

COMMUNICATIONS COMMITTEE MINUTES

LAKE MINNETONKA CONSERVATION DISTRICT (LMCD)

9:00 am, June 6, 2022

Location: LMCD office, Mound, MN

1. CALL TO ORDER

The meeting called to order at 9:04 am.

2. ROLL CALL

Members Present: Mike Kirkwood, Ann Hoelscher, Dennis Klohs, Dan Baasen

Members Absent: Mark Chase

3. CHAIR ANNOUNCEMENTS

- Budget: Ann indicated that our Communications Budget for 2023 preliminary budget proposal was \$12,500 as compared to \$25,000 in 2022. It would be difficult to fulfill our planned objectives at that level.

4. APPROVAL OF MINUTES

- Minutes for 05/17/2022 Communications Committee Meeting approved.

5. NEW BUSINESS

A) Objectives for 2023:

- a. Print; Timely announcements, newsletters
- b. Social Media
- c. Website
- d. Legislation: Goff
- e. Annual Event

It was agreed that we will submit to the Board at the next meeting a request to increase our 2023 budget to & 35,000. Dan Baasen to present. Ann is to contact Goff for clarity and costs with Goff going forward as a retainer or on hourly rate of \$195 per hour as needed.

Vickie Schleuning, Executive Director joined the meeting at 9:15 am.

6. OLD BUSINESS

- Social Media: Video demonstrating distance from shore still being done, waiting for buoys
- Invitations: to local legislators put on hold yet open to requests. No campaign appearances
- Website: Improve search function to allow easier access to Code inspections by citizens and provide clarity to Calendar function prioritizing meetings scheduled. Noted that Website is the best it has ever been. Congratulations to Staff!

7. PUBLIC INTERACTION

- Dan indicated that LMCD would host a Boater Safety Class conducted by Jay Soule on June 13, 2022 at the Hennepin County Sheriff Water Patrol Headquarters in Spring Park starting at 7:30 am. Forty-Five registrations have been received so far.

8. NEXT MEETING

- The next Communications Meeting is scheduled for 7/19 at 8:30 am. Mike will serve as Secretary

9. ADJOURNMENT

Dan motioned and Dennis seconded that the meeting adjourn. Unanimous approval.

Respectfully Submitted,

Dan Baasen

LMCD Communications Committee Secretary