



MINONG FLOWAGE ASSOCIATION

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MFA Board Meeting Minutes

Approved 11-11-12

Date: October 29, 2022
Time: 7:00 pm
Location: Wascott Town Hall

Board Member Attendance: Harlan Johnson (President), Adrienne Banaszynski (Treasurer), Brian White (Secretary), Dave Vogt, Becky White, Paul Gunderson (remote). Absent: David Marsh, Karen Turnquist

Other Attendees: Dan Maxwell (remote)

CALL TO ORDER - Harlan Johnson, President

- The meeting was called to order at 7:06 pm.

ATTENDANCE, AGENDA SPECIFICS AND CHANGES

- Review of attendees and guests, those present and those absent.
- The Board will be using the Old Business/New Business format to carry items between meetings.
- Old Business agenda item #2 will be moved to be included as part of the update for MFA Website and Facebook Refresh in New Business agenda item #1 for today's meeting.

STANDING REPORTS

- a. Treasurer's Report - Adrienne Banaszynski
 - Revenue and Expenses were reviewed.
 - There is still the outstanding (un-cashed) check of \$28,588.70 to the Washburn County Highway Dept. for reimbursement of reduce revenue from dam power generation during the lake level drawdown last winter.
 - Dan commented that Brian Danielson (Washburn County Highway Commissioner) said the check should have been processed by now and that he will look into it further
 - The Check register was reviewed.
 - Current balance in MFA checking is \$53,782.46.
- b. Membership Report – Becky White

- Becky, Karen, Adrienne, and Rob Budden are reviewing and analyzing membership data for future use.
- Becky is working on creating a data extract from Constant Contact for additional analysis of current members.
- Current paid membership is 205.

OLD BUSINESS

1. Minong Flowage DNR Stakeholders Meeting – Dan Maxwell
 - Dan provided a recap of the meeting for the Board.
 - Biggest item was if we are going to run into any roadblocks down the road with our options for future milfoil control (3 total) – Let it grow, Another drawdown, and/or Herbicides.
 - A broad range of people were in attendance at the meeting.
 - Dan described the Walleye survey in detail. The end result of the survey was very good.
 - Minutes from this meeting have been forwarded to the Board by Dan and will be posted to the website.
 - Milfoil exposed from the 5' drawdown was killed, but any milfoil still covered by water or deeper areas survived. There was a recommendation to use herbicide for the deeper milfoil areas in the future.
 - Becky asked Dan to provide a list of the “top 5” highlights from the stakeholders meeting. We will use the meeting highlights for our website and member communications and will include the walleye survey "fish per mile" of lakeshore counts.
 - The walleye survey counts are so high that the DNR will not stock our lake. The survey uses the same individuals with the same techniques year after year for consistency. Dan will try to get a hold of the current survey data along with historical data for us to publish.
2. Membership Communication Letters/Email – Becky White
 - Agenda item was moved to be part of New Business agenda item #1.
3. Grant Application & Updates – Harlan Johnson
 - Discussion was moved to New Business agenda item #2.
4. Clean Boats Clean Water – Paul Gundersen
 - The application for the grant was completed on October 28. The team did get all of their volunteer hours recorded and was able to meet our goal. Adrienne mentioned that it was \$2700 total for our hours.
 - The transition from Rockne Johnson to Paul has been completed and now are waiting for next year to re-engage.
5. Hazard Buoys Update – Dave Vogt
 - Dave has two new buoys – one will be placed in the channel going to Pogo's, and the other near Pogo's. The addition of the buoy within the channel will help with visibility as the last one is so far out that many can't see it and start to accelerate before leaving the channel.
 - Dan mentioned that he would like the installation and removal of the milfoil buoys near his property to be hired out going forward as it is getting more difficult for him to do.
 - Paul suggested getting new labels on the milfoil buoys, as some boaters are cutting through these areas and not going around them. Dan recommended that we should just buy new

buoys and the existing ones are getting old. Paul stated that he can purchase new buoys when they are on sale. It was suggested to consider funding the purchase of the new buoys with the Association account.

- Dan indicated that we would have to the placement of new buoys with the DNR, and that the township still has an ordinance. Dave mentioned that the channel is controlled by the town of Wascott and has different protocols than Washburn County.
6. Increased Lake Usage – Paul Gunderson
- The petition at Washburn County concerning the area campground expansions and increased lake traffic did not attain enough signatures. Paul is going to join the County Preservation Committee that is taking up this subject. The committee is looking for 30 volunteers to meet a few times over the winter months.

NEW BUSINESS

1. MFA Website and Facebook Refresh – Becky White
- Becky combined all of her agenda items into a PowerPoint presentation and reviewed the slides during the meeting.
 - Becky discussed that Outgoing Communications, MFA Website, and Facebook are our information delivery channels, and should have consistent branding and messaging. Becky listed a few of the topics that would be great to post on the channels. A new item being created is an MFA Flyer, which Harlan described. A draft was presented to the Board members and is open for input. A key driver behind the flyer is to understand why we want new members – it's not for the money, but rather for involvement. Current content is built around what we think new association members would ask. Adding a QR code would be a desirable addition for a quick direct to additional information. Suggestions included adding content on what the Board and association do for the flowage and surrounding area, and adding a photo of installing/removing buoys as one of the responsibilities we undertake.
 - Membership Drive Letter – Looking to lead with something other than becoming a member and starting with a softer approach.
 - Website vs. Facebook – The website is the best channel for static information, while we should use Facebook for more dynamic content – such as current topics, promoting area businesses, and generating interest to the area.
 - Current Website landing page – Becky provided an overview of the current content and provided suggestions for potential improvements to freshen the site, such as surfacing key information to make is easier to find. There is not much constraint to do so, and updates can be made free of charge. A major redesign would incur some costs, but there is no desire to go down that path at this time.
 - Membership Initiatives – Two objectives were discussed: 1) Increase membership through a membership drive and/or community involvement; 2) Retain the current member base through improved and consistent communications.
 - Other member engagement and revenue generating ideas were shared:
 - a) It might be a good time to facilitate a member survey, as the last one was about 2 years ago.
 - b) Bring back the annual picnic.
 - c) Do some fundraisers – such as a meat raffle. There are multiple business owners on the flowage that have expressed interest in hosting a meat raffle for a local organization.
 - d) Raising membership dues.
 - e) Offering MFA branded clothing for sale

- The use of mail vs. email for delivering newsletters and information was discussed. Consensus from the Board is to position next year as email only.
2. Grant Applications – Harlan Johnson
 - Harlan introduced an option for the MFA to join an area-wide grant application for funding the control aquatic invasive species (AIS) led by the Douglas County DNR in 2023. Multiple lake associations combined may have a stronger impact to secure the funding, so it is recommended that the MFA participates. To do so, the MFA needs to write a letter of intent and make a donation (similar to earnest money) to be considered eligible for any funding from the grant. Harlan recommended a donation in the range of \$50 to \$100 to join the cause. There is no guarantee that any initiatives from this proposed, larger grant would directly benefit the Minong Flowage, but we'll know more as the application is submitted and processed.
 - A motion was made by Dave V. to join this grant application and include a \$100 donation. The motion was seconded by Becky W. There was no further discussion. A vote was taken on the motion: Yes – 6, No – 0. The motion to join this grant application and include a \$100 donation was passed.
 3. MFA Documentation Storage – Brian White
 - Brian discussed the need to MFA Board to make better use of technology and utilize electronic storage and collaboration tools for more consistent and efficient record keeping and volunteer access. Also, the need to have an effective video conferencing tool to allow flexibility and increase participation is a growing need.
 - A few solutions were briefly discussed, but Brian recommended that a Microsoft Office 365 subscription would provide everything that is needed to operate effectively going forward – including video conferencing, and will allow for a seamless hand-off to the next Board. Cost for a non-profit subscription is \$3/user/month with a 1-year commitment. Total cost for 10 users would be \$360.
 - A motion was made by Harlan J. for the MFA Board to adopt the use of electronic storage and collaboration tools and purchase a Microsoft Office 365 subscription. The motion was seconded by Brian W. There was discussion on purchase timing and cost, and to proceed with the adoption as soon as possible. A vote was taken on the motion: Yes – 5, No – 0. The motion for the MFA Board to adopt the use of electronic storage and collaboration tools and purchase a Microsoft 365 subscription was passed.
 4. Membership Initiatives – Becky White
 - Discussion was included in New Business agenda item #1.
 5. Other New Topics
 - There have been some conversations circulating the community that permits are no longer needed for rip-rap. Becky has checked in with the DNR on this matter and they have stated that permits are still required for the entire Minong Flowage. The Board discussed that we should put this information on the website in an effort to get this information out.
 - Adrienne stated that we will not switch banking locations at this time based on the impact and number of ties to the current bank and wants to contemplate the idea further prior to finalizing the decision.

ADJOURNMENT

- A motion was made by Adrienne B. to adjourn the meeting. The motion was seconded by Becky W. A vote was taken on the motion: Yes – 5, No – 0. The MFA Board meeting was adjourned at 9:28 pm.
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MFA Board Standing Meeting Calendar

- Fall – October
- Winter – January
- Spring – April
- Summer – Annual meeting: 2nd Saturday of June (6/10/2023)