



*"Changing our World One Drop at a Time"*

**Waterford Waterway Management District**

Board of Commissioners Meeting Minutes

Nov 15, 2008

**1. Call to Order**

Chairman Dick Kosut called the meeting to order at 10:00 AM at the Waterford Town Hall, Waterford, WI. Commissioners present: Norm Abplanalp, Brian Marx, Andres Peekna, Kelly Cornelius and Barbara Baron. Absent was John Bostrom.

**2. Approval of Minutes**

Motion to approve the minutes of the Oct 18, 2008 Board of Commissioners meeting were made by Cmr Abplanalp and seconded by Cmr Baron  
Vote: 6 Yes 0 No  
Minutes on file.

**3. Approval payment of Bills**

\$2794.36	Prairie Tree Landscaping - For plants for the raingarden program
\$275.00	Merit Asphalt – Repair driveway damage (raingarden program)
\$75.00	Waterford Chamber of Commerce – Renewal of membership
\$177.00	Richard Kosut – Reimbursement for new district phone
\$20360.53	Crispell Snyder – Island View Bay project
\$375.06	WDNR – Repayment for overpayment (Lake Management Plan)

Motion to approve payment of the above bills was made by Cmr Baron and seconded by Cmr Peekna  
Vote: 6 Yes 0

**4. Treasurer's Report/Bill Payment Approval**

Cmr Marx submitted a detailed report for Nov 2008.  
Motion was made to approve the Treasurer's Reports by Cmr Baron, seconded by Cmr Cornelius.  
Reports on file  
Vote: 6 Yes 0 No  
Note: Cmr Marx stated that the WWMD's accountant has reviewed the books for the year and that everything was fine and in order.

**5. Chairman's Report**

Nothing to report

**6. Project Updates**

- A. Island View Bay  
Everything is completed and looks great.
- B. Raingarden Program  
These are complete and everything looks great. The owners appear to be satisfied.
- C. Pontoon Classroom  
Nothing to report
- D. District History  
Still gathering information and progressing along.

**7. Information, Education & Marketing**

- A. Information and Education  
Nothing to report
- B. Public Relations  
A report was sent with possible suggestion for the upcoming year (see attached). A committee meeting was tentatively planned for the first week in December

## 8. Aquatic Plant, Navigation & Hydrology

Nothing to report

## 9. Legislative/Waterway Ordinance

Nothing to report

## 10. Old business

- A. Annual Meeting – A motion was made by Cmr Abplanalp to move the date of the annual meeting within the confines of the state statute which would be in Sept. and location to be in the Waterford Town Hall. It was seconded by Cmr Peekna Vote: 6 Yes 0
- B. Dredging Study – As stated at the last meeting, a motion was made and approved to start a Geo-Technical study for Conservancy Bay. A quote of \$17,100.00 was given for it including permits. This is being covered by a grant from Runzheimer International.
- C. C.A.U.S.E. – Nothing to report
- D. FRC – They are looking at projects for next year. The WWMD presented two projects for their budget considerations. One project is at the end of Grand drive and the other is on Idlewood drive. Both have large run-off issues. The FRC seemed very interested.

## 11. New Business

- Chairman Kosut stated that we have a need for storage of WWMD property. A motion was made by Cmr Abplanalp to rent a storage space from Your Store All for a year not to exceed \$385.00. After discussion Cmr Abplanalp amended the motion to state not to exceed \$500.00 to also include shelving. It was seconded by Cmr Baron. Vote: 6 Yes 0 No

## 12. Opportunity for public to address WWMD Commissioners

There were ongoing comments from the public throughout the meeting. No additional comments at this time.

Respectfully Submitted,

Brian R. Marx, Secretary

**Meeting Guests** Nov 15, 2008

Don Baron	7448 Poplar Cr	662-2463
Bernd Kampe	4441 Riverside Rd	534-5644
Bob Hardy	4527 Riverside Rd	514-4554
Lois Abplanalp	7442 Poplar Cr	662-4892
John Bjork	5201 Riverside Rd.	534-5570

# 2009 Marketing Plan

11/11/2008

1. **WWMD** Awareness (Commissioners views and concerns)
2. What can we do to encourage people to volunteer
3. Why volunteer:  
***Our Eco System** is beneficial to community business and the value of riparian property owners, a healthy Lake Tichigan/Fox River system is essential to sustain “**Waterford’s New Economy**” which is increasingly dependent on tourism, water recreation and a successful, environmentally-friendly management plan, needed for a thriving lake/river environment that will enrich the quality of life for all its inhabitants.*
4. Community Letter: (Send to list below after we establish a new theme & issues)
  - a) Chamber
  - b) Town Board
  - c) Village Trustee
  - d) Town of Rochester
  - e) Village of Rochester
  - f) Fraternal Organizations, such as: Waterford and Tichigan Lion’s Club
  - g) Media
  - h) RCLA (Racine County Lake Alliance)
  - i) Cause
  - j) FRC (Fox River Commission)
  - k) Racine County Executive, Bill McReynolds
  - l) Racine County Board of Directors
5. Branding **WWMD** and Logo:
  - a) Theme
  - b) Flyer of water issues (post around town)
  - c) Village & Town light-pole availability (contact village/town administrator)
  - d) Banner – with new awareness theme, when launched
  - e) Up-date bulletin board at Town Hall
  - f) Graphics
  - g) Need to recruit graphic designer to help Kelly
6. Talk with new village administrator for items, 5) b & c (above)
  - a) Dick Kosut to contact
  - b) Dick Kosut to follow up with a letter
7. Chamber + Riparian owners– Pontoon classroom (Adult Lake/ River, discuss with Barb Baron)
8. Waterford Welcome Package re: Waterway advantages (design brochure)
9. Media list update
10. Riparian list update
11. E-mail list update
12. Website update
13. Commissioners 2009 Spring Walk, to recruit riparian’s (volunteer to accompany)
14. Set date and palce for next marketing meeting

What a better way than by increasing community awareness of the benefits for our community, to achieve the districts mission in this thriving state of recreational waterways.

**The WWMD - Mission Statement:**

*"Maintain, protect, and improve the quality of the Waterford Waterway, its fisheries, its watershed, and boundaries; while maintaining the highest possible quality of living experience for its residents."*

Marketing Committee:.

**Don Baron:** Ph.847-297-7700 [djb@prewardsltd.com](mailto:djb@prewardsltd.com)  
**Jon Bjork:** Ph.262-534-5570 [kelly\\_cornelius2003@yahoo.com](mailto:kelly_cornelius2003@yahoo.com)  
**Kelly Cornelius:** Ph.262-534-5570 [kelly\\_cornelius2003@yahoo.com](mailto:kelly_cornelius2003@yahoo.com)  
**Barb Hardy:** Ph.262- 210-0141 [rhardy2@wi.rr.com](mailto:rhardy2@wi.rr.com)  
**Bob Hardy:** Ph.262- 210-0141 [rhardy2@wi.rr.com](mailto:rhardy2@wi.rr.com)  
**Dave Paulson:** Ph.262- 514-3116 [davenpam@wi.rr.com](mailto:davenpam@wi.rr.com)

Respectfully Yours,

**Donald J. Baron,**  
**WWMD Marketing Chairman**

**WWMD Marketing Action Planning Grid 2007--- 2009**

Strategy	Tactics	Timeline	Cost Estimate	Person Responsible	Results
Collateral	2007, Stickers on retail washroom mirrors, and mail, Letters, puzzle post card & flyers.... 2009 Commissioners walk to update riparian's and recruit volunteers	2007 to 2009	\$3,000.00 for 2007	Don Baron and Kelly Cornelius	Completed for \$600.00  HELP sticker where placed in local business establishments.2007 Post card was mailed to all riparian's for annual meeting, still have 100 stickers
Newsletter	Mail & E-mail	Quarterly	Master \$ 633.22/Lot and 1/c imprint \$299.00 Per issue plus postage	Colleen "Kelly" Cornelius, Dave Paulson and Lois Abplanalp (printed at Burlington Minuteman Press)	Sent out 4-color issue of 2007 accomplishments and Redesigned master for Dec. 2008 issue it is at the printer
Listings	Monthly Calendar	TBD for each event and project	None	Colleen "Kelly" Cornelius	Needs to be added to website
Promotions	Active, Maps "T" Shirts, Hats & WWMD boat flags	Event Handouts	None	Donna Derse & Lois Abplanalp	Active at all events
Events	Pontoon Classroom 2007	Summer July 25 and Fall, date	\$3,000.00	Barb Baron	2007 WHS Pontoon Classroom was a great success and 2008 Summer event for Raymond School.etc.as well. Next event to be TBD
Advertising	Newspaper, Radio & T.V.	TBD for each event and project	TBD	Colleen "Kelly" Cornelius and Don Baron	Releases are sent for each event and project. Norm and Dick had a successful meeting with the Waterford Post Editor

Signage	Banners on down town light poles, Billboards. Local posted posters, etc.	TBD for each event and project	\$2500.00 Budgeted Lamar to donated outdoor billboard	Colleen "Kelly" Cornelius	I volunteer called, she was called LAM and no response as of yet.
Media Relations	Hire outside PR firm or volunteer (TBD)	TBD for each event and project	TBD for each event and project	Colleen "Kelly" Cornelius and Don Baron	Local coverage not what it should be and still needs an outside PR firm or volunteer PR firm
Sponsorship	Runzheimer & FRC	Active	\$58,000.00 +	Barb Baron and Norm Abplanalp	Pontoon Classroom, 164 Drainage project completed and working well. New project, Island View Bay Drainage Improvement Project under way
Partnerships	Media, corporate, government & volunteer organization	TBD for each event and project	TBD for each event and project	Barb Baron and Norm Abplanalp	Runzheimer and FRC
Direct Marketing	Mailings	TBD	TBD	TBD	TBD
E-Marketing	To newspapers & media	Monthly	None	Colleen "Kelly" Cornelius and Don Baron	Making progress need a graphic designer
Web Site	Active	Weekly	\$500.00	Colleen "Kelly" Cornelius and Platinum Design	Commissioners can access and add articles and pictures as needed. Must add spraying and pontoon pixs. To site
Video	TBD	TBD	\$11,000.00 to \$16,000.00 range	Bob Hardy	Board decided not to proceed and will discuss what type of video should be made at a later date
History	Wanted Poster was designed by Norm Abplanalp and created by Matt Baron. Library event was held for new pictures etc.	2008 to 2009		Historian, Jean Lewis, assisted by Norm Abplanalp	The event had a great turnout, and new pictures were brought by people. Received newspaper article in Waterford Post.

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Accrual Basis

**Waterford Waterway Management District**  
**Balance Sheet**  
As of January 17, 2009

	<u>Jan 17, 09</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Equitable Bank - Checking	1,985.34
Equitable Bank - MM	67,081.71
<b>Total Checking/Savings</b>	<u>69,067.05</u>
<b>Total Current Assets</b>	<u>69,067.05</u>
<b>TOTAL ASSETS</b>	<b><u>69,067.05</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Long Term Liabilities	
Restricted Cash	
Island View Bay Abatement	50,000.00
<b>Total Restricted Cash</b>	<u>50,000.00</u>
<b>Total Long Term Liabilities</b>	<u>50,000.00</u>
<b>Total Liabilities</b>	50,000.00
Equity	
Fund Bal. Inc/(dec) in Revenue	
Island View Bay Water Abatement	-50,000.00
<b>Total Fund Bal. Inc/(dec) in Revenue</b>	-50,000.00
Opening Bal Equity	3,477.82
Unrestrict (retained earnings)	89,608.77
Net Income	-24,019.54
<b>Total Equity</b>	<u>19,067.05</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>69,067.05</u></b>

**Waterford Waterway Management District**  
**Deposit Detail**  
 November 15, 2008 through January 17, 2009

<u>Type</u>	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Account</u>	<u>Amount</u>
<b>Deposit</b>	<b>11/30/2008</b>		<b>Interest</b>	<b>Community State ...</b>	<b>3.43</b>
			Interest	Interest Income	-3.43
TOTAL					-3.43
<b>Deposit</b>	<b>11/30/2008</b>		<b>Interest</b>	<b>Money Market</b>	<b>2.15</b>
			Interest	Interest Income	-2.15
TOTAL					-2.15
<b>Deposit</b>	<b>11/30/2008</b>		<b>Interest</b>	<b>Equitable Bank - MM</b>	<b>121.50</b>
			Interest	Interest Income	-121.50
TOTAL					-121.50
<b>Deposit</b>	<b>11/30/2008</b>		<b>Interest</b>	<b>Community State ...</b>	<b>0.65</b>
			Interest	Interest Income	-0.65
TOTAL					-0.65
<b>Deposit</b>	<b>12/17/2008</b>		<b>Deposit</b>	<b>Equitable Bank - C...</b>	<b>93.00</b>
		WWMD	Map sales	Sales of WWMD Me...	-93.00
TOTAL					-93.00
<b>Deposit</b>	<b>12/31/2008</b>		<b>Interest</b>	<b>Equitable Bank - MM</b>	<b>129.72</b>
			Interest	Interest Income	-129.72
TOTAL					-129.72
<b>Deposit</b>	<b>1/14/2009</b>		<b>Deposit</b>	<b>Equitable Bank - MM</b>	<b>1,043.73</b>
		County of Racine	Reimbursement for megaphones	Assigned Donations	-1,043.73
TOTAL					-1,043.73
<b>Deposit</b>	<b>1/14/2009</b>		<b>Deposit</b>	<b>Equitable Bank - MM</b>	<b>286.00</b>
			Not used for Pontoon Classro...	Other	-286.00

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**Waterford Waterway Management District**  
**Deposit Detail**  
November 15, 2008 through January 17, 2009

<u>Type</u>	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Account</u>	<u>Amount</u>
TOTAL					-286.00



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Accrual Basis

## Waterford Waterway Management District Expenses by Vendor Detail November 15, 2008 through January 17, 2009

Type	Date	Num	Memo	Account	Clr	Split	Amount	Balance
<b>Arenz, Molter, Macy and Riffle, S.C.</b>								
Check	11/29/2008	1341	Misc Invoice #15917	Professional Expenses(...		Community Sta...	110.00	110.00
Total Arenz, Molter, Macy and Riffle, S.C.							110.00	110.00
<b>Brian Marx</b>								
Check	12/17/2008	1365	Reembursment for check pri...	Office Supplies		Equitable Bank...	31.95	31.95
Total Brian Marx							31.95	31.95
<b>Crispell-Snyder, Inc</b>								
Check	12/17/2008	1363	Island View Bay Project	Project Expense		Equitable Bank...	20,360.53	20,360.53
Total Crispell-Snyder, Inc							20,360.53	20,360.53
<b>KJ Tax &amp; Accounting</b>								
Check	12/17/2008	1362	Year end statement review	Professional Expenses(...		Equitable Bank...	66.58	66.58
Total KJ Tax & Accounting							66.58	66.58
<b>Merit Asphalt</b>								
Check	11/29/2008	1339	Repair of homeowners drive...	Project Expense		Community Sta...	275.00	275.00
Total Merit Asphalt							275.00	275.00
<b>Minuteman Press</b>								
Check	1/14/2009	1368	Newsletter printing invoice#8...	Newsletter Expense		Equitable Bank...	344.75	344.75
Total Minuteman Press							344.75	344.75
<b>Postmaster</b>								
Check	11/29/2008	1336	Postage for Newsletter	Newsletter Expense		Community Sta...	200.00	200.00
Total Postmaster							200.00	200.00
<b>Prairie Tree Landscape Center</b>								
Check	12/17/2008	1364	Plants and delivery for rainga...	Project Expense		Equitable Bank...	2,794.36	2,794.36
Total Prairie Tree Landscape Center							2,794.36	2,794.36
<b>Richard Kosut</b>								
Check	11/29/2008	1338	Reembursement for new Dis...	District Phone		Community Sta...	177.00	177.00
Total Richard Kosut							177.00	177.00
<b>Waterford Chamber of Commerce</b>								
Check	11/29/2008	1337	Renewal of Membership	Dues & Subscriptions		Community Sta...	75.00	75.00
Total Waterford Chamber of Commerce							75.00	75.00
<b>WDNR</b>								
Check	12/30/2008	1366	Overpayment for Lake Mgmt ...	Project Expense		Equitable Bank...	375.06	375.06

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Accrual Basis

## Waterford Waterway Management District Expenses by Vendor Detail November 15, 2008 through January 17, 2009

Type	Date	Num	Memo	Account	Clr	Split	Amount	Balance
Total WDNR							375.06	375.06
<b>WWMD</b>								
Deposit	12/17/2008		Map sales	Sales of WWMD Merc...		Equitable Bank...	-93.00	-93.00
Total WWMD							-93.00	-93.00
<b>Your Store All</b>								
Check	11/30/2008	1335	WWMD Storage	Storage		Community Sta...	385.00	385.00
Total Your Store All							385.00	385.00
<b>No name</b>								
Deposit	11/30/2008		Interest	Interest Income		Community Sta...	-3.43	-3.43
Deposit	11/30/2008		Interest	Interest Income		Money Market	-2.15	-5.58
Deposit	11/30/2008		Interest	Interest Income		Equitable Bank...	-121.50	-127.08
Deposit	11/30/2008		Interest	Interest Income		Community Sta...	-0.65	-127.73
Deposit	12/31/2008		Interest	Interest Income		Equitable Bank...	-129.72	-257.45
Deposit	1/14/2009		Not used for Pontoon Classr...	Other		Equitable Bank...	-286.00	-543.45
Total no name							-543.45	-543.45
<b>TOTAL</b>							<b>24,558.78</b>	<b>24,558.78</b>



