



February 12, 2024
TLIA BOARD MEETING

February TLIA Board Meeting Agenda and Minutes

Board Members: Mary Magro, Kristi Nash, Julie Losinski, Brent Rowley, Mary Kay Bolger, Brad Stanek, Wes Zartman

Apologies: Mike Meyer, Mike Megleo

Committee members: Pat Covek, Jeanne Mitchell, Jan Bahr

Guests: Claire Rowley

Mary Magro called the meeting to order at 7: 01 p.m.

President’s Report

Mary Magro

Here is the link to the 2023 TLIA Rules and Regulations: <https://tlia.org/~documents/members-only/2023-rules-regulations-1/?layout=default>

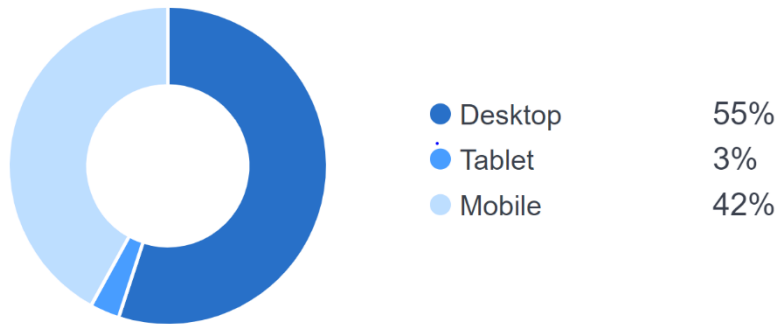
1. Financial Committee Report Mary Kay Bolger
 - a. Expenses: January Financials attached
2. Revenue: Julie Losinski
 - a. There is one TLIA member who has not paid their 2023 dues and we are in the process of sending this to our attorneys for collection. The TLIA member will also be responsible for the legal fees.
 - b. TLIA 2024 Annual Dues invoices were sent out in January. Payment must be received by April 1, 2024, to avoid a \$100 late fee.
 - c. As of February 9th, approximately 25% of residents have paid their TLIA 2024 Annual Dues.
 - d. Reminders for the TLIA Dues have been published in the January and February newsletters and e-blasts. Reminders will go in the March newsletter, e-blast, and posters on the bulletin boards in early March.
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 Friday, December 1 and Monday, January 1.
 - ii. Six hard copies of each newsletter were printed and delivered to TLIA member residences that do not have access to computers.

- b. In December 2 eBlasts were sent:
 - i. Beautification
 - 1. 0.2 for Veterans Holiday Giving Program reminder.
 - 2. 0.2 for Island Holiday Display reminders.
 - ii. Board
 - 1. 0.2 for Annual Meeting logistic information/reminder.
 - 2. 0.2 for Ballot mailing timing.
 - iii. Communications
 - 1. 0.33 for newsletter release.
 - iv. Events
 - 1. 0.33 for Twinkle Fest registration.
 - v. Lake
 - 1. 0.2 for reminder to not throw rocks/sticks into the lake.
 - vi. Youth
 - 1. 0.33 for Santa reminder.
- c. In January 2 eBlasts were sent:
 - i. Board
 - 1. 0.5 for Annual Meeting logistic information/reminder.
 - ii. Communications
 - 1. 1.0 for newsletter release.
 - iii. Finance
 - 1. 0.5 for dues notice mailing notification.
- d. Committee Tasks
 - Successfully prepared and mailed the ballots and financial statements for the Annual Meeting as discussed last month.
 - Created/edited, printed, and hung a poster for December: Annual Meeting Logistics and Dues Timing.
 - Chair facilitated the annual meeting material collection, formatting, and PowerPoint presentation facilitation.
 - Requested that the Rules and Regulations be brought to the Board for review and edits during the February and finalized by the March Board meeting so that printing and production can begin. This will allow Communications to utilize a \$65+ OfficeMax rewards certificate to offset the cost.
 - Recently found out about a damaged sign board located at Aram Park – needs a new post and post hole. Chair’s husband will replace the post, but a new post hole needs to be dug. Can this occur at the Spring Clean-up? Does someone have a post hole digger/auger? Also need to contact JULIE.
 - December activity for the TLIA website (12/1-12/30)
 - 281 users logged in (13% decrease from prior 30 days)
 - 3,111 webpages viewed (6% decrease from prior 30 days)
 - 1m 51s average duration (22% increase from prior 30 days)

Top Website Pages	Hits
TLIA Homepage	1,412
Member Only Content	364
December 2023 Newsletter	363

Public Documents	112
Twinkle Fest Interactive Map	75
Committees	46
Newsletters	42
Events from December 15 th – November 1 st	39
Login	36
Communications Committee	31

Device Breakdown



- eBlast Open Stats
 - December 1 newsletter release, Santa event reminder, Twinkle Fest registration reminder: 67% unique opens with a 30% click to open rate.
 - December 15 Veterans Giving Program reminder, Annual Meeting logistics/reminder, ballot mailing timing and ways to return, island holiday display damage, and no throwing items into the lake reminder: 67% unique opens with a 3% click to open rate.
 - January 1 newsletter release, Annual Meeting reminder: 72% unique opens with a 39% click to open rate.
 - January 16 Annual Meeting reminder and dues notices e-mail timing: 72% unique opens.
 - February 1 newsletter release: 70% unique opens with a 40% click to open rate.

Submitted to TLIA Board on 2/11/2024.

5. Events

Elizabeth Allan

- Bowling is happening March 1
- Progressive Dinner is happening May 11
- Query about whether people can pay TL directly by electronic payment, as we want to avoid using our own PayPal/Venmo etc. I also want to know how I get the debit/credit card to pay the bill at Bowling.

6. Grounds General

Mike Meyer

- Discuss about doing Spring cleanup on a Sunday instead of a Saturday to see if more people show up. Pat was going to handle putting a notice in the newsletter. Potential dates 4/20 or 4/21.

- b. Spring cleanup on Sunday April 21st would coincide with Youth committee's Earth Day activities

7. Grounds Beautification

Pat Covek

Working on plans for 2024 gardens and date for Lake clean up with Mike Meyer--Think Spring

8. Lake Committee

Brad Stanek

- a. Beaver damage was reported on a tree around 503 E. Lake Shore Dr.
 - i. Our current beaver specialist retired at the end of the season
 - ii. We interviewed 5 companies to identify the next specialist
 - iii. 2 beavers were removed recently
- b. We will be starting a tree wrapping initiative of all trees on TLIA property by the waterfront to significantly reduce damage. Nick Adams will lead this, and he has had success on his property with this strategy
- c. Rich Bahr and Kathy Paczinski will represent us at ILMA conference March 4-6
- d. We are looking for Eric Torstenson's replacement for fish management going forward – please help us find the next volunteer!
- e. Nick Adams presented the Dam Analysis – no further action is recommended
- f. SILT projects for 2024 were discussed. 2 were identified for further discussion:
 - i. significant upgrade of main boat launch
 - ii. Shoring up shoreline from The Point to the bridge
- g. After further research, we hired a specialist to eliminate phragmite (an invasive plant) along the shoreline of North Lake Shore Dr. Work to begin in 2024
- h. Additional work to Soccer Field to minimize any standing water issues is now complete

9. Member Services

Brent Rowley

- a. Placed the order for beach tags and boat stickers
- b. Created the Google doc order form for tags for 2024 season
- c. No one has claimed the abandoned boats so will look to sell soon
- d. Printed RFP forms for 2024 and would like to mail them at the end of the month. Need to confirm with board the seasons fees.
- e. Pass on Member Services duties to Wes Zartman.

10. Tennis

Jeanne Mitchell and Christine Messerschmidt

- a. Plans to resurface and restripe the courts this spring. It's been 7 years since they were last done. Dates TBD

11. Youth

Jenny Powal/Linsey Fagan

- a. Introduction to Linsey
- b. Break out of Youth roles will be slightly different than years past and multiple members are handling the focus areas as well as each event will have 1-3 owners assigned.
- c. Maggie (Magdalena Wadowska) will be our cc holder for the year since we can only have one.
- d. Saturday, March 16th will be our St Patrick's Day Scavenger Hunt
- e. Saturday, March 30th will be our Easter Egg Hunt
- f. Sunday, April 21st will be our first Earth Day event
- g. We are trying to coordinate with grounds to run after the spring cleanup - TBD

- h. The focus will be around gardening & planting. We will possibly bring in cleaning and recycling theme as well- more to come.
- i. Planning for tot soccer for every Sat morning in May
- j. Firming up coaches & going to start working on shirts.

Old Business – None

New Business – None

Public Comments/Discussion - Motion to adjourn the meeting: Mary Kay Bolger Second Brent Rowley

All in favor: 7 Ayes 0 Nays

The meeting adjourned 7:55p.m.

Respectfully submitted, Kristi Nash