



PCALR Special Meeting
Friday, January 19, 2018
Polk County Government Center

Minutes

Attending: Bob Boyd, Bone Lake; Paul Duxbury, Balsam Lake; Gary McDowell, Big Round Lake; William Johnson, Pipe Lakes, Largon Lake, and Coon Lake; Karen Engelbretson, Bone Lake; Jim Peterson, Loveless Lake; Bob Goodlad, Cedar Lake; Mike Reiter, Big, Round, and Church Pine Lakes; Peggy Lauritsen, Big Blake Lake; Larry Bresina, Pipe Lakes; Blaine Erickson, Loveless Lake; Katelin Anderson, Polk County LWRD; Jeremy Williamson, Polk County LWRD

Introduction to the Meeting

Meeting was called due to concerns with a lack of engagement, lower attendance to meetings, and decreasing membership. Lots of time has been spent lately on building the organization and providing tools to individual lake groups with limited response from members and the public.

One main goal of the meeting is to get a commitment from people on how they will be involved or else the organization will flounder.

Three main places to focus could be: providing information and education, monitoring and influencing government, and keeping up on lake management topics.

Without PCLAR as a forum county-wide projects such as Who's Who Brochure wouldn't happen.

Points to Consider

Is PCALR an action group or an information sharing group? If the group were more action oriented, would more people be engaged?

We need to focus on a watershed level versus individual lakes? How can we provide education that a connection exists between lakes? What about partnerships with other counties? Towns? Sportsmen Clubs?

Is there one thing that the organization should focus on since we are all volunteers?

How do we know the organization is being successful?

Many people on the lake are busy. PCALR is an organization of leaders who can bring back information to lake residents. Where will the next lake leaders come from?

Why aren't more board members present at PCALR meetings?

What has worked well for other county-wide lake groups?

Ideas

Hold a spring meeting for all commissioners or chairs to share ideas, concerns and causes for action.

Invite the county board supervisors.

Facebook page has engaged the lake communities, even beyond residents. Does PCALR need a Facebook page?

Members should include an update from PCALR at their District and organization meetings. PCALR could prepare a special message or arrange an in-person presentation of a county-wide issue.

Lake reports or "storytelling" for special projects, such as Healthy Lakes grants and installations or the zebra mussel threat, at PCALR meetings, or as mentoring to groups.

Invite nearby lakes to individual District events to share management issues, scientific studies, Invitations could be coordinated on a PCALR Facebook page.

Make it more apparent that PCALR can provide information sharing opportunities.

Arrange tours of Healthy Lakes installations, or other lake improvement practices.

Arrange "pontoon classrooms" at various lakes to study plant populations and lake dynamics, learn more about area lakes and socialize.

Individuals can take a targeted message out to the community at large. Present information at the Polk County Fair. Libraries. Schools.

Present a Polk County Lakes and Rivers welcome message to fishing tournaments.

Develop a PCALR boat landing greeting (handout, signage).

How can an understanding of the Wisconsin Public Trust Doctrine improve relationships between lakeshore property owners and the rural community at large?

Where are the next lake leaders? Can you find them among your lakeshore property owners or volunteers? They're likely newly retired, empty nesters, people with a longstanding love for their lake.

Improve member-to-member communications, accuracy of contact information and membership rosters.

Improve paid memberships. This is the only way to validate our group.

Brand the PCALR organization as a county-wide, watershed focused action group. Consider printing and distributing t-shirts, caps, buttons or other handouts to promote the group.

Action Items

These actions were adopted by the respective individuals:

Healthy Lakes Outreach:

Provide counseling for the grant process, recruiting and installations process on request

Peggy Lauritsen, Big Blake Lake

Mike Reiter, Church Pine Lake

Storytelling: Sharing management stories to benefit all lakes and lake managers

Bob Boyd, Bone Lake: Zebra mussel threat, monitoring, sampling and collaboration with Deer Lake and Harmony Environmental, consultant. Dynamics of fishing tournaments and AIS threats.

Communications

Emphasize the focus of district and county efforts to a watershed view instead of a just a district view with a power graphic, or interactive map. Develop a county-wide message PCALR distributes to lake organizations to use every year.

Peggy Lauritsen

Karen Engelbretson

Boat Landing Welcome for fishing tournaments protocol

Bob Boyd, Bone Lake

Establish a PCALR Facebook page

Karen Engelbretson

Invite the farmer-led watershed organization to join PCALR

Jeremy Williamson

Research county lake organizations websites for contact information

Paul Duxbury

Mentor new lake organizations and new commissioners and officers

What does a lake manager need to know?

Introductions to county lake managers

Everyone

Minutes respectfully submitted by

Katelin Anderson, Secretary, and

Karen Engelbretson, President

January 27, 2018