Members and the associated Board Member Nomination Communication Plan.
- The Board reviewed and approved the proposed slate of leadership nominations for 2019.

Board President & Chair	Lili Herbert
Board Vice President	Ray Langer
Board Treasurer	Brad Schmidt
Asst. Treasurer	Quentin Johnson
Asst. Treasurer	Wendy Wood
Board Secretary	Alex Farrell
Asst. Secretary	Dan Connolly

SCLA Risk Management:

- As required by the Town of Spider Lake there will be a licensed bartender for the annual Labor Day picnic.
- The Board reviewed the recently developed liability waiver distributed at SLEEK. This type of waiver will be used at future similar SCLA events to help manage risk to SCLA.
- The Board plans to review and implement a copyright release for photographs.

Meeting adjourned at 10:22 a.m.