

Little Lake Butte des Morts Lake Association

Organizing Committee Meeting Minutes

Date: Monday, October 21, 2025

Time: 6:00 PM

Location: Neenah Public Library

Meeting Called to Order: 6:02 PM

Attendees

Present:

- Danielle Rand (Chair)
- Steve Erb
- Chris Rand
- Jennifer Rivas
- Josh Mijal
- Kim Hoff
- Cliff Halley

Absent:

- Tim (expected late/unable to attend)
 - Bill (absent)
 - James (no communication received)
 - Melissa (unable to attend - family obligations)
 - Nick (status unknown)
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I. Call to Order and Opening Remarks

Danielle Rand called the meeting to order at 6:02 PM.

II. Incorporation and Legal Status Update

Articles of Incorporation:

- Articles of Incorporation have been filed and accepted by the State of Wisconsin
- Employer Identification Number (EIN) has been obtained
- Form 1023 for 501(c)(3) tax-exempt status has been prepared

Discussion on 501(c)(3) Filing:

- Danielle expressed concern about listing the Organizing Committee members as directors on the IRS Form 1023
 - Recommendation to wait until the Board of Directors is elected at the founding meeting before submitting the form
 - Due to the federal government situation, there is no urgency to file immediately
 - **Decision:** The committee agreed to hold the 501(c)(3) application until board members are appointed
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III. Bank Account and Finances

Bank Account Status:

- Paperwork completed for organizational bank account
- Minimum opening deposit: \$100
- Accounts with balances under \$2,000 incur monthly maintenance fees
- **Decision:** Delay opening the account until just before the founding meeting when membership dues are collected

Payment Processing for Founding Meeting:

- **Motion by Cliff Halley:** Approve up to \$300 budget for direct mail postcard campaign
 - **Second:** Jennifer Rivas
 - **Vote:** Motion passed unanimously
 - Payment options to be made available: PayPal, credit card (via QR code), Venmo, Apple Pay, cash, and checks
 - Chris Rand to set up PayPal account integrated with website for online payments
 - Receipt books to be obtained for cash/check payments
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IV. Municipal Funding Updates

City of Neenah:

- Michael Kading (Director of Parks and Recreation) confirmed \$5,000 commitment for **2026 proposed budget**
- Budget meeting scheduled for November 18 (same date as founding meeting)
- Original expectation for 2025 funding was unclear; confirmed for 2026 budget cycle

City of Menasha:

- Director of Finance indicated \$5,000 is available but needs to clarify if 2025 or 2026
- W-9 form requested (Danielle will provide using EIN)
- Director currently on vacation; Danielle will follow up when she returns

Village of Fox Crossing:

- Tim communicated with George (Village Administrator) - "hands are tied"
 - **Action Item:** Steve Erb and Tim to schedule proactive meeting with village leaders
 - Fox Crossing has significant stake: two parks on the lake, largest number of waterfront parcels, storm water management responsibilities, and sewage treatment plant on the lake
 - Village budget cycle to be confirmed
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V. Founding Meeting Planning (November 18, 2025)

Event Details:

- **Date:** Tuesday, November 18, 2025
- **Location:** Appleton Yacht Club
- **Estimated Capacity:** 150 attendees

Marketing and Outreach:

Facebook Event:

- Event posted and gaining traction
- As of meeting date: 59 people interested, 11 marked as going
- Chris Rand running targeted Facebook ads with geographic and interest-based targeting
- Nearly 300 people have engaged with ads

- Ad spending: approximately \$80 to date

Email Communications:

- Chris Rand sent initial email blast to merged distribution list (Katie's original list + website signups)
- Second email blast to be sent 2 weeks before the meeting
- Email sending plan limited by current subscription tier

Direct Mail Postcards:

- Using Katie's original mailing list (~350 addresses covering Winnebago County lake frontage)
- Additional 150-175 addresses needed for Appleton and Grand Chute (Outagamie County)
- Greg from Graphic Composition (BOD Graphic Composition) ready to print and mail
- Front: Event announcement with logo
- Back: Details and QR code
- **Budget Approved:** Up to \$300
- Postage and printing costs included in vendor quote
- Vendor willing to extend payment terms until after founding meeting
- **Action Item:** Danielle Rand to coordinate with Greg on final list and printing
- **Target Mail Date:** Within 2 weeks (early November)

Posters and Flyers:

- Two-sided flyers produced (full-color, donated by Cliff Halley's business and BOD Graphic Composition)
- Posters designed for bulletin boards and business windows
- **Distribution Assignments:**
 - **Jennifer Rivas:** Neenah area (The Dome, Tony's Bar, Pullman's, Stone Arch Brewpub, general Neenah businesses) - in progress
 - **Steve Erb:** Stobie Island condominiums (four associations), north side of lake - coordinating with condo associations via email
 - **Kim Hoff:** South side of lake, downtown Menasha, Menasha Marina
 - **Josh Mijal & Melissa:** North end of lake, Lakeshore Drive, River Drive, Palisades area
 - **Cliff Halley:** General distribution, Fox Crossing businesses
 - **All Members:** Encouraged to post on Next Door app, community Facebook pages, and distribute to local businesses
- **Distribution Deadline:** November 1, 2025

- Consider distributing flyers to adults during trick-or-treating on Halloween (October 31)

Social Media:

- Continue sharing Facebook event on personal pages and community groups
- Encourage members to mark "Going" rather than "Interested" on Facebook event
- Post to Next Door neighborhood apps (Pleasant Park, Neenah, Menasha neighborhoods)
- Some community pages (Neenah) have moderation delays - retry if posts not approved

Meeting Agenda and Materials:

Voting and Elections:

- Board positions to be elected: Target 7 board members (minimum 5)
- Board candidates expressing interest: Tim, Cliff Halley, Danielle Rand, Bill, James
- Additional board recruitment to occur at the meeting
- Ballots and sign-in sheets to be prepared
- Vote counting process to be determined at next committee meeting

2026 Priorities Survey:

- **Action Item:** Steve Erb to compile list of potential objectives/priorities based on Katie's original presentations
- Survey to include 15-20 potential projects for attendees to rank
- Space for attendees to write in additional priorities
- Examples discussed:
 - Bulk purchasing program for aerators
 - Coordinated weed cutting services (riparian rights - 30-foot path)
 - Grant writing for lake improvement projects
 - Water quality monitoring
 - Storm water management initiatives
 - Aquatic invasive species management
- Survey to be distributed at meeting (not discussed during meeting to avoid derailing agenda)
- Results will provide initial direction to the newly elected board

Bylaws:

- Draft bylaws distributed to committee via email
- **Action Item:** Steve Erb to provide second review; Danielle Rand to incorporate any final edits

- Bylaws to be presented for membership approval at founding meeting

Meeting Structure:

- Meeting to follow Robert's Rules of Order (as specified in bylaws)
- Danielle Rand to chair the founding meeting
- Focus on staying on agenda; table detailed project discussions for future board meetings
- Keep meeting focused on incorporation approval, bylaw adoption, and board election

Name and Logo Discussion:

A lengthy discussion occurred regarding whether to present alternative name options at the founding meeting (such as "Little Lake Community Alliance" to sound more inclusive of non-waterfront residents).

- **Motion by Cliff Halley:** Keep the current name "Little Lake Butte des Morts Lake Association" and current logo; do not open discussion at founding meeting
 - **Second:** (multiple members)
 - **Rationale:**
 - Avoid derailing the founding meeting with subjective naming debates
 - Name is already in use on website, Facebook, and all printed materials
 - Any name change can be proposed to the board after formation
 - Focus founding meeting on getting the organization operational
 - **Vote:** Motion passed unanimously
 - **Decision:** Name and logo will remain as currently used. Any future name change requests should be directed to the board.
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VI. Miscellaneous Discussion Items

Lake Water Quality:

- Discussion of resident complaint at Menasha Common Council meeting regarding lake odor affecting Trestle Trail visitors
- Suggestion raised about using locks as flow mechanism to improve water circulation
- Chris Rand shared observation of water movement/aeration reducing algae in private dock areas
- Steve Erb noted insufficient water velocity through locks to support electronic fish barrier
- General agreement that aerators and water circulation are potential improvement strategies

Merchandise:

- Kim Hoff suggested membership bumper stickers or magnets with logo
 - Committee agreed to defer merchandise decisions to the board
 - Chris Rand suggested online store can be set up on website for future merchandise sales
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VII. Action Items Summary

Task	Assigned To	Deadline
Coordinate with Greg (Graphic Composition) on postcard mailing list and printing	Danielle Rand	Within 2 weeks
Distribute posters/flyers in Neenah area	Jennifer Rivas	November 1
Distribute posters/flyers on south side and downtown Menasha	Kim Hoff	November 1
Coordinate distribution to Strobie Island condos (via email or permission)	Steve Erb	November 1
Distribute materials in north lake area (Lakeshore, River Drive, Palisades)	Josh Mijal & Melissa	November 1
Post event to Next Door app and social media	All Members	Ongoing
Share Facebook event and mark "Going"	All Members	Ongoing
Send second email blast to membership list	Chris Rand	~November 4 (2 weeks before meeting)
Compile 2026 objectives/priorities list for survey	Steve Erb	Next meeting
Complete second review of bylaws	Steve Erb	Next meeting
Incorporate bylaw edits	Danielle Rand	Next meeting
Set up PayPal account for payment processing	Danielle Rand	Before November 18
Follow up with Fox Crossing village leaders	Steve Erb & Tim	ASAP
Follow up with Menasha Director of Finance on funding timeline	Danielle Rand	When she returns from vacation
Contact Kathy Patter (former Print Source owner) for nonprofit mailing advice	Kim Hoff	October 22
Prepare meeting materials (ballots, sign-in sheets, receipts, survey forms)	Committee	Next meeting

VIII. Next Meeting

Purpose: Finalize all materials for November 18 founding meeting

- Review and approve final bylaws
- Review 2026 priorities survey
- Finalize meeting agenda and timeline
- Approve ballot format and election procedures
- Review all printed materials before sending to printer

Date/Time/Location: November 10th 6PM Menasha Library

IX. Adjournment

Motion to Adjourn: Danielle Rand

Time: Approximately 7:15 PM

Additional Notes

Website and Online Engagement:

- Website traffic and engagement strong due to targeted advertising
- Online membership system ready to accept payments once PayPal account established
- Chris Rand has integrated CRM system into website for membership tracking and administrative functions

Printing and Graphics:

- All printing to date donated by Cliff Halley's business and BOD Graphic Composition (Jody)
- Greg (Graphic Composition) willing to provide printing services at cost or with donation
- Graphics finalized and approved for postcard mailing

Fox Wolf Watershed Alliance:

- Organization continues as partner and resource
 - Original outreach and meeting organization credited to Katie from Fox Wolf Watershed
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