



November 13, 2023  
TLIA BOARD MEETING

**November TLIA Board Meeting Agenda and Minutes**

**Board Members:** Mary Magro, Tom Kubala, Kristi Nash, Mike Meyer, Julie Losinski, Mike Megleo, Brent Rowley, Brad Stanek, Mary Kay Bolger

**Apologies:**

**Committee members:** Pat Covek, Sean Morton, Mary Beth Adams, Jeanne Mitchell, Katie Brandt

**Guests:** Stephanie and Max Hamel

Mary Magro called the meeting to order at 7:00 p.m.

**President's Report** Mary Magro

**Motion to approve October Board Minutes:** Mary Kay Bolger Second: Tom Kubala

8 Ayes: , 0 Nays

1. Financial Committee Report Mary Kay Bolger

- a. Expenses: October Financials attached
- b. Review of proposed TLIA 2024 Budget **Motion to approve: Tom Kubala, Second: Mike Meyer, 8 Ayes, 0 Nays**

2. Revenue: Julie Losinski

- a. As of November 12, 2023, \$1,165 is due to TLIA.
- b. \$900 from one household. We will continue to contact the member and have suggested a payment plan to them.
- c. \$265 due from one household for legal fees to collect past dues.

3. Beach – No Report Mary Magro

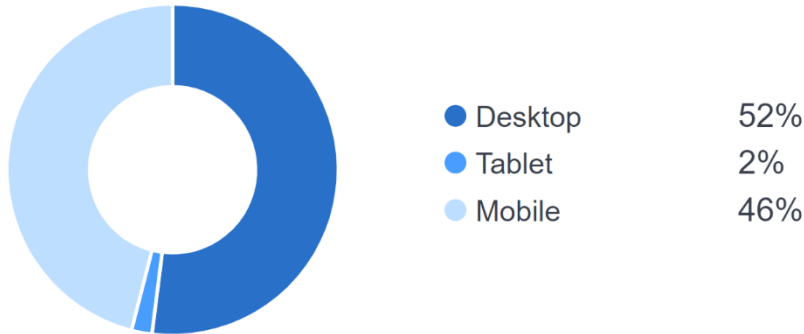
4. Communications Chris Miles

- a. Monthly Newsletter
  - i. The Communications Committee wrote, assembled, published, and sent out the TLIA monthly newsletter electronically via eBlast as well as posted it on the website on Sunday, October 1.
  - ii. Six hard copies of the newsletter were printed and delivered to TLIA member residences that do not have access to computers.
- b. eBlasts – In October 7 eBlasts were sent:
  - o Communications
    - 0.5 for newsletter release.

- Events
    - 1.0 for Chili Cook-off registration.
  - Member Services
    - 0.5 for boat removal reminder.
    - 0.5 for boat removal reminder.
    - 0.5 for boat removal reminder.
  - Other
    - 0.5 for township brush pick-up reminder.
    - 0.5 for township brush pick-up reminder.
  - Youth
    - 1.0 for pumpkin carving contest/pumpkin pick-up.
    - 1.0 for Turkey Trot registration
    - 1.0 for West Side haunted trail/food pantry donation reminder.
    - 1.0 for Halloween pizza party/treat or treat hours.
- c. Committee Tasks
- i. Created/edited, printed, and hung two posters for October: Pumpkin Carving Contest and Turkey Trot.
  - ii. Began planning for Annual Meeting Ballot mailing process including rough print and assembly timeline.
  - iii. Edited, printed, and hung a November poster for the Tree Lighting and Carols.
  - iv. October Activity for the TLIA website (10/1-10/30)
    - a. 464 users logged in (9% increase from prior 30 days)
    - b. 4,745 webpages viewed (23% increase from prior 30 days)
    - c. 1m 12s average duration (6% decrease from prior 30 days)

Top Website Pages	Hits
TLIA Homepage	2,216
Member Only Content	491
October 2023 Newsletter	462
2023 Chili Cook-off	203
Public Documents	119
Events from November 1 <sup>st</sup> – November 23 <sup>rd</sup>	103
Login	89
Communication Request Form	53
Events Committee	53
Communication Committee	51

## Device Breakdown



- eBlast Open Stats
  - a. October 1 newsletter release and boat removal by 11/1 reminder: 71% unique opens with a 46% click to open rate.
  - b. October 6 Pumpkin Carving Contest reminder: 62% unique opens.
  - c. October 10 Turkey Trot registration: 65% unique opens with a 9% click to open rate.
  - d. October 15 boat removal and brush pick-up reminders: 66% unique opens.
  - e. October 22 boat removal and brush pick-up reminders: 62% unique opens.
  - f. October 25 West Side haunted Halloween trail and food pantry donation reminder: 65% unique opens.
  - g. October 30 Halloween pizza party and trick or treat reminder: 70% unique opens.
  - h. November 1 newsletter release: 67% unique opens with a 34% click to open rate.

*Submitted to TLIA Board on 11/12/2023.*

- 5. Events Sean Morton
  - a. Recruiting new members difficulties
  - b. Upcoming twinkle fest communication in the works
- 6. Grounds General Mike Meyer
  - a. The No Trespassing signs have been installed.
- 7. Grounds Beautification Pat Covek
  - a. We have taken down our fall display and replaced it with our holiday decorations--A few new items have been added this year, and we hope you enjoy our efforts
  - b. We are planning our next spring tulip display--Hugh Davis has planted over 300 Red bulbs
  - c. We are getting ready for our annual Tree Lightening on November 26--Thank You Mark Leitner for lighting the bridges and Stephen Covek for installing our wreaths.
  - d. We ask that residents do not remove or alter any of our displays; instead, please contact our committee and we are happy to discuss your suggestions.
  - e. Look for an email from Mary Magro concerning our Veteran Giving Program
- 8. Lake Committee Brad Stanek
  - a. Working to get new remediation for the pond that has formed at the soccer field. Steve Kruse is working with the contractor this week to begin work.

- b. Working to determine what the Silt projects will be for this year.

9. Member Services

Brent Rowley

- a. All boats have been removed from TLIA landings.
- b. There was 1 abandoned kid's kayak and 2 paddle boards.
- c. One abandoned boat from 2020 and sold in 2021 was taken back by the original owner. Because the boat was abandoned and TLIA took possession we returned it to the buyer.

10. Nominations Committee

Mary Beth Adams

- a. Candidates running for the 2024 TLIA Board
  - i. Vice President            Brent Rowley
  - ii. Financial Secretary     Julie Losinski
  - iii. Member at Large        Mike Megleo
  - iv. Member at Large        Wes Zartman

11. Tennis

Jeanne Mitchell and Christine Messerschmidt

- a. Nets will be taken down soon for the winter.
- b. Had one leaf clean up on the courts and will need one more once all the leaves are down.

12. Youth

Katie Brandt

- a. Snow, rain, and cold did not scare our trick-or-treaters away! We had a great turnout for the Halloween pizza party. Everyone was well-fed before the sugar feast began!
- b. Turkey Trot planning is underway. There are a few changes this year; to hopefully decrease the chaos of the morning we are asking people to pick up their packets M-W prior to the event. Also, to help with keeping track of everyone's times we are asking each participant to record their own time. T-shirt sales were really low last year (~25), therefore we are giving out a sticker to each participant instead of t-shirts this year.
- c. The Santa event is on Saturday, December 2nd on Rest Island. Ideas being discussed are: a tent (can we borrow one from TLIA? Does it have sides?), potluck, craft, collect for Toys for Tots, hot chocolate station, etc.) Details will be shared in the December newsletter once things are finalized.
- d. We continue to welcome new members to the committee.
- e. Next meeting date is 11/15

Old Business – None

New Business – None

Public Comments/Discussion - Motion to adjourn the meeting: Julie Losinski Second: Tom Kubala All in favor: 9 Ayes 0 Nays

Meeting adjourned 7:43 p.m.

Respectfully submitted, Kristi Nash