



May 8, 2023  
TLIA BOARD MEETING

**May TLIA Board Meeting Agenda and Minutes**

**Board Members:** Mary Magro, Tom Kubala, Kristi Nash, Brent Rowley, Mike Meyer, Julie Losinski, Brad Stanek, Mike Megleo, Mary Kay Bolger

**Apologies:**

**Committee members:** Pat Covek, Katie Brandt, Chris Miles, Mary Beth Adams, Patrick Bolger, Jeannie Mitchell

**Guests:** Cass Young

Called the meeting to order at 7:01 p.m.

**President's Report**

Mary Magro

**Motion to approve April Board Minutes:** Mary Kay Bolger, Second: Tom Kubala

Ayes: 7, Nays: 0

- The letter sent by Cass Young has been reviewed and will be considered for the June meeting's agenda.
- Barsumian Park plan will be reviewed and considered and discussed at the June meeting
- Mary Magro to meet with the TLCF to understand what the plans are for that organization so we can coordinate with any plans they may have

1. Financial Committee Report

Mary Kay Bolger and Julie Losinski

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

- i. As of May 7, 2023, there is \$11,345 due from outstanding dues.
  1. \$2,705 from 5 households on approved payment plans. These individuals are not charged the \$100 late fee if they stay current on their payment plans.
  2. \$8,640 from 10 households not on payment plans and the \$100 late fee has been added to their account. Attempts were made to contact these households (by phone, text, email, mailing paper invoices) before the \$100 late fee was added. They are not issued member tags/boat tags until they pay their dues. I will continue to contact them to get their dues paid.
  3. Recreational Family Pass Program (RFPP) - \$8,150 has been collected from 13 RFPP households.

2. Beach Mary Magro  
a. Lifeguards will be interviewed this month and we should be ready for the June opening

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 Monday, May 1.
- ii. Seven hard copies of the newsletter were printed and delivered to TLIA member residences that do not have access to computers. Hard copies of the newsletter may be obtained by contacting the TLIA Communications Chair.

b. eBlasts

- i. In April, 4 eBlasts were sent:
- ii. Communications
  1. 0.50 for newsletter release.
  2. 0.20 for TL paper directory mini survey.
- iii. Events
  1. 1.0 for progressive dinner host house request.
  2. 0.20 for progressive dinner sign-up.
- iv. Finance
  1. 0.50 for dues payment reminder.
- v. Grounds
  1. 0.20 for Spring clean-up reminder.
- vi. Member Services
  1. 1.0 for boat and beach tag pick-up April 15th.
  2. 0.20 for boat and beach tag pick-up reminder.
- vii. Youth
  1. 0.20 for tot soccer.

c. Committee Tasks

- i. Extended TL Paper Directory Mini Survey though April per Board's request; Highlighted in mid-April eBlast to increase participation. See separate document for final survey results.
- ii. Admin updated the Lake Committee and Youth Committee member and e-mail distribution listings as requested.
- iii. Committee quarterly meeting held last week. Discussed streamlining new member website and eBlast access requests, website vs. eBlast member subscription list reconciliation, finalized advertising approach documentation, and discussed upcoming communication needs for the very busy summer months and committee member vacation schedules. A follow-up meeting will be held in mid-May for further planning.
- iv. April Activity for the TLIA website (4/1-4/30)
  1. 549 users logged in (29%)
  2. 5,709 webpages viewed (39%)
  3. 1m 29s average duration (-2%)

d. Paper Directory Mini-Survey

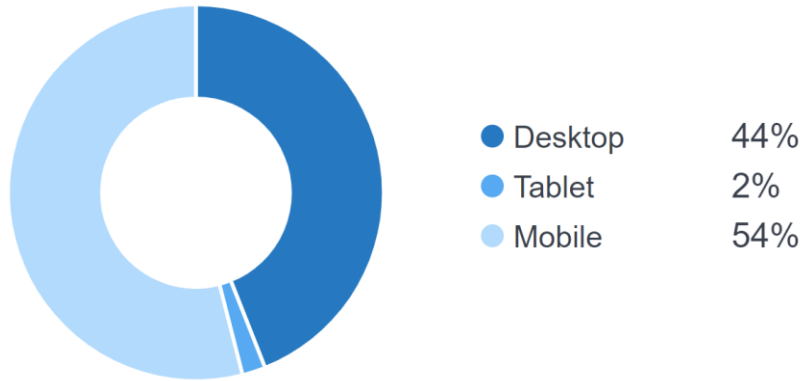
e. TL Paper Directory Survey Final Results - As of 5/6/2023

- i. When Was the Last Time You Used the Paper Copy of The TL Directory?

1. 64% (39 responses/61 total)
  - a. 16% More Than a Year Ago (10 Responses/61 Total)
  - b. 13% 1 Year – 6 Months Ago (8 Responses/61 Total)
  - c. 7% 6 – 3 Months Ago (4 Responses/61 Total)
  - d. 28% Less Than 3 Months Ago (17 Responses/61 Total)
  - e. 36% Never (There is a Paper Copy of the Directory)? (22 Responses/61 total)
- ii. If You Use the Paper Copy of The TL Directory, What Features Do You Use the Most? (3 = Most 1 = Least)
  1. Neighbors' Contact Information
    - a. 57% Most (35 Responses/61 Total)
    - b. 11% Middle (7 Responses/61 Total)
    - c. 31% Least (19 Responses/61 Total)
  2. TL/TLIA Contact Information
    - a. 30% Most (18 Responses/61 Total)
    - b. 28% Middle (17 Responses /61 Total)
    - c. 43% Least (26 Responses/61 Total)
  3. Useful Numbers (e.g., Schools, Village, Utilities, Service Organizations, Etc.)
    - a. 30% Most (18 Responses/61 Total)
    - b. 21% Middle (13 Responses/61 Total)
    - c. 49% Least (30 Responses/61 Total)
  4. TL Map
    - a. 54% Most (33 Responses/61 Total)
    - b. 15% Middle (9 Responses/61 Total)
    - c. 31% Least (19 Responses/61 Total)
- iii. Willing to Pay for a Copy?
  1. 54% Not Willing to Pay (30 responses/56 total)
  2. 38% Willing to Pay \$5 (21 responses/56 total)
  3. 9% Willing to Pay \$10 (5 responses/56 total)
  4. 8% Did Not Respond (5/61 total)

Top Website Pages	Hits
TLIA Homepage	3,246
April 2023 Newsletter	747
Public Documents	200
Upcoming Events	152
Events Committee	85
Member Services	85
Tennis Committee	63
Beach Committee	60
Looking for Progressive Dinner Host Houses	58
Communication Request Form	56

## Device Breakdown



- eBlast Open Stats
  - April 1 newsletter release: 74% unique opens with a 51% click to open rate.
  - April 7 tag pick-up information: 72% unique opens
  - April 14 Spring clean-up and tag pick-up information: 74% unique opens
  - April 22 Progressive dinner host house request: 66% unique opens with a 10% click to open rate.
  - May 1 newsletter release: 79% unique opens with a 57% click to open rate.

Submitted to TLIA Board on 5/6/2023.

4. Events Patrick Bolger
  - a. Links are available for the 4<sup>th</sup> of July for signups and will be accessible at the Progressive Dinner
5. Grounds General Mike Meyer
  - a. April cleanup was a success
  - b. Mike will submit a blurb for the newsletter for scheduling the soccer field with Mike Mitchell per Rules and Regulations
6. Grounds Beautification Pat Covek
  - a. Carriage Landscaping finished with our spring clean up
  - b. We are getting ready for our next step--planting--WE plan a planning day as soon as we get delivery. Look for our E blast We need help
  - c. Anticipate that delivery will be the last week of May from Montale
7. Lake Committee Brad Stanek
  - a. Lake treatments are occurring weekly and will continue weekly through the Summer and Fall. Kevin's team sends us email updates and pictures each week after their visit. No major issues to report
  - b. Lake committee has scheduled monthly meetings out until the end of the year, the next being May 11th
  - c. Boulder project to boulder from the bridge to play island along the shore to the parking spots to begin mid-May and to be complete by end of month
  - d. Long term planning for the lake will begin with a kickoff meeting on May 17th.

- e. Soccer field project expected to start in the fall
- f. There have been several trips made to mitigate the impact the geese have on the lake and these trips will continue through the end of June

8. Member Services

Brent Rowley

- a. I am continuing to pass out beach tags and boat stickers. There have been around 225 requests.
- b. Envelopes are stuffed with Rules and Regulations and will be mailed next week to houses that have not picked them up yet.
- c. We had an issue with an ex-board member harassing a family for fishing on an island. Per rules and regs Play Island is the only island that fishing is not allowed on.

9. Tennis

Jeanne Mitchell and Christine Messerschmidt

- a. Adult and youth tennis lessons will start the first or second week of June. Exact date TBD
- b. All the same instructors are returning.
- c. Youth lessons Monday-Thursday mornings - taught by the same two high school girls as last year. Contact Bridget Lacson for youth lessons
- d. Adult lessons on Friday and Saturday mornings - taught by the same Crystal Lake Racket pro, John Sisto. Contact Pat Covek for adult lessons
- e. Dates for court resurfacing TBD
- f. Pickle Ball sign-ups underway - Contact Bobby Covek

10. Youth

Katie Brandt

- a. Tot soccer is underway and going well
- b. Next event June 5th-Summer Kick-off party
- c. Next youth meeting May 10<sup>th</sup>

Old Business –

New Business –

Public Comments/Discussion -

Motion to adjourn the meeting: Tom Kubala Second: Mike Megleo

All in favor: 8 Ayes 0 Nays

Meeting adjourned 7:51 p.m.

Respectfully submitted, Kristi Nash