



July 8, 2024
TLIA BOARD MEETING

July TLIA Board Meeting Agenda and Minutes

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

Apologies: Wes Zartman, Julie Losinski

Committee members: Gwen and Eric Torstensen, Liz Felice, Sean Morton, Christine Messerschmidt, Jeannie Mitchell, Christine Miles, Pat Covek, Mary Beth Adams, Linsey Fagan

Guests:

Mary Magro called the meeting to order at 7:03 p.m.

President's Report

Mary Magro

Recognition for the successful 4th event, thanks to the 4th of July Events Committee

Approval of the June TLIA Board Meeting Agenda and Minutes: Motion to approve: Mary Kay Bolger
Second : Mike Megleo 7 Ayes 0 Nays

1. Financial Committee Report

Mary Kay Bolger

- a. Expenses: June Financials attached
- b. As of July 9, pre-approval is required for all expenditures. Requests must be submitted via email to Treasurer@tlia.org
- c.

d. Revenue:

Julie Losinski

- i. As of July 4th, \$3,830 is due to TLIA from unpaid 2024 dues.
- ii. A total of 6 members have an open invoice:
 - 2 members are on an approved payment plan.
 - 4 members are not on an approved payment plan and the \$100 late fee has been added to their account.
- iii. Deposits:
 - Youth Tennis Lessons: \$3,990 deposited
 - Youth Swim Lessons: \$800 deposited
 - Donation to Youth Committee from C. Schmidt (sale of TL House): \$250.00 deposited
 - Events Table/Chair Rental: \$173.00 deposited
 - Communications advertising for Cathy Schmidt/Jackie Aprati Compass Real Estate: \$378 deposited

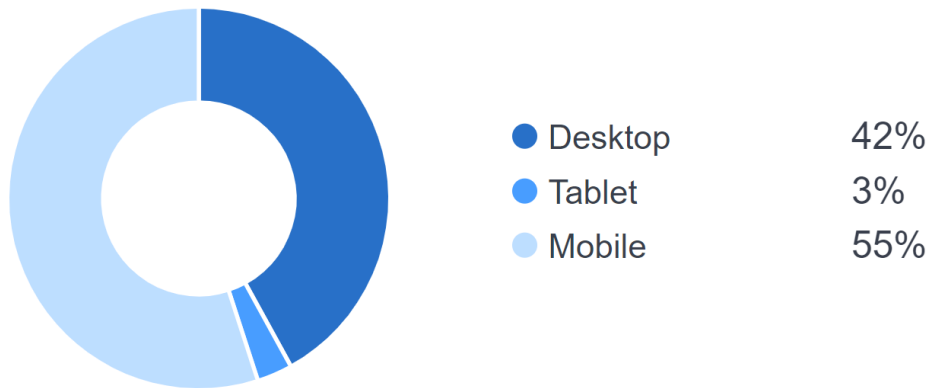
- 2. Beach Mary Magro
 - a. Beach house needs a new roof, and wooden tables need to be sanded and repainted; may be a good project for the fall cleanup

- 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, June 1.
 - ii. Six hard copies of each newsletter were printed and delivered to TLIA member residences that do not have access to computers.
 - b. eBlasts
 - i. In June 4 eBlasts were sent:
 - ii. Beautification - 0.125 for watering volunteers needed.
 - iii. Board - 0.50 for Rest Island wedding notification.
 - iv. Communications - 0.50 for newsletter release; 0.125 for SWALCO household chemical waste collection event reminder.
 - v. Events - 0.75 for Fourth of July reminders including: schedule of events, adult social, bags tournament sign-up, volunteer sign-up, request for bingo prizes, and volleyball tournament sign-up. 1.0 for Fourth of July bingo prize request.
 - vi. Lake - 1.0 for East boat landing construction update.
 - c. Committee Tasks
 - i. Removed and monitored posters for recency. Removed 100th Anniversary poster and will reinstall after the Fourth of July. Worked with Beach Committee to ensure the Fun Friday posters were revised for the time change.
 - ii. Coordinated with 100th Anniversary Committee for monthly article.
 - iii. Prepared and facilitated review of Invasive Series – Thistle article.
 - iv. July newsletter submission included 8 articles submitted the day before and 7 articles day of the deadline. This followed on the heels of the 10 day-of-deadline submissions, some with extensive editing due to format, that we saw in June. With vacations, holidays, travel, kids out of school, etc. this is putting a lot of pressure on the Communications Committee.
 - v. June activity for the TLIA website (6/1 - 6/30)
 - 1. 809 users logged in (51% decrease from prior 30 days)
 - 2. 6,277 webpages viewed (101% increase from prior 30 days)
 - 3. 1m 41s average duration (76% increase from prior 30 days)

Top Website Pages	Hits
TLIA Homepage	2,225
June 2024 Newsletter	795
Login	756
Member Only Content	604
Public Documents	156
Newsletters	87
Events from June 3rd – August 10th	80

Password Reset	78
Events Committee	69
Member Services Committee	53

Device Breakdown



- eBlast Open Stats
 - June 1 newsletter release and wedding on Rest Island notification: 71% unique opens with a 43% click to open rate.
 - June 3 ESLD boat landing construction update: 71% unique opens.
 - June 16 watering volunteers needed, SWALCO Household Chemical Waste Event reminder, Fourth of July reminders including: schedule of events, adult social, bags tournament sign-up, volunteer sign-up, bingo prize request, and volleyball tournament sign-up: 67% unique opens with a 17% click to open rate.
 - June 27 Fourth of July bingo prizes needed: 64% unique opens.
 - July 1 newsletter release, East Side boat landing update, and TL Youth Got Talent registration: 70% unique opens with a 37% click to open rate.
 - *Submitted to TLIA Board on 7/7/2024.*

4. Events

Sean Morton/Kelsi Knight

- a. A new keypad lock has been installed on the beach shed storage closet. The old lock was nearly broken and making access to the beach shed very difficult.
- b. EC members assisted the 4th committee with volunteering throughout the 4th weekend.
- c. 4th of July Committee report/recommendations:
 - Massive TYs to the volunteers! We had some standouts that signed up for daily shifts. Wish we could have all attendees sign up for at least 1 event to volunteer
 - Special shoutouts to Andy Hay for connecting water, the tent setter uppers and take down, Bolger bingo x2! Bob Nash for supplying the PA nightly. The guys for a 4 1/2 hour set.
 - Parade had a larger participation
 - Had to cancel TL Youth's Got Talent because of low participation
 - Tennis/pickle cancelled from rain
 - Volleyball continued through rain with left over grilling however, volleyball was eventually cancelled with no rescheduled date
 - Pancake breakfast had a steady flow of people, no big lines, seems maybe participation was lower

- Canoe/Kayak racing had lots of tipping. RECOMMENDATION: Maybe include in an eblast before the event to remind kids to help after a tip happens or if you are nervous for your child have them wear a life vest as there are no guards out there
- The new rope for Tug was fantastic. Should last for years to come
- We should invest in new coolers. Many missing plugs, lids broken, etc.
- CY for organizing the merch order and tent. So many compliments on the designs and will have a goggle order link sent out for additional size requests because we ran out of sweatshirts in 30 minutes
- Grounds recommendations:
 - a. - more red gravel should be added to the transitions for bridges
 - b. - more sand needed on the beach. Looks to be erosion over the years
 - c. - replace wooden benches and tables with plastic
 - d. - basketball court resurfacing or at least professionally marked out
 - e. - Thank you to ANY event leader - bags, fishing derby, home run derby etc. We need MORE people to take one event/duty off our hands
 - f. The erosion of the island grass needs a solution for the heavy and constant traffic under tent areas. Cooler dumps are essential to keep the ice as ice, but it makes it muddy where volunteers are standing
- d. Chili cookoff date will be finalized by Aug board meeting at the latest. Possibly October 12

5. Grounds General

Mike Meyer

- a. Spring cleanup proposed on Sunday April 21st to coincide with Youth committee's Earth Day
- b. Conduct a price comparison for removing a broken tree branch from the area near the volleyball court

6. Grounds Beautification

Pat Covek

- a. Thanks to all the wonderful people who helped with our Tower Lake plantings
- b. Now we just need to keep it watered--If you can help, please call Mary Magro--North Lake or Kristi Nash for the Main Lake and the Islands--Any help you can give is appreciated
- c. Please enjoy the gardens they are part of what makes Tower Lakes such a beautiful place to live.

7. Lake Committee

Brad Stanek

- a. Boat Launch is 99% done. Rebar to go into flagstone to provide a place to lock up boats is all that is left
- b. Bouldering from the Point to the Rest Island Bridge
- c. Path to walk on for entire bouldering area up to Barsumian boat launch (stop right before to deter anyone from climbing on it)
- d. Native planting to go behind bouldering for added support of shoreline - sedges will be used and Pat Covek will be notified in advance should she want to salvage any current plantings that would be removed
- e. There will be a delay in start until high water recedes to normal levels - lake committee will discuss to let nature do this or to temporarily open dam until water level is at acceptable levels in the next lake committee meeting
- f. Gander disbanders have been repaired and are in place
- g. Do not pull/mess with the lilies! We treat them in September and that has been very important to the reduction of lilies on the lake. pulling them spreads their seeds and then more lilies multiply and grow in their place.

8. Member Services

Wes Zartman

- a. 276 families have received beach and or boat tags
- b. some dropped off envelopes were inadvertently picked up by the mail man and returned to our PO Box

9. Tennis

Jeanne Mitchell and Christine Messerschmidt

- a. New surfacing and striping looks great on tennis courts.
- b. Sadly, they are already marred by fireworks scars from this past weekend. I noticed this on Saturday morning 7/6. So, I locked the courts from 8:30pm to 7am on Saturday/Sunday. Suggestion to publish pictures and rules of use for the tennis courts as well as start to lock courts over the 4th when not in use
- c. Youth and adult lessons are going well. They continue through the end of July.
- d. Tennis and Pickleball were rained out on Sunday.

10. Youth

Linsey Fagan

- a. Back to School Event planning is in full swing. For that event, we are looking for some info on:
 - i. Water hose connect details for the soccer field
 - ii. Does TL have any generators we can use for the blow-up slides? TLIA has no generators
- b. Family campout was pushed back a week to Sept 14, so it is not back-to-back weekends with the big TL anniversary bash
- c. The kindergarten meetup is all set for Aug 4th.
- d. Taking submissions for the Turkey Trot event logo.
- e. Babysitter and mother helper list - Available via email request and looking to get it on Andy's list.

Old Business – None

New Business – None

Public Comments/Discussion - Motion to adjourn the meeting: Mike Meyer Second Mike Megleo - All in favor: 7 Ayes 0 Nays

The meeting adjourned at 7:58 p.m.

Respectfully submitted,

Kristi Nash