



April 10, 2023
TLIA BOARD MEETING

April TLIA Board Meeting Agenda and Minutes

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

Apologies: Mary Kay Bolger

Committee members: Mary Beth Adams, Katie Brandt, Chris Miles, Christine Messerschmidt

Guests:

Called the meeting to order at 7:01 p.m.

President's Report

Mary Magro

Motion to approve March Board Minutes: Tom Kubala, Second: Mike Megleo

Ayes: 8, Nays: 0

Committee Reports

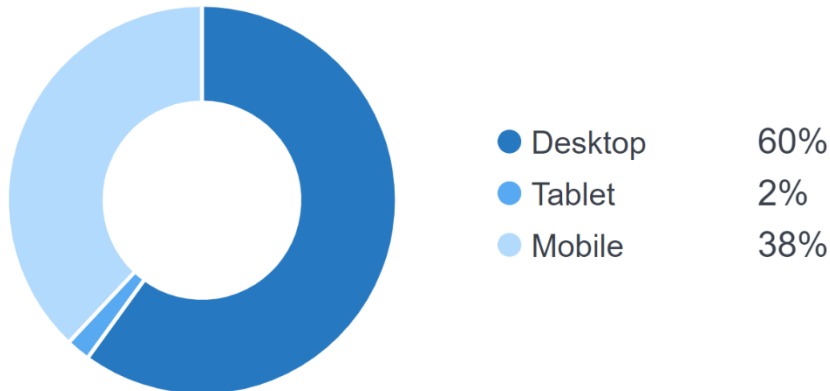
1. Financial Committee Report Mary Kay Bolger and Julie Losinski
 - a. Expenses: March Financials attached
 - b. Revenue:
 - i. As of April 9th, 32 households have open dues invoices:
 1. 8 households have approval to be on a payment plan.
 2. 22 households have not paid their 2023 TLIA Annual Dues and are not on a payment plan. I have reached out to all the households either by email or phone. The \$100 late fee will be added to their dues invoice today, 4/10.
2. Beach Mary Magro
 - a. Currently reviewing lifeguard applications, 5 confirmed lifeguards
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 Saturday, April 1.
 - ii. Seven hard copies of the newsletter were printed and delivered to TLIA member residences that do not have access to computers. Hard copies of the newsletter may be obtained by contacting the TLIA Communications Chair.

- b. eBlasts
 - i. On March 3 eBlasts were sent:
 - 1. Communications
 - a. 0.33 for newsletter release.
 - 2. Events
 - a. 0.33 for bowling event registration.
 - b. 0.20 for food crawl sign-up.
 - 3. Finance
 - a. 0.34 for dues mailing reminder
 - b. 0.20 for dues payment reminder
 - 4. Member Services
 - a. 0.20 for tags and decal ordering reminder
 - 5. Youth
 - a. 0.20 for leprechaun scavenger hunt reminder
 - b. 1.0 for the cancellation of the leprechaun scavenger hunt; and
 - c. 0.20 for Easter egg hunt reminder.
- c. Committee Tasks
 - i. Admin provided a listing of all committee distribution lists for review and updating. Awaiting revisions.
 - ii. The chair drafted an April newsletter article containing a survey to assess resident usage of the paper version of the TL directory. Results will be shared with the Board to determine the future of the printed directory.
 - iii. Chair assisted Member Services with the boat/tag request file sorting for fulfillment ease.
 - iv. March Activity for the TLIA website (3/1-3/30)
 - 1. 422 users logged in (18%)
 - 2. 4,062 webpages viewed (30%)
 - 3. 1m 33s average duration (11%)
- d. Paper Directory Mini-Survey
 - i. We had 40 residents respond to the survey in the first 9 days it was open.
 - ii. The Board asked that we keep the survey open the rest of the month and thus you saw that we included it in the mid-month eBlast to collect more responses.
 - iii. Since 4/10, we've had another 15 complete it. I'll compile a complete set of responses for the May Board meeting and reshare with this group.

Top Website Pages	Hits
TLIA Homepage	1,617
March 2023 Newsletter	617
Online Newsletter Archive	219
Upcoming Events	114
2021 Newsletters	105
Public Documents	100
Newsletter Archive PDFs	61

2022 Newsletters	47
Beach Committee	46
Committees	37

Device Breakdown



- **eBlast Open Stats**

- March 2 newsletter release: 78% unique opens with a 46% click to open rate.
- March 15 reminders: 75% unique opens with a 18% click to open rate
- March 18 cancellation: 68% unique opens (no links included); and
- April 1 newsletter release: 74% unique opens with a 51% click to open rate.

Submitted to TLIA Board on 4/4/2023.

- Events – No report Patrick Bolger
- Grounds General Mike Meyer
 - Spring cleanup will be held now on Saturday April 15, 2023, instead of April 22 as previously announced
 - Mike Meyer will call Cuba Township regarding the brush pickup after the Spring cleanup
- Grounds Beautification Pat Covek
 - Continue working on our spring cleanup and our spring and summer planting plans
 - The Easter display has been installed and we encourage residents to keep pets and children out of the display so all can enjoy
- Lake Committee Brad Stanek
 - Lake Committee met on 3/15
 - There is a tree in North Lake by the Spicer home, which we will be removing all tree above the water line and leaving the remaining tree for aquatic life. Several members of the committee will handle the removal on 4/15
 - Colin Regan is working with Kevin at EAM to get a meeting set for Brad to meet him and work out the years plan
 - 3 beavers have been removed from the lake
 - Goose eggs are being actively located and managed
 - Soccer field improvements are moving forward but work will be delayed until Fall

- g. Discussion with finance committee to get excess SILT project balances invested in a savings account earning 4%. Current rate is .1%
- h. Rich Bahr offered to give a lake history lesson, in preparation for the lake committee developing a 5–10-year long-range plan. This meeting will take place end of April/early May
- i. Rich Bahr attended Illinois Lake Management Association’s annual meeting to learn more about other lakes are doing and what products, services, and strategies may be useful for us going forward
- j. We are looking to boulder the shoreline between the parking spots and beach after Easter funded by a portion of the SILT project fund

8. Member Services

Brent Rowley

- a. About 150 homes have registered for beach tags.
- b. We have 6 RFPP memberships so far, last year we had 22
- c. Beach tag distribution will be 11:30-1:00 on Saturday, April 15 after beach cleanup. A couple of eblasts will go out to remind the community.

9. Tennis

Jeanne Mitchell and Christine Messerschmidt

- a. A contract has been signed to resurface and restripe the tennis courts. They were last done in 2016. Some cracks were filled last fall.
- b. Date for work to be determined but based on the contractor schedule the work may not happen until July/August. We plan to start the tennis season as usual.
- c. The same 2 high school girls will be teaching youth tennis.
- d. Hoping the pro will also return from The Racket Club in Crystal Lake for adult lessons.
- e. Watch for sign up dates and information in the May TL Newsletter.
- f. Proposal to block off the tennis court area during high activity volume during events.

10. Youth

Katie Brandt

- a. Unfortunately, we had to cancel the St. Patty’s Day scavenger hunt due to weather. We were able to repurpose the chocolate coins at the Easter event and will save the decorations in hopes next year will be warmer.
- b. The Easter egg hunt on April 8 was a success. We may have had enough eggs for once and all the kids seemed very happy
- c. The games for the older kids were also a lot of fun! We did not have many participants, but we hope next year word will get out that there were full-sized candy bars and gift cards, and more older kids will go over to the soccer field.
- d. Thank you to Alexandra Todd-Middleditch for being the bunny
- e. Next Youth event is Tot soccer Saturdays in May 9:00-9:45 at the soccer field and we are still taking sign-ups
- f. Next Youth meeting May 10th

Old Business – New Business – Public Comments/Discussion -

Motion to adjourn the meeting: Julie Losinski Second: Brent Rowley

All in favor: 8 Ayes 0 Nays

Meeting adjourned 7:47 p.m.

Respectfully submitted, Kristi Nash