

SLPOA BOD Meeting Minutes
October 3, 2019
Dent Community Center

Members Present: GPM, GH, AS, JK and Brenda Ebanks

Members Absent: DK, TP, RF

Gary Miller called the meeting to order at 6:30 PM.

- (1) The meeting minutes from September 19th were distributed and reviewed. JK made a motion to approve the minutes and AS seconded the motion.
- (2) Members Lee & Becky Mindemann attended a day-long event by the Minnesota Aquatic Invasive Species Research Center (MAISRC). They will be sharing information with the membership by submitting an article for the fall newsletter. Information about their mission, activities and objectives can be found at <https://www.maisrc.umn.edu>. AS made a motion to donate \$100 to be center, and JK seconded the motion.
- (3) Treasurer's Report – JoLene reported that the balances in our accounts are as follows: \$7,607.33 in checking, and \$10,000.55 in the money market.
- (4) Membership Update – We received one new membership form bringing the total to 210 paid members.
- (5) Gary has confirmed that Camp Joy has agreed to be the base site for the Small Northern tournament to be held in 2020. He has also received feedback from DNR contact, William Landmark, that plans to hold the base site at Camp Joy and donate filets to the camp is a great idea.
- (6) Preparation/Organization for Membership Directory
 - a. Gary provided copies of the solicitation letter sent to businesses or advertising in the 2017 directory.
 - b. Gary also provided a draft copy of his letter to be sent to businesses to solicit advertisers for the 2020 directory.
 - c. Locations of businesses to be targeted for advertising will be Dent, Vergas, Perham and Fergas Falls. We will seek lists of businesses and addresses from their websites and chambers.
 - d. The advertising rates were reviewed. Members will be eligible for a 50% discount.
 - i. Business card size: \$50.00
 - ii. ¼ page ad: \$100.00
 - iii. ½ page ad: \$200.00
 - iv. Full page ad: \$400.00

- e. Businesses will also have the option of donating to the Lake Protection Fund and will be listed separately within the directory.
- f. Directory Layout will be similar as past directories:
 - i. Front/Back Cover – Pictures (submitted by members)
 - ii. President’s message (Gary)
 - iii. How to use the directory (Committee Chair)
 - iv. SLPOA Board of Directors Listing (2019/2020)
 - v. Lake Facts, Mission, Vision
 - vi. 2018/2019 List of Accomplishments
 - vii. 2019/2020 Membership Listing
 - viii. Star Lake Maps and Property Owners by Lake Section (Otter Tail County)
 - ix. Alphabetical listing of property owners with Map ID
 - x. Lake Protection Fund Business donors and Ad placement
- g. Volunteers will be asked to help with directory starting with current volunteers.
- h. Perham Printing will be asked to bid the print job.
- i. The BOD will deliver a complimentary copy to paid advertisers.
- j. Membership will receive the directory at the Annual Meeting
- k. Membership that did not receive the directory at the Annual Meeting will receive the directory by mail or delivered personally.
- l. A letter will be sent to current membership asking to confirm contact information for the directory.
- m. A letter will be sent to non-members and will include a membership form. Letter will also include our 2018/2019 list of accomplishments.

(7) Brenda Ebanks updated the board on the website and suggested that the board review the content and make suggestions on items to remove due to age and current relevancy. Gail will head up a committee to review the website and make recommendations to the board.

(8) Recap of Action Items:

- a. Water Level article for fall newsletter – Gary
- b. Fall newsletter article regarding picnic – Gail
- c. Website review committee – Gail
- d. Letter to membership regarding directory – Gary and Gail
- e. Letter to non-members regarding directory and joining SLPOA – Gary and Gail

Meeting was adjourned at 7:30 PM.

Gail Hagen
Secretary, SLPOA