

Lakewood Meeting Minutes

11/1/15

Called to order at 10:03 am. Adjourned at 11:23 am.

Norm and Judy's House

Present:

Norm, Judy, Maureen, Kelly, Val, Dale, Eric (via Phone)

Absent:

None

Agenda:

1. Officers' Salaries for 2016
2. Standardized Reporting - Financial and Meeting Minutes
3. Website Advertising Sales
4. 2016 Homeowner Invoices

Issue or Topic:	Officers Salaries for 2016
Brought to attention by:	Maureen
Points of Discussion:	<ol style="list-style-type: none">1. We have \$5400 in budget for officers' salaries.2. Currently 5 "active" members paid \$1000 per year.3. 2 "advisory" positions not paid.4. Paid officers work in consideration of their salary. They should not make money over and above their "stipend".5. Mileage can be reimbursed if it is "extraordinary". Otherwise trips should be bundled so the association doesn't have to pick up that expense.
Action Required:	Kelly and Eric will research how other HOAs pay their board members and will report back at our next meeting.

Issue or Topic:	Standardized Reporting - Financial and Minutes
Brought to attention by:	Maureen

Points of Discussion:	<ol style="list-style-type: none"> 1. Maureen and Val will use new standardized forms for minutes and monthly financial report, respectively. 2. Val will send out monthly financial report by the 15th of the following month. 3. New report is an overview of Lakewood's financials.
Action Required:	<ol style="list-style-type: none"> 1. Val will send out monthly financial reports, using the new excel spreadsheet, to all board members by the 15th of the following month. 2. Maureen will make the corrections to the spreadsheet categories as discussed and send to Val to start using for November.

Issue or Topic:	Website Advertising Sales
Brought to attention by:	Maureen
Points of Discussion:	<ol style="list-style-type: none"> 1. Show advertisers how we are driving people to website. Google Analytics. Photo contests, logo design contest, etc. Traffic drives advertising. 2. Start by contacting past advertisers. Judy and Eric. 3. Eric will earn commission (10-20% - to be determined by 11/8) and be reimbursed for mileage, Judy will sell as a duty of her officer position (non-commissioned) but can claim mileage for "extraordinary" trips, which will be defined as any trips she would not typically make such as to the Wisconsin Dells. 4. Advertising proceeds will go to the Gate Fund after website and sales expenses are taken out. Those being hosting, domain name, commission. 5. Maureen already sold Northern Bay the ad on the home page for \$600 and invoiced them as well.

Action Required:	<ol style="list-style-type: none"> 1. Judy will put together a list based on past advertising contacts. Eric will send out a spreadsheet with his contacts as well. They will compare notes and decide who is going to call who. 2. Eric will put together a tracking sheet that shows the date advertisers started so we know when they are up for renewal. 3. Maureen will design a fact sheet for advertisers showing how we drive traffic to the website.
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Issue or Topic:	2016 Homeowner Invoices
Brought to attention by:	Maureen
Points of Discussion:	<ol style="list-style-type: none"> 1. Minuteman will print perforated invoices, stuff and mail for \$335.96 (quote, less \$45.50 for design, which Maureen will provide). 2. Invoices to go out in the beginning of January 2106.
Action Required:	<ol style="list-style-type: none"> 1. Maureen will design invoices and send out to Board members for comment and approval prior to sending to Minuteman. 2. Norm will provide updated list of homeowner addresses for printer.