



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

**Waterford Waterway Management District**

Board of Commissioners Meeting Minutes

April 18, 2009

**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: Brian Marx, John Bostrom, Kelly Cornelius, Andres Peekna and Barbara Baron.

**2. Approval of Minutes**

Motion to approve the minutes of the Feb 21, 2009 Board of Commissioners meeting were made by Cmr Baron and seconded by Cmr Cornelius

Vote: 6 Yes 0 No

Minutes on file.

NOTE: There was no meeting in March due to a lack of quorum.

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

Cmr Marx submitted a detailed report for March 2009.

Motion was made to approve the Treasure's Reports by Cmr Bostrom, seconded by Cmr Baron.

Reports on file

Vote: 6 Yes 0 No

Cmr Marx also submitted a detailed report for April 2009.

Motion was made to approve the Treasure's Reports by Cmr Baron, seconded by Cmr Cornelius.

Reports on file

Vote: 6 Yes 0 No

**4. Chairman's Report**

Chairman Kosut reported that Don Baumgartner from the Waterford Town board would like to thank and compliment the WWMD for including them on the mailing list for the WWMD newsletter.

Chairman Kosut wrote a letter to County Executive Bill McReynolds to recommend Don Baron as the replacement to Norm Abplanalp as the county appointed commissioner. He is waiting for a response.

A check for reimbursement of the special fund needs to be issued to Dennis Duda.

**5. Project Updates**

A. Island View Bay

Completed – The final amount was submitted to the FRC for reimbursement. The final cost was \$90,565.49. The amount owed to the WWMD is roughly \$30,000. Signs were created and posted on the properties stating it is a no mow area and that the project was funded by FRC and WWMD.

B. Pontoon Classroom

Cmr Baron talked with Sally Joe Nelson the Administrator from the Waterford Grade School district and she is very interested in the pontoon classroom. She is hopeful to have more information by the next meeting.

The post cards that were sent out to find out the possible interest in an Adult pontoon classroom are still coming in. So far the response has been good.

C. District History

Nothing to report

## 6. Information, Education & Marketing

### A. Information and Education

See attached report.

### B. Public Relations

Don Baron mentioned that the committee meeting will be at Cmr Cornelius's on the 23<sup>rd</sup>. On the agenda will be discussion of the annual meeting. See attached report.

## 7. Aquatic Plant, Navigation & Hydrology

Cmr Bostrom stated that everything is on schedule. May 7<sup>th</sup> a pre-treatment survey will be done. On May 14<sup>th</sup> treatment will be done based on the results of the pre-treatment survey. Report attached.

## 8. Legislative/Waterway Ordinance

Cmr Peekna is investigating the possibility of expanding the WWMD district. There are a number of concerns brought forward that need to be researched before any decision can be made. See attached report.

## 9. Old business

- A. Dredging Study – It was suggested that this project be put on hold after discussion with Todd Weeks from the DNR as there is a lot of other work that needs to be done first. The results from the study would only be good for a period of time, permits have to be acquired and the other work may not be completed before then. A motion was made by Cmr Baron to put the project on hold until funding becomes available and more information is gathered on permits. It was seconded by Cmr Peekna Vote: 6 Yes 0 No
- B. C.A.U.S.E. – Their carp round up is going to be Sat June 6 and 7<sup>th</sup>. \$1.00 per carp bounty.
- C. FRC – Nothing to report

## 10. New Business

- Chairman Kosut put the Grand Drive project on hold temporarily after discussing the situation with the property owner as it may only need to be rip-rapped. Currently there is no money budget for this project as well as Idlewood Drive. A motion was made to reallocate funds from the Conservancy Bay project to fund these 2 by Cmr Baron and seconded by Cmr Cornelius. Vote: 6 Yes 0 No
- Chairman Kosut asked for some to be nominated as a Vice Chairman. Cmr Cornelius nominated Cmr Baron and it was seconded by Cmr Marx Vote: 6 Yes 0 No
- Chairman Kosut asked for the board to create a list of people to possibly server on the board

## 11. Opportunity for public to address WWMD Commissioners

No discussions

Respectfully Submitted,

Brian R. Marx, Secretary

**Meeting Guests** April 18, 2009

Don Baron	7448 Poplar Cr	662-2463
Rick Bondar	29129 Beechwood Ln	662-3458
John Bjork	5201 Riverside Rd	534-5570
Steve Dahlen	Poplar Cr	586-2549
Pat Brown	240 Marina Ct.	514-2413

March / April Activity Report  
WWMD Aquatic, Hydrology and Navigation Committee

4/12/09

- Implemented 2009 WWMD plan for aquatic plant management with Crispell-Snyder, contracting with them to provide services for public bidding process to accept bids from professional aquatic management companies to provide biologist management services and control excess invasive plant growth as required in the waterway.
- C-S advertised for bids and received one qualified bid from Lake & Pond Solutions, that their bid was reviewed as qualified and accepted by the committee and district Chairman.
- Public legal notices to riparian owners for notice of planned treatments were placed in Waterford Post newspaper issues of April 3 and April 10, including provisions to opt out of treatments.
- Aquatic plant 2009 permit application was sent to WIDNR with payment and Lake & Pond contract was accepted and sent to L&S. Down payment was approved and sent L&S.
- Lake & Pond will provide a Spring turnover water sample timely with weather and provide the pre-treatment aquatic plant population survey prior to treatment discussions.

Committee recommends working with L&S biologists to limit initial treatments to invasive EWM, curly leaf and other exotic plant growth to provide opportunity for increased growth of native plants. To treat native coontail after surveying the growth season and provide treatment only when there is a clear need owners want / need better access and have not opted out of the treatments. These guidelines continue the districts plan for improvement of native plant growth. To date we have received requested property information from a total of 5 owners opting out.

## **WWMD Legislative Committee report, revised 2009-4-16** (previous was 2009-4-14)

Options in possible expansion of our numerical and budgetary base need to be considered in terms of numbers; they provide valuable perspective.

(1) Current WWMD membership (riparian owners): 1021 [update from Dick Kosut]

(2) If we were to include all property owners between Hy. 164 continuing southward onto Loomis Road on the east, Buena Park Road on the west, Bridge Drive in the north and Main Street in the south (from Racine county database, as of 2007): 2889 [The boundary is shown on a map in another attachment.]

(3) Number of properties across the street from riparian owners (counted from maps): 321

(4) Number of boat-slips for rent at River City Marina: 26

The WWMD Legislative Committee Report, 2009-1-16, mentioned experiences in the Wind Lake Management District, including Kathy Aron's comment that if we were to have more non-riparian owners than riparian owners, we could be outvoted. It is not "us versus them"; I like to think that we all want to benefit the waterway. Still, differences may emerge, leading to "Be careful what you wish for, you may get it".

However, we do not stand to be outvoted by a huge margin. The number of non-riparian owners within these boundaries is  $2889 - 1021 = 1868$ ; about 1.8 times our current membership. It is also less likely that non-riparian owners would be motivated to show up at meetings with percentages close to those of riparian owners. Thus, it appears that the question of riparian owners being outvoted by contrary interests is not very serious in this case.

The main remaining obstacle is saleability. Can we convince the majority of non-riparian owners that this would be in their interest? A sweetener in the form of a reduced rate would help. Say \$30 instead of \$60?  $1868 \times \$30$  would increase our membership income by \$56,040, from the current  $(1021)(\$60) = \$61,260$ .

Regarding option (3), its main drawback is dismal saleability (as well as not that much of an income increase; only about 321 properties would be involved). The objections are predictable, such as "Why me and not the guy around the corner?"

Option (4) really refers to boat-slip rentals in general. If each boat-slip at River City Marina were to be subject to a surcharge of \$30 per season (half rate seems reasonable here), the total added income to WWMD would be  $(26)(\$30) = \$780$ .

### **Some recommendations**

Option (2) deserves to be taken seriously and considered carefully, as those with the greatest interest in the waterway, the riparian owners, would not be in significant danger of being outvoted by contrary interests.

Option (3), in my humble opinion, should be discarded.

Option (4) should be investigated further. Fee collection by means of a surcharge on boat-slip rental appears simple. There may be legal obstacles.

Finally, keep in mind that a loss in matters such as these is not the same as a draw; it can affect our good name in the community.

Respectfully submitted,  
Andres Peekna

## **Information and Education Committee Report:**

### Website Updates:

#### Content Changes:

Articles and Events added: As submitted from

#### Navigation/Structure Changes:

Calendar of Events Added

Meeting Notice Reminder Added

Navigation Menu Revised

### **Reminder:**

As a commissioner, you are able to edit the website content.

Please contact me if you need tutorials on "how-to". I'd be delighted to help.

### Newsletter Updates:

Newsletter and postcard completed/mailed/invoice received:

Extra copies delivered to Library, Chamber of Commerce, and Town Hall

### Other:

As described above, changes to the navigation menu, addition of an events calendar, and eMeeting reminder template has been added to the website. Please submit any planned events for the calendar to me, or schedule a time to learn how to input your own event listing.

Thank you!

Kelly

# 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:.

<b>Don Baron:</b>	Ph.847-297-7700	<a href="mailto:djb@prewardsltd.com">djb@prewardsltd.com</a>
<b>Jon Bjork:</b>	Ph.262-534-5570	<a href="mailto:kelly_cornelius2003@yahoo.com">kelly_cornelius2003@yahoo.com</a>
<b>Kelly Cornelius:</b>	Ph.262-534-5570	<a href="mailto:kelly_cornelius2003@yahoo.com">kelly_cornelius2003@yahoo.com</a>
<b>Barb Hardy:</b>	Ph.262- 210-0141	<a href="mailto:rhardy2@wi.rr.com">rhardy2@wi.rr.com</a>
<b>Bob Hardy:</b>	Ph.262- 210-0141	<a href="mailto:rhardy2@wi.rr.com">rhardy2@wi.rr.com</a>
<b>Dave Paulson:</b>	Ph.262- 514-3116	<a href="mailto:davenpam@wi.rr.com">davenpam@wi.rr.com</a>

Respectfully Yours,

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

6:58 PM

05/19/09

Accrual Basis

**Waterford Waterway Management District**  
**Balance Sheet**  
**As of May 21, 2009**

	<u>May 21, 09</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Equitable Bank - Checking	1,235.21
Equitable Bank - MM	69,606.55
<b>Total Checking/Savings</b>	<u>70,841.76</u>
<b>Total Current Assets</b>	<u>70,841.76</u>
<b>TOTAL ASSETS</b>	<b><u>70,841.76</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	-22,244.83
<b>Total Equity</b>	<u>20,841.76</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>70,841.76</u></b>

7:01 PM

05/19/09

Accrual Basis

**Waterford Waterway Management District**  
**Expenses by Vendor Detail**  
 April 18 through May 21, 2009

Type	Date	Num	Memo	Account	Class	Amount	Balance
<b>Armando Garcia</b>							
Check	4/22/2009	1395	Website work invoice 1007	Web Site Development	General	450.00	450.00
Total Armando Garcia						450.00	450.00
<b>Cash</b>							
Deposit	4/22/2009		Cash left over from previous ...	Other		-171.00	-171.00
Total Cash						-171.00	-171.00
<b>Lake and Pond Solutions Co</b>							
Check	4/20/2009	1392	Advance for2009 Aquatic pl...	Project Expense	Aquatic Plant Eradication	8,912.00	8,912.00
Check	4/20/2009	1392	Water Sampling Invoice 595	Project Expense	Aquatic Plant Eradication	523.00	9,435.00
Total Lake and Pond Solutions Co						9,435.00	9,435.00
<b>Minuteman Press</b>							
Check	4/22/2009	1394	Boating Ordinance Printing I...	Legislative Committee	General	61.34	61.34
Total Minuteman Press						61.34	61.34
<b>Southern Lakes Newspapers,LLC</b>							
Check	4/22/2009	1393	Public Notification of Aquatic...	Project Expense	Aquatic Plant Eradication	63.61	63.61
Total Southern Lakes Newspapers,LLC						63.61	63.61
<b>US Cellular Cell</b>							
Deposit	4/22/2009		Over payment refund	Other		-18.13	-18.13
Total US Cellular Cell						-18.13	-18.13
<b>TOTAL</b>						<b>9,820.82</b>	<b>9,820.82</b>







