

**LAKE MINNETONKA CONSERVATION DISTRICT  
SAVE THE LAKE COMMITTEE  
MINUTES**

8:30 a.m., Tuesday, March 22, 2011

LMCD Office, 23505 Smithtown Road, Suite 120, Shorewood, MN 55331

**Present:** Bill Olson, LMCD Board- Victoria; Dan Baasen, LMCD Board- Wayzata; Tom Skramstad; Jay Soule; Lisa Whalen; Greg Nybeck, LMCD Executive Director.

**Minutes**

The minutes from the 12/17/10 "Save the Lake" Committee meeting were accepted as amended, clarifying that committee member Whalen was not in attendance at this meeting.

**Brainstorm Session of Possible Fundraising Ideas**

The committee discussed the following fundraising ideas, with a summary of the discussion as follows:

- Lake Photography- Offering aerial photos taken by Whitten Photography, with framing options by the Navarre Gallery. Some of the topics discussed included: 1) order points for samples to be displayed, 2) the size(s) of the prints to be offered, and 3) to what extent the purchase would be tax deductible. Olson stated that he would further follow-up with Whitten Photography and Navarre Gallery on the specifics of this idea.
- Summer Cruise Options- Utilizing charter boats, possibly through the Lake Minnetonka Charter Boat Association (LMCBA), was explored. Events discussed included: 1) a parade of all charter boats on the Lake, 2) a smaller event with a few boats for a defined occasion (such as the Save the Lake Banquet Dinner), and 3) an event with critical mass so that it can move on its own. Soule stated that he would check into whether there were options available for 2011 with LMCBA members.
- Local Business – Reduced costs for fuel at the gas docks on Lake Minnetonka. There was discussion of how this would work for both the public and the commercial marina. Olson stated that he would further refine this idea by running this concept by a few of the commercial marinas.
- Movie-In-Theater- The success of this annual event the past two years was discussed, including whether there were opportunities to become a sponsor for the event to get the message out on the Save the Lake Committee, with possible fundraising donations. Soule stated that he had contacts with Marine Max and that he would check into whether this was an option.

**What's Next**

The following Action Items were established by the committee:

- There is a need to conduct follow-up on the fundraising ideas that were discussed at this meeting.
- This follow-up will be discussed at the next committee meeting, which was scheduled for Tuesday, April 12<sup>th</sup>, at 8:30 a.m.
- Olson will provide a preliminary update on these fundraising ideas at the April 13<sup>th</sup> LMCD Board of Directors Meeting.

**Adjournment.**

There being no further business, the meeting was adjourned at 10:05 a.m.

Respectfully Submitted,

Greg Nybeck  
Executive Director