

COLORADO LAKE & RESERVOIR
MANAGEMENT ASSOCIATION



CLRMA Board Meeting
March 14, 2017 Meeting 12:30-1:30PM

Call in Meeting

Call in Number: 1-872-240-3212
Access code: 308-935-245

Meeting Minutes

1. Called to order at 12:45
2. In attendance: Elizabeth Brown, Kelly Close, Steve Lundt, Al Polonski, Michelle Seubert, Paul Tedesco, Craig Wolf; by phone: Kelly Cline, Mike Eytel, Trea Nance, Laurie Rink
3. Approval of January 24, 2017 meeting minutes
 - a. Kelly Close moved to approve the minutes
 - b. Cindy seconded the motion
 - c. Motion passed
4. Approval of February 21, 2017 meeting minutes
 - a. Al Polonski added to the attendance list
 - b. Kelly Close moved to approve the minutes
 - c. Cindy seconded the motion
 - d. Motion passed
5. Additions or deletions to the agenda
 - a. Picture post
 - i. Steve demonstrated the "picture post" concept
 1. A post is installed with a small plastic mold on top that can situate a smart phone in 8 different directions
 2. People can take pictures in 360 degrees in order to document changes to a particular place
 3. There is often a social media component with users uploading their pictures to various platforms
 4. Cost is usually less than \$80 installed
 5. CLRMA can sponsor select picture posts or even set them up ourselves at specific locations
 6. Barr Lake will install one by April
 7. It was suggested that we demonstrate this concept at the Spring Luncheon
 - b. Lake Appreciation Month
 - i. Board discussed ways to promote Lake Appreciation Month

1. Governor's Proclamation doesn't impress like it used to
2. Phone app
 - a. NALMS explored an app for the Great Secchi Dip In
3. Instagram
 - a. Could promote lake check-in/hashtags
4. Free tee shirts for kids to color
 - a. Very popular at other events in the past
 - b. Steve has received 1000 free iron-on patches
 - i. He reports CLRMA would get a discount from a vendor he's been in contact with for Lake Appreciation Month
 - ii. Steve will approach the NALMS Board about distribution and promotion
 - iii. Great for water festivals
5. Can donate picture posts to lakes holding events
6. Steve was thinking of some kind of ice cream tie-in as July is also national ice cream month
 - a. Ben and Jerry's could name an ice cream in recognition of Lake Appreciation month and distribute during the month of July
7. Elizabeth suggested a social media component to this year's events
 - a. She explained to the Board how it's fairly easy to integrate updates across all of the popular platforms
 - i. It is necessary to use multiple platforms because different demographics are spread out across all of them
8. Elizabeth will setup a Facebook page for people to post pictures of lakes they visit in the month of July
 - a. Steve will pitch idea to NALMS
 - b. Elizabeth will send this info to Mike for posting on the website
 - ii. Barr Lake event will be held on July 16th this year
6. Treasurer's report
 - a. Waddell & Reed account: \$16,552.07
 - b. Checking Account: \$21,037.94
 - c. 2017 income: \$1275.00
 - d. 2017 withdrawals: \$441.90
 - e. NALMS membership dues total nearly \$1300
 - i. Laurie will add a line item to the budget under Membership for payments to NALMS
 - f. Rockies tickets have been paid for
7. Committee Reports
 - a. Membership
 - i. 156 members currently
 1. 20 joint NALMS/CLRMA members
 - a. These memberships equal a \$200 loss for CLRMA since we lose \$10 on each one

2. 173 members at this time last year
- ii. Steve sent renewal notices to everyone because of the joint NALMS/CLRMA option (even non-expiring members)
 1. This led to some confusion as some members renewed even though they weren't expired, and they did not make use of the joint member option
- b. Conferences / Workshops
 - i. 2017 NALMS Symposium
 1. Subcommittee work continues
 - a. Program committee has asked Patti Limerick to be the 2nd plenary speaker
 - i. She has given a verbal commitment
 - b. Most of the Program committee work will commence in May after the abstract submittal deadline
 - c. Laurie is doing a great job on the sponsorship committee
 - i. There have been a number of large monetary commitments so far
 2. Registration goes live May 1
 - a. Hospitality committee will be working hard leading up to this date so that participants may also register for individual events
 3. CLRMA board please consider what you would like to donate for the silent auction
 - ii. Spring Luncheon
 1. Westminster Recreation Center
 2. 4/18
 3. Speakers:
 - a. Kate Dunlop on algae monitoring
 - b. Jojo Law will speak on Reg. 85
 - c. Kelly DiNatele will be out of town but has a speaker coming in in his place
 - d. US EPA's cyanobacteria recreation guidelines
 - i. Cindy reports they have extended the comment period to March 20th, 2017
 - ii. Kelly Cline will give this update
 - e. Trea has an update on Stanley Lake
 - f. Paul reports Thornton has a lot of things in development, but not a lot of conclusions to present
 - g. If Algae monitoring is going to be a point of emphasis, Al suggested Laura Hubbard as a presenter
 - h. Elizabeth suggested fracking as a subject matter
 - i. Elizabeth reports DNR just hired a lawyer to address municipal moratoriums

