

**WLCL Board Meeting**  
**Wednesday July 24, 2024**

**Agenda**

1. Bring Meeting to order
2. Approve June 26, 2024 Minutes
3. Financial Report-Chuck Neville
4. Membership-Barb Richards
5. Fireworks-Karen Pinagel
6. Boat Parade-Mike Genter
7. Home Tour-Wendy Tibus
8. Weed Control Status-Frank Dyson
9. Merchandise-Elizabeth Millington
10. Fishing Tournament-Scott Trudell
11. Sailboat Races-David Reid
12. Sheriff Patrol
13. New Business
14. Adjournment

7:05 pm Meeting called to order.

**Attendees**

Officers: Karen Pinagel, Chuck Neville

Board Members: John Millington, Paul Richards, Mike Genter, Joan Cooper, Frank Dyson, David Reid, Andrea Schemanske, Chris Wichers

Absent: Shelley Kirchner, Scott Trudell, Denise Laflamme, Larry D'Angelo, Joe Tibus

Guests: Barb Richards, Elizabeth Millington

Approved minutes from last meeting on June 26, 2024. Motion by Mike, second by Joan, unanimously approved.

**Financial Report**

July 2024 cash receipts totaled \$7,685 which includes \$3,825 for memberships & donations, \$1,095 for apparel sales, and \$2,765 for home tour ticket sales. Disbursements totaled \$1,027 which includes \$83 for credit card expenses, \$144 for fishing tournament, \$500 for boat parade prizes and \$300 for the MLSA membership. As a result, the cash balance grew \$6,658 to \$64,658.43. The current cash balance is \$1,512 higher than the cash balance of \$63,146 at the same time last year.

The bank reconciliation is attached for July 23, 2024, the bank balance is \$15 higher than the book balance.

July 2024 year to date cash receipts are \$50,901 vs \$49,185 for the same period last year. The increase in receipts reflects an increase in year-to-date memberships and donations of \$5,124. The increase in memberships and donations is mostly offset by lower merchandise sales of \$1,700, lower home tour ticket sales of \$735 and lower Pancake Breakfast receipts \$435 as well as lower raffle receipts of \$669. Cash disbursements for year-to-date 2024 were \$31,829 vs \$31,473 for the same period last year. The increase in disbursements reflects a \$2,750 increase in fireworks expenses mostly offset by \$900 lower expenditures for the fishing tournament and \$733 lower expenditures for apparel.

The Program View of shows July year to date activity vs the full year activity for the past 3 years. Membership and donations already exceed any prior full year by nearly \$5,000. Home Tour revenue is down \$735 from prior years due to selling 79 tickets vs 100 tickets in prior years. Profit on merchandise sales \$1,600 is approximately half the prior year. The fireworks deposit, the remaining insurance policy expense as well as web hosting expenses are the large expenditures that remain to be made this year.

Motion to approve Financial Report by Mike, second by Joan, unanimously approved Financial Report.

### **Membership Flags/Rate**

Membership was 424 versus 411 at this time last year. We “missed you” letters were sent out. Out of the 45 letters 14 riparians paid. There was a suggestion of having the Membership Dues be placed by the 7 Harbors Board? Joan to get the list of 38 riparian’s that should also be paying membership dues.

### **Fireworks**

Safety concerns over where the barge is placed prior to the Fireworks because of the picnic in Seven Harbors. A discussion with Seven Harbors needs to take place about this concern. Additionally, the gate was damaged and a conversation with the company that gets hired for the fireworks needs to take place about the safety of the barge.

In review of the 2024 fireworks, they were in a much better location, overall, much better than the last 2 years with a very good finale. It was agreed future shows need to be a 25-minute impactful show.

### **Boat Parade**

There were 5 participants but then one dropped out. Boat #5 took 1<sup>st</sup> place, boat #4 took 2<sup>nd</sup> place and boat #1 took 3<sup>rd</sup> place. They were awarded \$250.00, \$150.00 and \$100.00. Participation was low but there were several people on the shoreline observing the event. Discussion of how to increase participation included changing the date, possible flyer at the pancake breakfast with a list of the events for the year, creating an invitation on Facebook and better advertising of the event. Number of votes is to be calculated. Also, discussed creating a new Glow Parade with a panel of judges.

### **Home Tour**

5 Homes were in the event. There were 8 boats and 79 tickets sold. A very generous donation of \$920.00 was made by Get Movin. Discussion of a Tiki Tous in the future and more Facebook posts.

### **Weed Control**

DNR Is coming out to review the floating leaves. The wake boards are diminishing the shorelines and creating floating weeds. Tru Green is a problem with the weeds. Curly leaf can only be treated 50 feet out.

### **Merchandise**

Sold items at the Home Tour. Updating inventory. Review costs from 2024 to 2023.

### **Fishing Tournament**

No information available.

### **Sailboat Races**

Races continue on good weather days.

**Sheriff Patrol**

We have the list of Tournaments so we can provide them to the Sheriff to reinforce the counterclockwise rotation of the fishing boats. Discussion to have the signage moved for better visibility. Chuck will send the list to the Marine Sheriff.

**New Business**

TBD on Water Quality & Winter Carnival.

Communication needs to be improved. We need to determine the best way to communicate to everyone about our events and membership to improve awareness and participation. Exhaust all resources to improve communication with Instagram, Facebook, QR Codes, Website, Tik Tok, Text and/or emails so people to sign up and receive the information.

**Adjournment**

Motion to end the meeting by Joan, second by Jen, unanimously approved to end the meeting.

Meeting adjourned at 8:59 pm