



LAKE MINNETONKA CONSERVATION DISTRICT

"Save the Lake" is a non-profit fund investing in the environmental quality and recreational enjoyment of Lake Minnetonka.

SAVE THE LAKE

NOTICE OF REGULAR MEETING OF THE LAKE MINNETONKA CONSERVATION DISTRICT SAVE THE LAKE COMMITTEE

**WEDNESDAY, NOVEMBER 9, 2016
7:30 A.M.**

AGENDA

1. Call Meeting to Order/Roll Call
2. Approval of Agenda
3. Review and Accept September 14, 2016 Draft Save the Lake Committee Meeting Minutes
4. Old Business
 - A. Save the Lake Financial Update
5. New Business
 - A. Current LMCD Board Discussion of Save The Lake
 - B. Consideration of Availability of Save The Lake Funds and Re-codification Efforts
 - C. Status of Grant Applications
 - D. Status of Fall Donation Solicitation Letter
6. Other Business
7. Next Meeting - ?
8. Adjournment

**LAKE MINNETONKA CONSERVATION DISTRICT (LMCD)
SAVE THE LAKE COMMITTEE
MINUTES**

7:30 a.m., Wednesday, September 14, 2016

LMCD Office, 5341 Maywood Road, Suite 200, Mound, MN 55364

1. **Present:** Dan Baasen, LMCD Board- Wayzata; Jay Soule and David Gustafson. Also present: Vickie Schleunig, LMCD Executive Director.
2. **Approval of agenda**
The agenda was approved as submitted.
3. **Minutes**
The draft minutes from the July 13th Save the Lake Committee Meeting were approved as submitted.

Topics Discussed

4A. It was decided to hold a boater safety class on October 20, 2016 during MEA. Some concerns were expressed about the attendance in the fall. Soule stated that he would like to cancel the class if at least fifteen people did not register. Changes were requested of the informational handout and the committee discussed additional ways to clarify requirements and promote the course electronically. Some concerns were expressed about PDFs not opening in emails, online registrations, students not having computers/technology at class, no online passwords, no mentor, and the fee is confusing. Soule stated having an untimed version for the test would also be helpful and eliminate an hour. Soule has contacted the DNR and they said an untimed version was not available. **Baasen stated he would contact the DNR to see if it is possible. Herman will provide the contact info to Baasen.**

4B. An update was provided about the Spring/Summer solicitation of funds. The financial donations is similar to last year YTD, about 100 donations received, many in the \$25-\$50 range. The November donation drive is usually better. It was mentioned that it would be beneficial to promote the successes more. Concerns were expressed with the durability of the solar lights and maintenance needs. **Alternative products will be investigated by Soule and Baasen.**

4C. The Summer Rules electronic application is an updated application for use by lake users. **Soule stated he will contact Rick to find out the progress.** It is a complicated application.

4D. Banquet options were discussed. The committee decided to suspend the banquet for 2016 to allow time for the committee to review the program. Baasen stated he would bring back some options to the Board for review for 2017. Should the banquet be a celebration or a fundraiser or other event?

4E. James J. Hill Days was attended by Dan Baasen and Gregg Thomas. Baasen stated Saturday and Sunday was good and he talked to several people, but more information is needed besides Save the Lake. Gustafson stated it would be good to have the Lake photos to promote their sale. It was also mentioned that it might be good to have a booth at the boat show in January. Soule and Gustafson stated having professional displays would improve the marketing. A checklist is needed such as buy trade show display (\$2000.00?), sign up for Boater Safety, a game for interest, a couple bar stools, large pictures, dock rules, picture for sale, maps for sale, candy, etc. Gustafson mentioned that the size of pictures is not a factor for some of the larger homes.

5A. The Committee discussed the availability of Save the Lake funds and grants. The discussion was about who is the target audience. A \$30,000.00 grant was for Hennepin County Sheriff's Office. It was mentioned that the Sheriff has flexibility in budget. Soule asked if there is information about effectiveness and should the Board consider funding an officer. Baasen stated the cities do not want levy money going to back to Hennepin County, but donations received through Save the Lake is okay.

Next Meeting

The next meeting was scheduled for Wednesday, November 9, 2016.

Adjournment

There being no further business, the meeting was adjourned at 8:50pm.

Respectfully Submitted,

Vickie Schleuning
Executive Director




ITEM 5A

LAKE MINNETONKA CONSERVATION DISTRICT

5341 MAYWOOD ROAD, SUITE 200 • MOUND, MINNESOTA 55364 • TELEPHONE 952/745-0789 • FAX 952/745-9085

DATE: October 26, 2016

TO: LMCD Board Members

FROM: Vickie Schleuning, Executive Director 

SUBJECT: Save the Lake Budget Update and Program Discussion

ACTION

Recommend the Board review the Save the Lake budget and operational information to make decisions at future Board Meeting regarding options for use of funds.

BACKGROUND

The LMCD Board requested an update regarding the status of the LMCD 2016 Budget. In addition, a report regarding the Save the Lake fund and operations was requested to review options for use of the funds. A summary of the current financial condition as of October 15, 2016 is provided, including any anticipated budget variances for 2016. Information is provided based on feedback and in consult with the LMCD Board, LMCD Chair, LMCD Treasurer, Save the Lake Chair, and legal counsel.

Highlights of the current budget details for Save the Lake are provided below:

- Overall account balances (savings/investments) is approximately \$192,000 based on 2015 year-end audit information. End of year balances will be affected by use of reserves in 2016.
- The projected revenue variance for the Save the Lake program is \$6,000 or \$14.63%, \$35,000 compared to the budgeted \$41,000, depending on the amount of donations received the remainder of the year. Increased donations are expected as a result of the second donation drive. The second drive generally starts late fall and results in increased donations fourth quarter and beginning first quarter. Donations are tax deductible.
- Projected expenses are anticipated to be lower than budgeted by \$4,500 or 8.5%, \$48,090 compared to 52,590. The second boater safety class was not held in fall of 2016 as budgeted.
- In 2016, the annual banquet was put on hold by the Save the Lake Committee in order to re-evaluate the event. A budget detail of revenues and expenses is attached for the

banquet for your review. The banquet increased donations in 2015, with additional expenses noted as well. Further, staff time is not reflected in the expenses.

BOARD CONSIDERATIONS

Some general program information and answers to questions asked by some Board members are provided below. Answers are provided primarily based on legal considerations and current policy. These are some items to consider for future discussions related to policy decisions.

How can Save the Lake funds and donations be used?

The Save the Lake donations are considered public funds for LMCD purposes. Most donations are designated as general donations, which can be used for any lawful purpose. However, if the donor specifies a use, the attorney recommends that it is recorded and used for that particular purpose. The Minnesota Statute provided below provides that guidance.

465.03 GIFTS TO MUNICIPALITIES.

Any city, county, school district or town may accept a grant or devise of real or personal property and maintain such property for the benefit of its citizens in accordance with the terms prescribed by the donor. Nothing herein shall authorize such acceptance or use for religious or sectarian purposes. Every such acceptance shall be by resolution of the governing body adopted by a two-thirds majority of its members, expressing such terms in full.

Is Save the Lake legally required to pay for administrative services for LMCD staff time?

Since Save the Lake is part of the LMCD, staff time may be used for Save the Lake activities. Save the Lake is not required to pay for administrative staff time. However, if desired, the Board may choose to reimburse LMCD Administrative time in compliance with any requirements for transferring funds. The staff time has not been consistently documented in 2016, but a reasonable estimate could be provided if requested.

Is LMCD Save the Lake name and logo registered for use?

The LMCD Save the Lake is registered for both name and logo with the State of Minnesota. Therefore, the LMCD has the legal right to the name and logo. The registration number is 4102760-4 and extends to January 26, 2021. The LMCD name and logo is also registered with the State of Minnesota under registration number 4102760-4 until December 21, 2020.

How long does a grant recipient have to implement the grant project?

A Save the Lake grant recipient is advised to use the grant within a 1-year time period and is historically complied with.

What types of projects have been funded through grants?

Some projects in recent years that have been supported by grants include the Boater Safety Education Program, additional dedicated licensed officer for Hennepin County Sheriff's Office Water Patrol, Lifesaving equipment for local fire departments, educational signage, treatment of AIS, buoy solar lights, and other Lake related projects.

What is the Status of the Save the Lake Banquet?

The Save the Lake banquet was originally established as an awards banquet and held in February/March each year to recognize contributors and donors. In 2015, a fundraising element was added to the banquet and resulted in additional donations. However, the Committee decided to table the event in 2016 so the event could be re-evaluated and in consideration of staffing levels. A copy of the event revenues and expenses is attached.

How do the LMCD and Save the Lake missions compare?

The missions of LMCD and Save the Lake appear complementary. The mission of the LMCD is to preserve and enhance the "Lake Minnetonka experience." Save the Lake is a non-profit fund investing in the environmental quality and recreational enjoyment of Lake Minnetonka.

Attachments

Budget Overview

2015 Banquet Revenues and Expenses

2015 SAVE THE LAKE 48TH ANNIVERSARY BANQUET REVENUE AND EXPENSE OUTLINE

REVENUE - GENERAL BANQUET	
Lafayette Club Reservations (80 of 111 Plates at \$60 Per Plate)	\$ 4,800.00
Non-Attendance and/or Sponsorship Contributions	\$ 940.00
Subtotal	\$ 5,740.00

REVENUE - LIVE AUCTION/FUND-A-NEED EVENT	
Fund-A-Need (Boater Safety Education Program)	\$ 3,350.00
Live Auction Event	\$ 8,050.00
Anonymous Banquet Contribution	\$ 80.00
Subtotal	\$ 11,480.00

EXPENSES - GENERAL BANQUET	
Lafayette Club (all inclusive)	\$ (5,353.64)
Pommer Company (Deputy Plaque) *	\$ (88.00)
Press Perfect (Program/Auction List Card)	\$ (211.87)
Innovative (Invitations)	\$ (616.77)
Innovative (Presentation Boards) *	\$ (8.00)
Innovative (Name Tags/Refills)	\$ (59.40)
Subtotal	\$ (6,337.68)

EXPENSES - LIVE AUCTION/FUND-A-NEED EVENT	
Auctioneer	\$ (2,000.00)
PaddleTap (Auction Item Partial Purchase)	\$ (215.00)
Wai Nani Surf & Paddle (Auction Item Partial Purchase)	\$ (720.00)
Subtotal	\$ (2,935.00)

REVENUE - EXPENSES GENERAL BANQUET	\$ (597.68)
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REVENUE-EXPENSES LIVE AUCTION/FUND-A-NEED EVENT	\$ 8,545.00
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TOTAL BANQUET REVENUE \$ 7,947.32
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Note: Does not include staff time

2016 Save the Lake Budget Analysis (YTD October 15, 2016)

	2014	2015	2016	2016	2016	Budget Notes
	Actual	Actual	Original Budget	Actual YTD (thru Oct 15)	Projected	
REVENUES						
1. Donations	36,703	36,610	40,000	17,792	34,000	Pending Fall/Winter Donation Drive
2. Interest	696	1,078	1,000	0	1,000	Partial allocation year end during audit to AIS and STL
3. STL Recognition Dinner	3,135	4,620	0	0	0	
4. Other Income (including auction proceeds)	0	9,430	0	0	0	
TOTAL REVENUES	40,534	51,738	41,000	17,792	35,000	
DISBURSEMENTS						
1. ADMINISTRATION						
a) Postage/Professional Services	3,514	1,007	1,500	209	1,000	Donation letters
b) Printing	3,407	447	600	215	500	Donation letters
c) Office Supplies	2,394	280	600	688	1,000	Primarily Donation letters
SUB-TOTAL ADMINISTRATIVE	9,315	1,734	2,700	1,112	2,500	
2. PUBLIC SAFETY						
a) Water Patrol/Env. Services Equipment	3,500	12,300	0	0	0	
b) Solar Buoy Lights Program	4,377	2,626	7,100	7,030	7,030	Replace red and green solar lights
c) Local Fire Depts.- Safety Equipment	4,600	4,650	7,793	0	7,793	Pending invoices: Purchase of public safety equipment by the Excelsior Fire District (\$2,500), Long Lake Fire Department (\$3,053), and Mound Fire Department (\$2,240)
d) Hennepin County Sheriff's Office		33,264	29,000	0	29,000	Pending invoice: Added Water Patrol presence on peak days and times (Memorial Day weekend through Labor Day)
SUB-TOTAL CONTRACTUAL SERVICES	12,477	52,840	43,893	7,030	43,823	
3. ENVIRONMENTAL	0	0	0	0	0	

2016 Save the Lake Budget Analysis (YTD October 15, 2016)

	2014	2015	2016	2016	2016	Budget Notes
	Actual	Actual	Original Budget	Actual YTD (thru Oct 15)	Projected	
4. PUBLIC SERVICE /EDUCATION						
a) Save the Lake Banquet Dinner	4,418	6,338	0	0	0	No Annual Banquet Dinner scheduled for 2016 to allow committee to re-evaluate
b) Fundraising Auction	0	2,935	0	0	0	
c) Watercraft Safety Education Program	2,828	5,119	6,000	1,735	1,735	One of two boater safety classes held in 2016
SUB-TOTAL PUBLIC SERVICE/EDUCATION	7,246	14,392	6,000	1,735	1,735	
5. CONTINGENCY	150	85	0	32	32	Pending Board direction for expensing staff time
TOTAL DISBURSEMENTS	<u>29,188</u>	<u>69,052</u>	<u>52,593</u>	<u>9,909</u>	<u>48,090</u>	



LAKE MINNETONKA CONSERVATION DISTRICT

5341 MAYWOOD ROAD, SUITE 200 • MOUND, MINNESOTA 55364 • TELEPHONE 952/745-0789 • FAX 952/745-9085

DATE: November 4, 2016
TO: LMCD Board Members
FROM: Vickie Schleuning, Executive Director
SUBJECT: Discussion of Save the Lake Program and Staff Support

ACTION

Recommend the Board discuss the Save the Lake staff support report

BACKGROUND

At the October 26, 2016 LMCD Board Meeting, the Save the Lake Budget and program information was reviewed. The attached October 26, 2016 Board report provides some of the information that was discussed.

Part of the discussion focused on whether the Save the Lake program should pay for staff support, similar to internal service charges. The Board directed staff to provide information indicating the estimated amount of time that LMCD staff spent on various functions for the Save the Lake program. Estimated staff support costs have been calculated for 2015 and 2016 with the following considerations.

- Costs were based on a breakdown of function tasks under four employee positions- administrative clerk, administration assistant, administrative technician, and executive director
- Employee costs includes wage and benefits ranging from approximately \$15 to \$47 an hour.
- Activities often vary by type or number each year so some functions were estimated by single sessions to better calculate costs for multiple sessions.
- Information was obtained for calculations using current staffing estimates, information provided from existing reports, and program data and analysis. Please note that specific tracking was not available for many functions, therefore, some variations may exist.
- These estimates are based on indicated past practices and may change in the future as we continue to look for ways to improve our systems and processes.

The attached chart shows the estimated hours and costs by function for 2015 and 2016 through November 1, 2016.

Save the Lake Staff Support Cost Estimate Analysis

	2015 SUBTOTALS	2016 SUBTOTALS	2015 TOTALS	2016 TOTALS	Notes
	Single Session Unless Noted	Single Session Unless Noted	All Sessions	YTD 11/01/2016 All Sessions	
<u>Solicitation (Per Session)</u>					
Total Hours	16.4	6.35			6,203 mailed in 2015 1st, 480 for second mailing
Costs	\$364.27	\$172.89	\$364.27	\$172.89	mailed and stuffed by Innovative 2016 Pending Second Letter
<u>Thank you letters (throughout the year)</u>					
Total Hours	68.5	46.65			~301/yr
Costs	\$1,065.78	\$747.99	\$1,065.78	\$747.99	200 in 2016 YTD 10/31/2016
<u>Meetings (Based on 6 per year)</u>					
Total Hours	27.75	12.75			
Costs	\$1,186.47	\$506.21	\$1,186.47	\$506.21	
<u>STL Banquet</u>					
Total Hours	55.41	0.00			1 in 2015- March 19, 2015
Costs	\$1,562.28	\$0.00	\$1,562.28	\$0.00	
<u>Solar Lights</u>					
Total Hours	22.33	6.33			
Costs	\$718.03	\$209.42	\$718.03	\$209.42	
<u>Special Events</u>					
Wekota Park Event, City of Tonka Bay (4/2016)					All occurred in 2016
James Hill Days, City of Wayzata (9/2016)					Board Members attended
Gathered Materials for Display table					
Total Hours	0.25	1.75			
Costs	\$11.26	\$39.80	\$0.00	\$39.80	
<u>Boater Safety Education Course</u>					
Total Hours	47.00	25.00			3 held in 2015
Costs	\$1,564.91	\$979.47	\$4,694.73	\$1,370.00	1 held in 2016, 1 cancelled in 2016
					3 classes in 2015, 1 in 2016, 1 cancelled in 2016
<u>Grants</u>					
Total Hours	3.00	3.50			One time a year
Costs	\$119.08	\$110.70	\$119.08	\$0.00	Fall Donation Drive Pending
<u>Display Units (2 times/year)</u>					
Total Hours	5.00	2.50			
Costs	\$131.28	\$75.08	\$43.67	\$25.03	Divided by 3 programs- Adm, STL, AIS
Estimated Cost of Staff Support for Save the Lake			\$9,754.31	\$3,071.34	