



February 10, 2025
TLIA BOARD MEETING

February TLIA Board Meeting Agenda and Minutes

Board Members: Mary Magro, Brent Rowley, Julie Losinski, Wes Zartman, Kristi Nash, Mike Megleo, Rachel Sprague, Brad Stanek

Apologies: Eric Marotta

Committee members: Pat Covek, Chris Miles, Linsey Fagan, Katie Brandt, Sarah Norwood

Guests:

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

President’s Report

Mary Magro

- Annual Meeting Held – Wednesday, January 22, 2025, from 7 to 9 at the American Legion
- March TLIA Board Meeting will be held at the new Village Hall

1. Financial Committee Report

Rachel Sprague

a. Expenses: December Financials attached

- i. As of July 9, pre-approval is required for all expenditures. Requests must be submitted and approved via email to Treasurer@tlia.org prior to incurring the expense

b. Revenue:

Julie Losinski

i. Funds due to TLIA:

- 1) As of February 7, 2025, \$900 is due to TLIA from one member that has not paid their 2024 dues. A letter has been sent to the individual stating it will be sent to the attorney for collection. The individual has not reached out to us yet so we will take those next steps.
- 2) TLIA 2025 Dues invoices were sent out in early January. Payment must be received by April 1, 2025, to avoid a \$100 late fee.
- 3) As of February 7, 2025, approximately 35% have paid their 2025 dues invoice.
- 4) There have been numerous communications regarding the dues increase and the April 1st due date. Will continue to have reminders about the due date in the TLIA Newsletter, TLIA e-blasts and notices are currently on the bulletin boards. Reminders will also be sent out from QuickBooks.
- 5) We currently have eight members who asked for a payment plan due to financial hardship reasons.

2. Beach – No Report (closed)

Mary Magro

3. Communications

Chris Miles

a. Committee Tasks

- i. Designed, edited, printed, and hung posters for Event Committee's bar crawl
- ii. Chair facilitated the annual meeting material collection, formatting, and PowerPoint presentation facilitation
- iii. Requested that the Rules and Regulations be brought to the Board for review and edited during February and finalized by the March Board meetings so that printing and production can begin. This will allow Communications to utilize an OfficeMax rewards certificate to offset the cost
- iv. Reminder that the next newsletter will be another combined issue for March/April 2025. Please remember that both months' worth of articles are needed by Feb 15

b. Usage:

- i. December activity for the TLIA website (12/1 - 12/30)
 1. 258 users logged in (33% decrease from the previous 30 days)
 2. 2,908 webpages viewed (27% decrease from prior 30 days)
 3. 1m 25s average duration (6% decrease from prior 30 days)
- ii. January activity for the TLIA website (1/1 - 1/30)
 1. 384 users logged in (155% increase from the previous 30 days)
 2. 2,475 webpages viewed (2% decrease from prior 30 days)
 3. 1m 18s average duration (7% decrease from prior 30 days)

c. Eblasts:

- i. December eBlasts: 2 total with the Board and Communications having the most messages (3) followed by Events, and Finance having two messages each.
- ii. December 1 including Nov/Dec newsletter re-release, Annual Meeting Save the Date, Twinkle Fest Contest, Annual Dues Increase, and Website Access Troubleshooting, and Newsletter Combined Issue information/reminders: 67% unique opens with a 30% click to open rate.
- iii. December 15 Updates including Veteran's gift drop-off, Ballot mailing, Annual Meeting save the date, Twinkle Fest contest winners, Turkey Trot thank you, Annual dues increase information/reminders: 67% unique opens with a 10% click to open rate.
- iv. January 1 including Jan/Feb newsletter release, annual meeting logistics, dues invoice mailing and troubleshooting tlia.org access issues: 70% unique opens with a 31% click to open rate.

d. 2024 Rules and Regulations discussion

4. Events

Katie Brandt

- a. Tower Lakes Takeover- Collecting sign-ups and payment for the March 1st pub crawl. We have finalized the bar schedule and have partnered with Frank Radogna and added The Vault as our first stop.
- b. Inviting the community to volunteer to host the May 3rd Progressive Dinner. We have one possible host already!
- c. The Events committee will be partnering with the July 4th subcommittee. The subcommittee will focus on the planning and the Events committee will be the boots on the ground team for the event.

- d. Welcome to the LaSotas and Ghanems who have joined the Events committee, putting us at 11 committee members!
- 5. Grounds General Eric Marotta
 - a. Trying to determine the best date for the Spring cleanup
- 6. Grounds Beautification Pat Covek
 - a. Our order for Spring has been placed and we are working on a special educational program for gardeners and conservationists
- 7. Lake Committee Brad Stanek
 - a. Clean up has begun to clear out the buckthorn and any other invasive plants starting on Duck Island and then going to Snake and Devil's Island. This has been on a volunteer basis with minimal costs. We would look to trim, paint (using herbicide treatment), and burn when the lake is frozen (hopefully for more than 1 day this year!) but if not then in Spring.
 - b. Fish stocking will begin in the Spring again
- 8. Member Services Wes Zartman
 - a. Beach tags and boat stickers have arrived. Distribution to begin Mid-March / Early April.
- 9. Nominations – No Report Mary Beth Adams
- 10. Tennis – No Report this month Jeanne Mitchell and Christine Messerschmidt
- 11. Youth Linsey Fagan/Sarah Norwood
 - a. Do we use app-paying accounts beyond PayPal? No Zelle or Venmo allowed because we are not a 501C3 organization
 - b. What was the total amount of payments received for the Turkey Trot, and how much money do we currently have in the Youth account?
 - c. Planning for activities will depend on the outcome of requirements/rules for events in the new Village Hall to be released

Old Business – None

New Business – None

Public Comments/Discussion - Motion to adjourn the meeting: Julie Losinski Second: Brent Rowley – All in favor: 8 Ayes 0 Nays

The meeting adjourned at 7:58 p.m.

Respectfully submitted,

Kristi Nash