

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

5:00 p.m., Wednesday, July 11, 2017

Minnetonka City Hall, Burwell Conference Room, 14600 Minnetonka Blvd., Minnetonka, MN 55345

1. Meeting called to order at 5:30 p.m. **Present:** Dan Baasen, LMCD Committee Chair; Gregg Thomas, and Sue Shuff. Also present: Vickie Schleunig, LMCD Executive Director. Absent: Dave Gross and Dan Gustafson. Guest: Bill Cook.
2. **Approval of agenda**
Thomas moved and Shuff seconded to approve the agenda. The agenda was approved as submitted.
3. **Minutes**
The May 9, 2017 minutes will be emailed to members for review.

4. **Topics Discussed.**

Fundraising and Grant Opportunities. It was mentioned that the City Council Members and administrators should be sent copies of the STL flyer to help distribute. It was stated that several cities received these items as part of the City presentations and copies were delivered to the City Halls, but it would be helpful. Other resources are corporate, LMA, new residents and newsletters, marinas, charters, and special events. LMCD has been contacted by event organizers but we weren't prepared to participate at that time due to the larger discussion. It was stated we should have a policy or guidelines on types of activities and sponsors. Other ideas include a boat parade, attend city open houses, and coordinate the fall donation drive with the 50th Anniversary. Some marinas have offered to put the flyer in their customer mailings- some due by September others in February.

Since grants from the state are being reduced or speculated to decrease, other avenues should be sought. There are various types of grants that are available outside the normal AIS grant stream. Shuff stated she will contact a person that is familiar with grants and may have additional ideas.

The current donation status was reviewed. The fund is at \$12,800 and the goal is \$40,000 so additional efforts are needed to meet that goal.

Boater Safety Class. The final results of the boater safety class were reviewed including 39 attendees. The mussel sniffing dog attended this year, along with Mound Fire Department, MN DNR. It was taught by Jay and Brian from Al & Alma's. It was great to have the extra help from Board members with the large numbers. Overall very positive comments were received. The school offered to not charge for the A/V items since there was a mix-up. Jay stated he may be able to teach a fall class, and will get back to us on times. Regardless of demand, due to workload, an additional spring/summer class will not be held this year.

Save the Lake Stickers. A quote was provided for the two sizes of stickers, 2 ½ and 3 inch. A mock up was provided showing the sizes. It was determined that one color, waterproof would be preferred in a quantity of 1,000. It was stated to see if the background could be transparent instead of white. After these questions are answered, it would be good to bring to the Board for

approval. The committee also discussed options for other promotional items. Items of value and subtle logo or no logo, but a good message seems to be popular with the public for other agencies. There were concerns whether this would be allowed. Schleuning stated she would check with legal counsel, but is aware that other agencies have items related to anniversary celebrations, etc.

5. Next meetings are scheduled for September 12th at Minnetonka (already scheduled) and October 10th. Baasen will check to see if the City of Wayzata has a room available since Minnetonka is not available due to the City Open House. A meeting on November 7, 2017 is optional. Schleuning reminded that variations from the approved calendar would require “special” meeting notification.
6. **Adjourned.** A motion was made by Shuff to adjourn, seconded by Thomas, and unanimously approved to adjourn at 6:35pm.

Respectfully Submitted,

Vickie Schleuning
Executive Director