



August 12, 2024  
TLIA BOARD MEETING

**August TLIA Board Meeting Agenda and Minutes**

**Board Members:** Mary Magro, Brent Rowley, Julie Losinski, Wes Zartman, Mary Kay Bolger, Kristi Nash, Mike Meyer

**Apologies:** Brad Stanek, Linsey Fagan, Mike Megleo

**Committee members:** Mary Beth Adams, Pat Covek, Jeannie Mitchell, Sean Morton, Chris Miles

**Guests:**

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

**President's Report – No Report**

Mary Magro

**Approval of the July TLIA Board Meeting Agenda and Minutes: Motion to approve:** Mary Kay Bolger

Second : Ayes 6 Nays 0

**1. Financial Committee Report**

Mary Kay Bolger

a. Expenses: June Financials attached

- i. As of July 9, pre-approval is required for all expenditures. Requests must be submitted via email to [Treasurer@tlia.org](mailto:Treasurer@tlia.org)
- ii. Late fees are being reevaluated and will be charged on a more frequent basis

b. Revenue:

Julie Losinski

- i. As of August 11th, \$2,050 is due to TLIA from three unpaid 2024 dues invoices. All three have the \$100 late fee added and I've been in contact with the members monthly to work on getting payments from them.
- ii. RFPP New Members: \$600.00 - One new RFPP member in July
- iii. Deposits:
  - Events - Table & Chair Rentals: \$240
  - Events - Donation for 4th of July band from C. Schmidt & J. Aprati of Compass Realty \$200
  - Swim Lessons: \$80.00

**2. Beach**

Mary Magro

- a. Mary getting a quote for resanding and refinishing the tables and benches at the beach
- b. Lifeguards are diminishing because of school obligations and currently we are assessing whether we have enough guards to cover the Labor Day weekend

### 3. Communications

Chris Miles

#### a. eBlasts

- i. 11 Total; Most requested: Events (Fourth of July): 5.33; Second most: Beach: 4
- ii. 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.
- iii. July 2 Beach closed notice: 67% unique opens.
- iv. July 3 Thursday's events notice; 68% unique opens with a 18% click to open rate.
- v. July 4 Friday's events notice: 67% unique opens with a 6% click to open rate.
- vi. July 5 Saturday's events notice: 67% unique opens with a 2% click to open rate.
- vii. July 6 Sunday's events notice: 67% unique opens with a 3% click to open rate.
- viii. July 11 100th Anniversary merchandise pre-order, yearbook, schedule info: 76% unique opens with a 26% click to open rate.
- ix. July 12 Fourth of July last chance to buy Fourth of July merchandise: 65% unique opens with a 23% click to open rate.
- x. July 15 TL Swim Team: 57% unique opens.
- xi. July 16 Beach closed notice: 62% unique opens.
- xii. July 19 Beach open notice: 61% unique opens.
- xiii. August 1 newsletter release, 100th Anniversary BBQ Dinner Order Info, Back to School Bash Reminder, and Turkey Trot Logo Design Info: 66% unique opens with a 36% click to open rate.

#### b. Committee Tasks

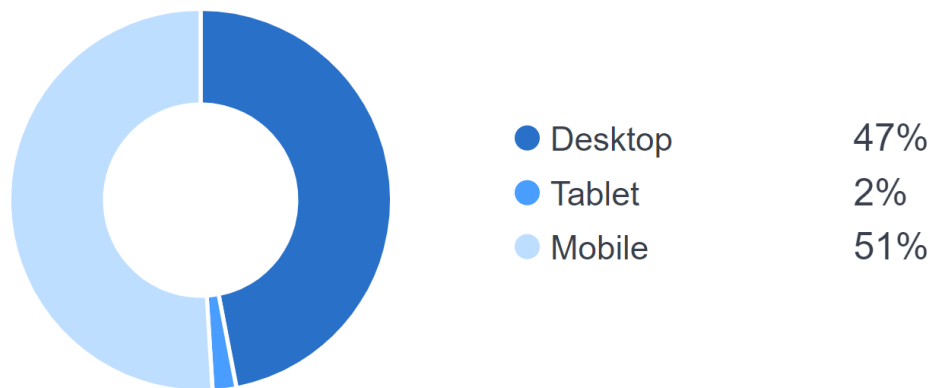
- i. Created, printed, and hung Back to School Bash and Turkey Trot Logo Design Content posters for Youth Committee.
- ii. Edited, printed, and hung 100<sup>th</sup> Anniversary Schedule and Need to Know posters for 100<sup>th</sup> Anniversary Committee.
- iii. Monitored and removed posters for recency as appropriate.
- iv. Coordinated with 100<sup>th</sup> Anniversary Committee for monthly articles and eBlasts.
- v. Committee meeting held to discuss alternatives to reduce monthly workload and address late submission/extensive rework process. The following changes were agreed to and rolled out to all committees on 8/5:
  1. Article submission deadline of 15<sup>th</sup> of the month. Articles submitted after this due date will be deferred to next month's newsletter.
  2. Consolidation of "smaller" editions into bimonthly editions (Nov/Dec, Jan/Feb, Mar/Apr, Sept/Oct beginning in 2025). The rest of the month's will be single editions as they are today. For bimonthly editions like Nov/Dec, the Communications Committee will need both months' worth of articles by Oct 15th as the joint edition will still be published on 11/1 - **start planning now!**
  3. eBlasts will continue the twice per month frequency: 1st and 15th of the month. Committees need to be actively planning to ensure that they submit requests that provide the 48-hour minimum notice and fall into one of the scheduled frequencies.

#### c. July activity for the TLIA website (7/1 - 7/30)

- i. 951 users logged in (18% increase from prior 30 days)
- ii. 5,763 webpages viewed (9% decrease from prior 30 days)
- iii. 1m 10s average duration (31% decrease from prior 30 days)

Top Website Pages	Hits
TLIA Homepage	1,833
Member Only Content	863
Login	779
July 2024 Newsletter	692
Public Documents	130
Events from June 3rd – October 14th	110
Events Committee	100
Member Documents	80
Newsletters	50
Member Services Committee	47

### 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 8/8/2024.*

4. Events

Sean Morton

- Chili Cookoff Planning has begun, date set for Oct 12
- Currently vetting new members for the committee for next year
- Table and Chair rentals are nice and busy this year (some extra \$\$\$ coming in)

5. Grounds General

Mike Meyer

- Lake cleanup is scheduled for the last weekend on September 28

6. Grounds Beautification

Pat Covek

- a. Grounds Beautification is thinking fall and planning a meeting in early September
- b. Thank you to all the wonderful workers/volunteers – you have all done a great job

7. Lake Committee

Brad Stanek

- a. **Swallow Project:** The committee revisited the project to build a swallow between the Powal property and Kelsey Road, contingent on an easement placing the project on TLIA/Village property and the pricing of the project, per Andy Hay's original estimates. This will improve the quality of water coming into the lake from the Lake Barrington strip mall retention pond. Andy will meet with the lake committee to discuss either in September or October
- b. **North Lake Tree:** The decision was made to leave the tree in North Lake until winter, as removal will be easier and more economical when the lake is frozen.
- c. **Bowfin Fish:** Several residents have caught bowfin fish. Dave Conway will be crafting an announcement for an upcoming TLIA monthly newsletter, including a picture, to inform residents to remove bowfin from the lake if caught.
- d. **Fall Cleanup:** Brad asked Mike Meyer if he could add to the list a cleanup around the boat racks at the East Lake Shore Drive boat launch.
- e. **Water Levels and Bouldering:** Due to high water levels, bouldering from the point to the Rest Island bridge is delayed until after the Labor Day 100th anniversary festivities.
- f. **East Lake Shore Drive Boat Launch:** Steve Kruse is handling several punch list items with contractor, JB Enterprises, including grass repair from July 4th traffic, filling flagstone cracks, and making a path to the water for those who store their boat-on-boat racks. Rebar will be added for boat security, and Fran will see if Rick has an interest in the creosote posts at the launch.
- g. **Long-Term Planning Committee:** Development of an organizing committee for long-term planning was discussed, with Brad, Eric Marotta, Mark Hagy, and Matt Bringas on the committee. Next steps to be out shortly
- h. **Plantings Removal:** Fran will reach out to Pat Covek in advance of the bouldering project regarding any plantings that will be removed during the bouldering project.
- i. **Bylaws for Shoreline Improvement:** Current bylaws were reviewed with no suggested updates from the lake committee.
- j. **Duck Island Cleanup:** Steve Kruse will talk to JB Enterprises about winter cleanup of Duck Island.

8. Member Services – No updates

Wes Zartman

9. Tennis

Jeanne Mitchell and Christine Messerschmidt

- a. The newly surfaced and striped courts for both tennis and pickleball look great!
- b. Successful summer season for adult and youth tennis lessons.
- c. Both tennis and pickleball continue to be played daily.
- d. Sadly, there appears to have been damage to the 6 wooden planters on the wall on the east side of the courts. There are only 4 left now.
- e. Also, the newly purchased broom for the courts has disappeared.
- f. There was damage done to a child's bike helmet that was left at the courts a few weeks ago.

g. Claire Rowley did a great job weeding around the courts recently.

10. Youth

Linsey Fagan

- a. **Back to school event was a success. Happy kids, activities were less spread this year, and we came under budget! If pictures have not been sent already, they will be coming soon.**
- b. **Gearing up for upcoming events:**
  - i. **Family campout - There will be movies, popcorn, a bonfire, potluck, and coffee/donuts in the morning, September 14**
  - ii. **Halloween - Pizzas to kick off trick-or-treating fun**
  - iii. **Turkey trot—We will examine the route to ensure it's the correct distance this year. We've already received several submissions for the turkey trot logo and are still accepting more.**

Old Business – None

New Business – None

Public Comments/Discussion - Motion to adjourn the meeting: Julie Losinski Second Mary Kay Bolger -

All in favor: 7 Ayes 0 Nays

The meeting adjourned at 7:43 p.m.

Respectfully submitted,

Kristi Nash