



April 8, 2024  
TLIA BOARD MEETING

**April TLIA Board Meeting Agenda and Minutes**

**Board Members:** Mary Magro, Julie Losinski, Brent Rowley, Mary Kay Bolger, Wes Zartman, Mike Megleo, Brad Stanek

**Apologies:** Mike Meyer, Kristi Nash

**Committee members:** Pat Covek

**Guests:** Mary Beth Adams, Kelsi Knight, Lindsay Fagan

Mary Magro called the meeting to order at 7:00 p.m.

**President’s Report**

Mary Magro

- Storage Unit changes – move over to Store N More to be able to store the tables and chairs for the Events Committee when the Village Hall is torn down
- Paypal Update – Closed TLIA account but kept the Tower Lakes Improvement Association
- Meeting Place when VOTL Hall rebuilding – options are if VOTL rents space in the LB Mart strip mall or restaurant or Lake Barrington VH

**Approval of the March TLIA Board Meeting Agenda and Minutes: Motion to approve:** Mary Kay Bolger, Second Mike Megleo: 6 Ayes Nays

**1. Financial Committee Report**

Mary Kay Bolger

- a. Expenses: March Financials attached
- b. Revenue:

Julie Losinski

- i. As of April 6th, \$18,192 is due to TLIA from unpaid 2024 dues invoices.
- ii. A total of 27 members have an open invoice:
- iii. 9 members are on an approved payment plans.
- iv. 18 members are not on an approved payment plan. They have all been contacted by email/text/phone. The \$100 late fee will be added if not paid by April 10th.
- v. Finance committee will be proposing a new late payment fee schedule - \$100 initial then additional \$25 per month

- c. Recreational Family Pass Program (RFPP): There are 4 households that have paid for the RFPP so far.
- d. A deposit of \$75 from the sale of an unclaimed paddle board.

**2. Beach**

Mary Magro

- a. We have received 4 requests for lifeguard applications

- b. We have sent and received 9 tag checker applications
- c. Beach committee will interview potential lifeguards and tag checkers.

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 Friday, March 1.
- Six hard copies of each newsletter were printed and delivered to TLIA member residences that do not have access to computers.

eBlasts

- In March 4 eBlasts were sent:
  - Communications
    - 0.4 for Primary election and Spring brush pick-up reminders.
    - 0.5 for newsletter release.
  - Events
    - 0.2 for Progressive dinner sign-up.
    - 0.5 for Progressive dinner sign-up.
  - Finance
    - 0.2 for Dues payment reminder.
  - Grounds
    - 0.2 for Spring clean-up reminder.
  - Youth
    - 1.0 for Leprechaun Scavenger Hunt reminder.
    - 1.0 for Easter Egg Hunt reminder.

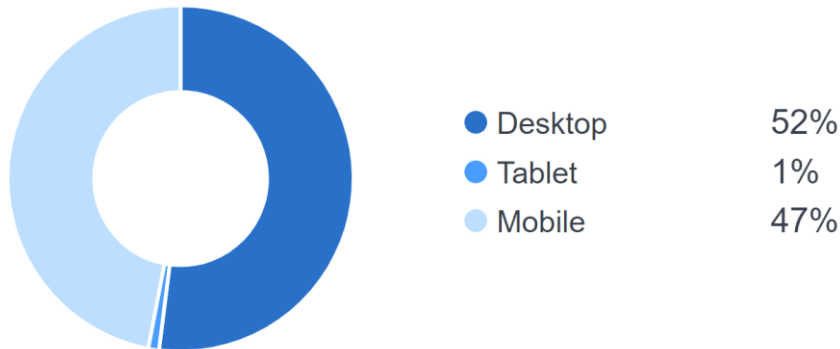
Committee Tasks

- Created and facilitated printing of Spring Clean-up yard signs for Grounds Committee.
- Printed and assembled 2024 Rules and Regulations document for dissemination with beach and boat tags on behalf of Member Services Committee.
- Coordinated with VOTL for April 100<sup>th</sup> Anniversary and Invasive Series – Buckthorn articles.
- Addressed resident and non-resident inquiries re: use of community boards and article content for newsletter.
- March activity for the TLIA website (3/1 -3/30)
  - 680 users logged in (23% increase from prior 30 days)
  - 4,514 webpages viewed (24% increase from prior 30 days)
  - 1m 12s average duration (14% decrease from prior 30 days)

Top Website Pages	Hits
TLIA Homepage	1,891
Member Only Content	558
March 2024 Newsletter	456
Public Documents	183
Events from March 30 <sup>th</sup> – November 28 <sup>th</sup>	86
Newsletters	55

Annual Easter Egg Hunt	50
Communications Request Form	48
Leprechaun Scavenger Hunt	45
Committees	44

## Device Breakdown



- eBlast Open Stats
  - March 1 newsletter release and Progressive Dinner Sign-up: 70% unique opens with a 34% click to open rate.
  - March 11 Leprechaun Scavenger Hunt reminder: 67% unique opens with a 15% click to open rate.
  - March 15 Primary Election reminder, Dues payment reminder, Spring brush pick-up reminder, Spring Clean-up reminder, and Progress Dinner Sign-up: 72% unique opens with a 9% click to open rate.
  - March 25 Easter Egg Hunt reminder: 66% unique opens with a 26% click to open rate.
  - April 1 newsletter release, final dues payment reminder, and Spring Clean-up reminder: 66% unique opens with a 38% click to open rate.

- a. Monthly Newsletter
- b. In March eBlasts were sent:
- c. Committee Tasks

#### 4. Events

Sean Morton

- a. Progressive dinner signups are still a little slow, please help spread the word. We are working on posters. We expect signups to pick up these next two weeks as historically, signups spike 30 days before the event.  
Here is the progressive dinner signup link: <https://www.signupgenius.com/go/70A054BACAD2EA1F49-47968115-progressive#/>
- b. I am working with Kelsi Knight in kicking off our 4th of July planning and how Events will collaborate with the 4th super committee she is leading.

#### 5. 4<sup>th</sup> of July Committee

- a. Theme is “Disco Days of Summer”
- b. Schedule is set for July 4-7 and dates to be shared in the next newsletter
- c. Bands are booked

- d. Adult Social will be “Saturday Night Fever” disco themed
- e. Menu is set
- f. We are very ahead of schedule in planning and looking forward to a fantastic 4<sup>th</sup>!

6. Grounds General

Mike Meyer

- a. Spring cleanup was great. There was a great turnout.
- b. I am in talks with Brandon Burns on getting grass grown at Rest Island.
- c. First thing is we need water turned on and Andy Hay has made the request to turn it on.
- d. I called LRS and Cuba township to pick up all the bags and brush that was collected from spring cleanup.

7. Grounds Beautification

Pat Covek

- a. Working on Spring Plantings and additional park work with Mike
- b. Hope to refurbish Park signs and landscaping
- c. Have added some new members to the committee
- d. Mike and I thank everyone for all their help at Lake Clean up--it saved TL a lot of money in maintenance fees. Think Spring

8. Lake Committee

Brad Stanek

- a. Significant tree wrapping to protect prized island and shoreline TL trees from beaver damage is underway, including coordinating with Mike Meyer and Grounds for the recent spring clean up
- b. Steve Kruse collaborating with JB Enterprises on SILT projects. Refurbishing the main boat launch is project #1. Lake committee is also exploring alternate ways to reduce shoreline erosion besides bouldering
- c. EAM, our lake management company has started their weekly treatments on the lake
- d. Gander disbanders have been located but are not functional - we are seeing if new batteries will fix the issue, and if not, consider replacing
- e. We are regularly on the lake looking for goose nests - we need everyone’s help here. If you see 2 adult geese together, let Eric Torstenson know where on the lake they were spotted.

9. Member Services

Wes Zartman

- a. Started handing out beach tags and boat stickers. Thanks to Chris for organizing the envelopes with the rules & regs and tags.
- b. Email blast to stop at his house while working in the yard.
- c. Possibly pick up tags at Youth event

10. Tennis

Jeanne Mitchell and Christine Messerschmidt

- a. We are waiting for the weather to warm up for the court resurfacing and striping to begin
- b. John Sisto is returning to teach adults on Friday and Saturday mornings during the summer
- c. Amy Regan is in charge of Youth Tennis lessons on Monday – Thursday mornings
  - i. Instructors will be Claire Rowley and Macy Cobb
- d.

11. Youth

Linsey Fagan

- a. The Scavenger Hunt & Easter Egg Hunt were a success!
- b. We have the Earth Day event scheduled for Sunday, April 21.

- i. Asking Beautification what supplies they could help with (like seeds)
- ii. The Event is taking place at the Beach
- iii. At the Event, we will:
  - 1. Serve Earth day pudding
  - 2. Do some planting
  - 3. Make some pine cone bird feeders
  - 4. Learn about beaver/tree wrapping and wrap some trees
- iv. Tot Soccer registration is open!

Old Business – None

New Business – None

Public Comments/Discussion - Motion to adjourn the meeting: Julie Losinski; Second-Mike Megleo All in favor: 6 Ayes Nays

The meeting adjourned at 7:50 p.m.

Respectfully submitted,