



March 13, 2023
TLIA BOARD MEETING

Unapproved March TLIA Board Meeting Agenda and Minutes

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

Apologies: Brad Stanek

Committee members: Chris Miles, Mike Megleo, Pat Covek, Patrick Bolger, Mary Beth Adams, Jenny Powal

Guests:

Called the meeting to order at 7:00 p.m.

President's Report

Mary Magro

Motion to approve February Board Minutes: Brent Rowley, Second: Mary Kay Bolger

Ayes: 7, Nays: 0

Committee Reports

1. Financial Committee Report

Mary Kay Bolger and Julie Losinski

- a. Expenses: February Financials attached
- b. Revenue:
 - i. As of March 12, approximately 52% of residents have paid their TLIA 2023 Annual dues. There are about 190 open dues invoices. Payment must be received by April 1 to avoid a \$100 late fee.
 - ii. There are seven residents on payment plans.
 - iii. Reminders for the TLIA dues have been published in the January, February & March newsletters, and e-blasts. Notices were posted on the TLIA bulletin boards in early March and reminders in the TL Google Groups on January 22 & February 19. Reminders (email) from QuickBooks will go out the week of March 13th.
 - iv. One resident has \$273.95 in outstanding fees (legal fee and credit card processing fee), working on getting these fees paid.

2. Beach – No Report

Mary Magro and Andy Milne

3. 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 Wednesday, March 1/2.
- ii. We are still working on the March newsletter hard copies

b. eBlasts

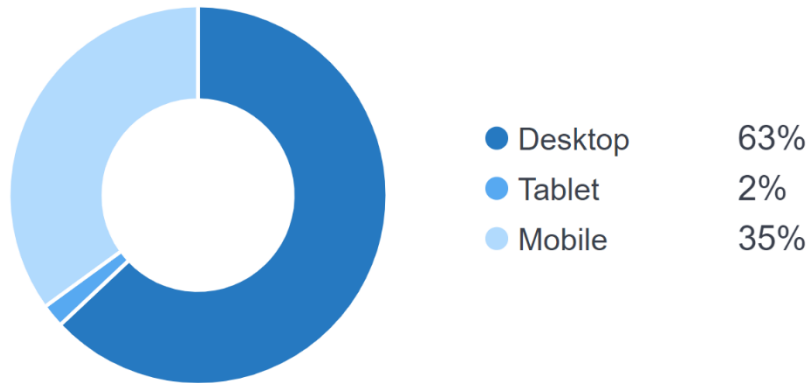
- i. In February 2 eBlasts were sent:
 - 1. Communications
 - a. 0.5 for newsletter release
 - 2. Events
 - a. 0.5 for new committee member interest
 - b. 0.5 for bowling event registration
 - 3. Finance
 - a. 0.5 for dues mailing reminder.

c. Committee Tasks

- i. Admin completed the transition to the new hosting provider, A2, on February 12. Committee members quality assurance tested the website links and found about a dozen pages not displaying properly. Admin has corrected most issues – just two remain related to the archived newsletter editions.
- ii. Chair provided multiple pricing options to print the TL directory at OfficeMax. Awaiting further direction before proceeding.
- iii. Committee edited, printed, and hung Finance’s poster for dues reminder on the community message boards.
- iv. In early March, assisted Member Services with the printing, collation, and stuffing of the 2023 Rules & Regulations (R&Rs). Additionally suggested process improvements to ease the distribution of the tags/decals along with the R&Rs.
- v. February Activity for the TLIA website (1/31-3/1)
 - 1. 361 users log in (-20%)
 - 2. 3,139 webpages viewed (9%)
 - 3. 1m 26s average duration (22%)

Top Website Pages	Hits
TLIA Homepage	1,274
2023 February Newsletter	485
2023 January Newsletter	128
Documents	84
Upcoming Events	79
Online Newsletter Archive	75
Public Documents	69
About TLIA	49
Lake Committee	47
Member Documents	44

Device Breakdown



- eBlast open stats
 - February 15 dues payment and bowling event: 75% unique opens with a 9% click to open rate
 - March 2 newsletter release: 78% unique opens with a 46% click to open rate

Submitted to TLIA Board on 3/12/2023.

4. Events Patrick Bolger
 - a. Review the Winter Bowling event with about 40 attendees
 - b. Progressive Dinner is scheduled for May 13, looking for a dessert house
5. Grounds General Mike Meyer
 - a. Spring cleanup will be held now on Saturday April 15, 2023, instead of April 22 as previously announced
 - b. Mike will talk to Andy Hay regarding a hole in the ground on the path to the LB Mart near the Powals house
6. Grounds Beautification Pat Covek
 - a. We are busy working on our spring cleanup and our spring and summer plans
 - b. We will be installing our Easter display as soon as weather permits
7. Lake Committee Brad Stanek
 - a. Lake treatment should start next month. More evaluation than treatment at this point but they'll be coming out starting in April.
 - b. Jon (JB Enterprises) is meeting Wednesday with his guys at the soccer field to finalize layout of the project. He and Dave Kraft from Hay & Assoc finally connected and got the information shared that was required. Should be breaking ground relatively soon. No timeline yet though.
 - c. Brad met with Tom Kubala, Steve Burgoon, and Steve Kruse to continue to gain knowledge on the lake, what has been done in the past and strategy moving forward
 - d. There is a fallen willow tree in North Lake off Barbara Spicer's property as well as another large limb off Walter Dethlefsen's property. The lake committee will meet and discuss what to do.

8. Member Services

Brent Rowley

- a. Sold the last 2 abandoned kayaks.
- b. Received beach tags and boat stickers. I can start to distribute once members are in good standing
- c. Rules and Regs have been sent to the printer.
- d. RFP forms were mailed to the 22 homes that participated in the program last year.
- e. Communications has helped investigate the process of creating and printing a Tower Lakes directory.

9. Tennis

Jeanne Mitchell and Christine Messerschmidt

- a. We have signed a contract with the tennis court construction company who built the current courts 8 years ago, for resurfacing and re-striping the courts.
- b. Dates for the construction is to be determined this Spring.

10. Youth

Jenny Powal

- a. Scavenger Hunt planned for this coming Sat 3/18. We are excited about the fun items for teams to hunt for together.
- b. Easter Egg Hunt is scheduled for 4/8 @ 10am. New this year we will have a middle school kid event at the soccer field.
- c. Beach committee, would it be possible to email the LG to let them know about this 2-hour volunteer opportunity? This would really help the youth committee.
- d. Tot soccer will be happening every Saturday in May.
- e. Summer Kickoff/Beach Safety Event is planned for June 10th.
- f. An open question for us is the status of the soccer field as our March, April and May events are at the field.

Old Business –

New Business –

Public Comments/Discussion -

Motion to adjourn the meeting: Mike Meyer Second: Mike Megleo

All in favor: 7 Ayes 0 Nays

Meeting adjourned 7:50 p.m.

Respectfully submitted, Kristi Nash