



February 9, 2025  
TLIA BOARD MEETING

## February TLIA Board Meeting Agenda and Minutes

**Board Members:** Mary Magro, Brent Rowley, Wes Zartman, Kristi Nash, Eric Marotta, Rachel Sprague, Julie Losinski, Rob Balas, Brad Stanek

Apologies:

Committee members: Pat Covek, Mary Beth Adams, Christine Messerschmidt, Mike Mondini, Chris Miles, Jen Schoell

### Guests:

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

**President's Report** – Survey is being reviewed and will be sent out upon completion

### 1. Financial Committee Report

Revenue

Julie Losinski

1) As of February 7, 2026, \$1,959.43 is due to TLIA from one member that has not paid their 2025 dues (this amount includes dues, late fee and legal fees). The account is now being handled by our attorney, and a lien has been placed on the property. The member has been informed to reach out to the attorney to set up a payment plan and as of today, they have not contacted the office.

2) TLIA 2026 Dues invoices were sent out January 18th. Payment must be received by April 1, 2026, to avoid a \$100 late fee.

3) As of February 7, 2026, approximately 25% of TLIA members have paid their 2026 dues invoice.

4) There have been numerous communications regarding the April 1st due date. Will continue to have reminders about the due date in the TLIA Newsletter, TLIA e-blasts and notices will be on the bulletin boards soon. Reminders will also be sent from QuickBooks.

5) Currently two members have asked for a payment plan due to financial hardship. Communications have been clear in notices that payment plans are intended for hardship situations (unforeseen/unavoidable circumstances), not for reasons of personal convenience.

Expenses:

Rachel Sprague

**2026 Reminder:** Be conscious of your spending! If your purchase is within your pre-approved budget, then advanced approval is not needed. Committees must track their spending or request reports to show money spent, especially before large purchases.

Receipts must accompany every transaction made with TLIA money and checks may take up to two weeks to be prepared.

If your receipts do not easily identify where the money was spent, please plan to provide a brief description.

2. Beach - No Report

Beach is closed

3. Communications

Chris Miles

a. Committee Tasks

- i.* Designed, edited, printed, and hung posters for Event Committee's winter social - bowling.
- ii.* Working with the joint VOTL, TLIA, and TLCF Gardens and Beyond Committee to communicate Steve Barten's March 4 presentation on Right in Our Backyards: The Secret Lives of Tower Lakes' Wildlife at 7 p.m., posters and March newsletter article.
- 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.
- iv.* Chair reviewing TLIA survey questions and suggesting changes/additions for upcoming release. Incorporated feedback from Beach and Tennis committees to address declining demand in child lessons for each.
- v.* Chair facilitated the annual meeting material collection, formatting, and PowerPoint presentation facilitation.
- vi.* 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<sup>th</sup>!**

b. Usage:

- i.* December activity for the TLIA website (12/1 - 12/30)
  1. 254 users logged in (38% decrease from prior 30 days)
  2. 1,653 webpages viewed (60% decrease from prior 30 days)
  3. 2m 45s average duration (99% increase from prior 30 days)
- December eBlasts: 3 total with Youth having the most messages (4) followed by Board having three messages.
  - December 1 including Nov/Dec newsletter re-release, BHS Girls' Cross Country State Champs, Veteran's Holiday Giving, Turkey Trot recap, Holiday hayrides and Santa event info, Twinkle Fest Contest sign-up, and Annual Meeting Save the Date: 68% unique opens with a 10% click to open rate.
  - December 4 Youth blast including revised information for the Holiday hayrides and Santa event: 63% unique opens.
  - December 15 updates including annual meeting reminder and ballot mailing information: 66% unique opens.
- January activity for the TLIA website (1/1 - 1/30)
  - 467 users logged in (87% increase from prior 30 days)
  - 3,371 webpages viewed (109% increase from prior 30 days)
  - 1m 6s average duration (63% decrease from prior 30 days)

January eBlasts: 2 total with Board having the most messages (4) followed by Events with two messages.

- January 1 including Jan/Feb newsletter release, annual meeting reminder, and ballot mailing information: 66% unique opens with a 36% click to open rate.
- January 15 updates including dues invoice mailing, annual meeting reminder, ballot mailing information, winter social bowling registration, and progressive dinner save the date: 67% unique opens with a 2% click to open rate.
- February 1 including Jan/Feb newsletter re-release, dues invoices sent, winter social bowling registration, and progressive dinner save the date: 65% unique opens with a 22% click to open rate.

**PLEASE REVIEW THE 2025 RULES AND REGULATIONS FOR DISCUSSION AS WE NEED EDITS BEFORE THE NEXT BOARD MEETING PREFERABLY BY FEBRUARY 28.**

<https://tlia.org/~documents/members-only/rules-regulations/?layout=file>

A vote on the Final Rules and Regulations will be held at the next Board meeting in March.

4. Events Mike Mondini
  - a. We had our open house last week. Lots of good feedback for future planning
  - b. Bowling is Feb 28th
  - c. Save the date for Progressive Dinner April 25<sup>th</sup>
  - d. Looking for sponsors for the 4<sup>th</sup> of July activities
  
5. Grounds General Eric Marotta
  - a. Aram Park. Work began on disassembling the decking. Stain has been determined.
  - b. All other projects are waiting until a thaw.
  
6. Grounds Beautification Pat Covek
  - a. Thanks to Mark Schircel, Suzie Boe, Suzie Dehnert, Steve Covek and the Magro family for helping with our Christmas display.
  - b. We are working on ordering and planning our Spring and Summer displays
  
7. Lake Committee Brad Stanek
  - a. We got news that we will receive a grant of \$15k from Lake County storm water management for the riverbed behind the Powal property
  
8. Member Services Wes Zartman
  - a. tags and stickers ordered 1/16
  - b. no additional updates
  
9. Tennis Jeanne Mitchell and Christine Messerschmidt
  - a. Currently looking for a new pro for adult lessons for summer of 2026.
  - b. Still not sure if youth lessons will continue due to lack of enrollment last summer and need of an adult volunteer to manage the program. TBD

10. Youth

Jen Schoell

- a. We have 6 members on the committee now; 2 returning and 4 new.
- b. We need assistance getting the Youth email alias updated to have old members removed and the new members added
- c. We meet later this month to determine the April events schedule - likely need posters for the St Patrick's day scavenger hunt and Easter Egg hunt, will be in touch later this month to confirm

Old Business - None

New Business None

Public Comments/Discussion – None

Motion to adjourn; Eric Marotta, Second: Rob Balas, All in favor: 9 Ayes; 0 Nays

The meeting adjourned at 7:51 p.m.

Respectfully submitted,

Kristi Nash