

## **Pleasant Lake Improvement Association Board of Directors Meeting**

**November 5, 2022 Corinna Township Hall / Zoom**

**In Attendance:** Kevin Bergstrom, Kyle Bauman (Z), Kelli Bronder (Z), Jim Kelso, Gale Bergstrom **Absent:** Dave Lundberg, Jill Gruys, John Sedey, Jeff Harkman

A motion was made to approve the August PLIA Annual meeting minutes / presentation - Kelli (m), Kyle (s)

### **Brian Bruggeman Presentation**

- Shared 'Beach House' presentation with the PLIA Board
- Inquired as to whether the Board could share presentation with lake residents
- The Board discussed Brian's request and decided that the PLIA would inform members of the proposal via sharing his presentation, but the PLIA would not, as an association, endorse his proposal. The Board also agreed that endorsing any business or commercial plans would not be appropriate, and would be outside of our mission.

### **Welcome to New Treasurer**

- Thank you, Kelli, for taking on the role of Treasurer!

### **Meeting Format for 2023 – Kevin Bergstrom, President**

- Discussed how many meetings should be in-person / Zoom as opposed to Zoom only.
- Noted that there is value in meeting in-person
- Noted that attending via Zoom is a good option – better than being absent, fits into busy schedules, more lake residents may attend, gives more scheduling flexibility
- Noted that Annual Meeting will always be in-person. August 19<sup>th</sup>, 2023 is our next Annual meeting.
- Proposed and motion made for a 50/50 schedule of 2 in-person / Zoom and 2 Zoom only - Kelli (m), Kevin (s)
- Kevin will set up a meeting schedule for 2023

### **Treasurer's / Membership Report – Jim Kelso, Treasurer**

- 2022 Revenue is behind the budgeted amount. We are still in the black, but hoping for late donations and dues.
- Membership dues - 78% or 99 of 127 of our lake residents have paid membership dues.
- AIS Donations – 65% or 83 of 127 lot owners have donated in 2022.
- 5-year campaign donations will run in the Spring newsletter. While our 5-year campaign to raise AIS funds will likely fall short of our \$125,000 goal, the PLIA is in perhaps the best financial position ever.
- However, the need for AIS donations will not end. We will continue to send an AIS donation letter.

### **AIS Report / Grant Update – Kyle Bauman, Vice President**

- Final paperwork has been filed for reimbursement. \$5,000 to \$6,000 in grant money should still be coming.
- Paperwork filing date is coming up for 2023 grants with the County and the DNR. Kyle and Kevin will work on pulling the information together.
- NOTE: DNR grant money recipients are determined by a lottery. The PLIA has never been chosen since they moved to a lottery system years ago. We are hoping we are luckier in 2023.

### **Advertising Update – Dave Lundberg, Director**

- Gale shared that advertiser letters will be sent out around the end of November to our current advertisers.
- We have space for a few new advertisers.

### **Ramp Inspections – Kelli Bronder**

- No updates yet – County is still working on the information.

### **Social Engagement Update – Jill Gruys (shared via email)**

- Deb is interested in doing a fundraiser for PLIA. It would be an alcohol ink project. We need a place to hold it.

### **Newsletter – Gale Bergstrom**

- The Fall newsletter is done. It should be arriving in mailboxes soon.

### **Thank You to Retiring Board Members**

- Jim Kelso, John Sedey, and Jeff Harkman will be retiring at the end of December, 2022.
- Thank you so much for your years of service!
- Leaves Director openings on the Board.

### **New Business**

- **Soliciting Donations from Bass Fishing Leagues – Kevin Bergstrom, President**
  - A lake resident suggested we try to solicit AIS donations from the many bass fishing leagues that use the lake.
  - The Board discussed, and decided to write letter and give it a try. Gale will write the letter.
  - Hard part will be finding addresses. If you know of any leagues that use the lake and have an address for them, please share it with us at [PLIAmn@yahoo.com](mailto:PLIAmn@yahoo.com).

### **Old Business**

- None

A motion was made to end the meeting - Kyle (m), Jim (s)

Next meeting - February Corinna Township Hall

The date is pending. This will be an in-person and Zoom meeting.