



May 13, 2024
TLIA BOARD MEETING

May TLIA Board Meeting Agenda and Minutes

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

Apologies: Julie Losinski, Mike Megleo

Committee members: Pat Covek, Chris Miles, Linsey Fagan, Mary Beth Adams, Sean Morton, Jeannie Mitchell, Fran Steffen, Christine Messerschmidt

Guests: Kathleen Leitner

Mary Magro called the meeting to order at 7:02 p.m.

President’s Report

Mary Magro

Mary signed a lease agreement at a new storage facility, Store and More (by Messiah Church)

A new facility for TLIA Board Meetings is TBD

There has been a request for a wedding ceremony on the island by one of the police officers has been approved by the Board

TLIA Board responses should be cognizant of their position as potentially appearing to represent the Board

Approval of the April TLIA Board Meeting Agenda and Minutes: Motion to approve: Wes Zartman, Second : Mary Kay Bolger, 7 Ayes 0 Nays

1. Financial Committee Report

Mary Kay Bolger

a. Expenses: April Financials attached

b. Revenue:

Julie Losinski

- i. As of May 11th, \$8,330 is due to TLIA from unpaid 2024 dues.
- ii. Recommendation to increasing the late fees at the Annual Meeting and can utilize a payment plan
- iii. A total of 14 members have an open invoice:
 - 1. 7 members are on an approved payment plan (\$2650 owed from payment plans).
 - 2. 7 members are not on approved payment plans and the \$100 late fee has been added to their account. (\$5680 owed from this group).
- iv. Recreational Family Pass Program (RFPP): \$6,250 has been collected from 10 RFPP households.

2. Beach Mary Magro
- a. Six lifeguards are signed up
 - b. 13 tag checkers have applied to the committee for positions

3. Communications Chris Miles

- Monthly Newsletter

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 Monday, April 1.

Six hard copies of each newsletter were printed and delivered to TLIA member residences that do not have access to computers.

- eBlasts

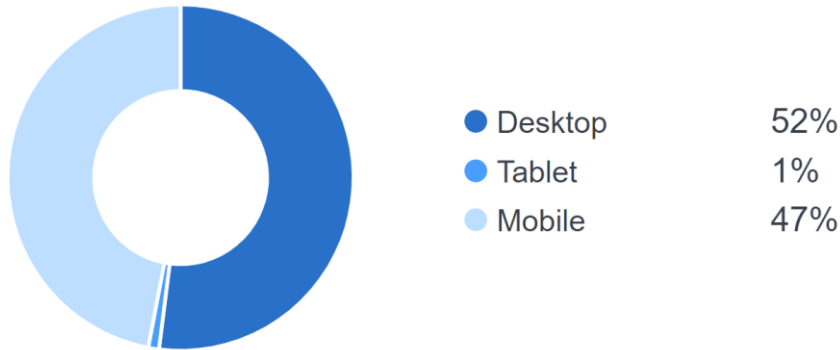
April 4 eBlasts were sent:

- Communications 0.33 for newsletter release.
- Finance 0.33 for dues payment final due date.
- Grounds 0.33 for Spring clean-up reminder; 0.5 for Spring clean-up reminder.
- Lake 0.25 for East boat landing temporary closure notice; 0.25 for geese mating season.
- Member Services 0.25 for beach/boat tag pick-up; 0.5 for beach/boat tag pick-up.
- Youth 0.25 for Earth Day event reminder; 1.0 for tot soccer registration reminder.

- Committee Tasks

- Created, facilitated printing of, and installed East Boat Landing Temporary Closure yard signs for the Lake Committee.
- Coordinated with 100th Anniversary Committee for monthly article.
- Prepared and facilitated review of Invasive Series – Garlic Mustard article.
- For second month in a row, had a lot of committee chasing and rework, including a vast amount of late article submissions.
- Spring Committee meeting was held on May 8th
 - Key items discussed included:
 - newsletter late submissions, TL resident additions/removals from website access, committee e-mail/distribution lists, monthly photo submission request, calendar updates, and upcoming vacation coverage planning.
- April activity for the TLIA website (4/1 - 4/30)
 - 725 users logged in (20% increase from prior 30 days)
 - 5,160 webpages viewed (32% increase from prior 30 days)
 - 1m 46s average duration (52% increase from prior 30 days)

Device Breakdown



- eBlast Open Stats
 - April 1 newsletter release, final day for dues payment, and Spring clean-up reminder: 68% unique opens with a 42% click to open rate.
 - April 5 Spring clean-up and beach/boat tag pick-up reminder: 66% unique opens.
 - April 11 tot soccer t-shirt sign-up reminder: 61% unique opens with a 6% click to open rate.
 - April 15 East Lake Shore Dr. boat launch temporary closure notice, Spring geese mating season, beach/boat tag pick-up, Earth Day event reminder: 72% unique opens with a 10% click to open rate.
 - May 1 newsletter release, East Lake Shore Dr. boat launch temporary closure, Progressive Dinner sign-up, and June graduate submission reminders: 65% unique opens with a 36% click to open rate.

Top Website Pages	Hits
TLIA Homepage	2,209
Member Only Content	660
April 2024 Newsletter	611
Public Documents	208
Events from April 13 th – March 16 th	108
Events Committee	72
Communications Request Form	62
About TLIA	59
Newsletters	52
Beach Committee	48

- Submitted to TLIA Board on 5/12/2024.

4. Events

Sean Morton

- a. 4th of July planning is underway by the 4th super committee Kelsi Knight is leading.
- b. Tables + Chair storage during village hall renovation
- c. Progressive dinner update
- d. 4th planning
- e. 4th of July Committee
 - i. Theme is "Disco Days of Summer"

- ii. Schedule is set for July 4-7 and dates to be shared in the next newsletter
- iii. Bands are booked
- iv. Adult Social will be "Saturday Night Fever" disco themed
- v. Menu is set
- vi. We are very ahead of schedule in planning and looking forward to a fantastic 4th!

5. Grounds General

Mike Meyer

- a. Gazebo roof advertising discussion. Let's get creative on ideas.
- b. Wedding scheduled for Rest Island on June 8 application was submitted in October which meets the requirements of 60 days prior to the event; communications should occur prior to the event 60 days

6. Grounds Beautification

Pat Covek

- a. Waiting on deliveries of perennials which we hope to complete planting by the first week of June
- b. Gearing up for summer watering. Please contact Mary Magro for North Lake and Kristi Nash for all other sites

7. Lake Committee

Brad Stanek

- a. Will want to add to the board agenda discussion on proposed upgrades to shoreline for Mr. Greene, on 130 South Hills
- b. Will want board vote on bouldering project from the point to the rest island bridge. This is within the SILT budget and was approved by lake committee with a 7-2 vote in favor
Motion to approve by Mary Kay Bolger: Bouldering and planting of native sedges along lake from south side of Steffens to bridge that crosses to Rest Island contingent on the June 8 wedding and the 4th of July event. **Second:** by Mike Meyer, Approvals: Ayes 7, Nays 0
- c. Main boat launch construction will start very soon with the goal of completion by Memorial Day
- d. We continue to wrap prized TL trees to protect from further beaver damage
- e. **Motion to approve the project on 130 South Hills shoreline** by Wes Zartman, Approval: Ayes 7; Nays 0 Motion Approved.

8. Member Services

Wes Zartman

- a. 178 families have received Rules and Regulations and boat / beach tags.
- b. remaining families will receive Rules and Regulations Week of 5/13
- c. Mark Handley will no longer be adding new residents to the directory

9. Nominations Committee

Mary Beth Adams

- a. Betsy Brookbank will be taking over as the Chair of the Nominations Committee in the Fall.

10. Tennis

Jeanne Mitchell and Christine Messerschmidt

- a. Nets are up if you want to play. Thank you, Bob & Kathy Covek!
- b. Waiting for the weather to stay above 50 degrees consistently for tennis court repairs to be completed. Will take just a couple of days. Planning to be done in May.
- c. Tennis lessons to be held again this summer.
- d. Youth lessons are M-Th mornings - Amy Regan (first week in June TBD based on court resurfacing)

- e. Adult lessons are Fri-Sat mornings - Pat Covek (June 7 & 8)
- f. Pickle Ball Tues & Wed eves - Bobby Covek?
- g. Will have tennis & pickleball socials on 4th of July weekend - same time as Volleyball tournament

11. Youth

Linsey Fagan

- a. Discussion on new event communication. We received feedback that people didn't know there was an Earth Day event. Considering more communication around new events and what that could look like.
- b. Lifeguard support and beach cleanup for summer kickoff
- c. Process for requesting a youth budget annual increase

Old Business – None

New Business – None

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

All in favor: 8 Ayes 0 Nays

The meeting adjourned at 8:35 p.m.

Respectfully submitted,

Kristi Nash