

Donnell Lake Conservation Club – Meeting Minutes

Date: May 2, 2026

Recorder: Lori Allen, Secretary

Board Members Present: Gerri Sly, Doug Hertel (remote), Lori Allen, Sue Golden, Jeremy Wassner, Kevin Cartwright(remote), Garrett Libertowski, Sherry Krask, Kim Barnbrook, Pat Frame, Debbie Chris, Jason Bay

Board Members Absent: Gina Bergstrom

Community Members Present: *Jim Barnbrook, Lauren Hodges, Miriam Cartwright (remote), Elizabeth Bennett, Rick Bennett, Kirk Peterson, Michael DeMaegd (sp?), Jeff Corey, Scott Chris, Mark Witucki, Kelley Wassner, Mike Seely*

I. Call to Order & Approval of Minutes

- Called to order regular meeting of DLCC on 5/2/26 at 9am.
 - April 11, 2026 Minutes approved.
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II. Open Issues

1. Upcoming Events

- a. Discussed events still needing a lead; highlighted events remain open for a leader:
 - o **June Movie Night – Friday, date TBA**
 - o Vintage Boat Parade – Kevin Cartwright
 - o July 4th Pancake Breakfast – Cartwrights, Sue Golden, Barnbrooks
 - o **Band Night – July 11th**
 - o Corn and Sausage Roast – Dave Bergstrom – food management
 - o **August Movie Night – Friday, date TBA**
 - o **Football Tailgate – Sept 26th**
- b. Memorial Weekend Pancake Breakfast – May 24th
 - o Coordinators: Sue Golden and Kevin Cartwright
 - o Sue provided an update on plan for pancake mix and sausage
 - o Sue distributed sign up sheet for volunteers
 - o Consensus to keep breakfast prices same as last year. Pricing confirmed based on 2024 and 2025 prices:
 - \$8 age 13-Adult
 - \$4 age 6-12
 - \$0 under 6
 - o Bar prices for Mimosas
 - Plastic flute \$3
 - Blue DLCC cup \$5 (refill \$3)
 - o Treasurer will provide petty cash for the event and a spreadsheet for money takers to track attendance and cash collected.
- c. Golf Outing – Jeff Corey provided update
 - o June 5th at Diamond Lake Golf Course; Dan Foley and Jeff Corey are organizing.
 - o Food options under consideration (e.g., Porky's; chicken, pizzas)
 - o Hannah to post details
- d. Boat Safety Inspection Day –

- o June 6th 11am-2pm at Gerry Sly's pier
- o Sheriff's department will conduct inspections; participants receive stickers to help avoid being pulled over in summer.
- e. Boater's Safety Class – June 20th 8am – 12pm
 - o 50 spots available; ~22 filled.
 - o Priority sign-up locally; promote at pancake breakfast, then to other lakes.
 - o Materials received; organizer will obtain a sign-up list to ensure booklets distribution.
 - o First year hosting; logistics and materials in place; continue outreach to fill remaining spots.
- f. Welcome Back Margarita Party – June 13th
 - o Emie is coordinating with Angie Steinman and Lori Allen assisting
 - o Band is booked; same band as last year.
 - o \$1000 approved for expenses r/t band, bar, supplies

2. Strategic Planning Short/Long Term

a. Update

- o Update focused on things we wanted to start incorporating into this year's existing events:
- o Focus: crowd communication during lines at pancake breakfast, connecting with attendees (especially non-members), pointing out postings on TV's, raising awareness of events throughout the season.
- o Visible identification of board members; Suggestion to wear black aprons with name tags for board members. Update: Gerri made badges for board members
- o Encourage photo-taking and posting to highlight community engagement.
- o Hying up the upcoming events; special focus and attention on fireworks fundraising.

III. Member Communication and Engagement (new standing agenda item)

1. Communication channels and needs for events – this item was discussed when the board reviewed the upcoming events.
 - a. Additional ideas related to all events:
 - o Use a "thermometer" visual to show progress and encourage contributions.
 - o Tip jar signage at pancake breakfast should clearly state destination (fireworks).
 - o Place visuals at payment point, bar area, chalkboard; consider projector if feasible.
 - o Multi-channel communication: monthly emails, Facebook posts, in-venue signage.
 - o Event "champions" to solicit donations; volunteer Doug to lead at bar.
2. DLCC Merchandise – Doug provided update
 - a. Agreed to transition away from DLCC-branded merchandise in favor of "Donnell" or "Donnell Lake" branding, while clearing remaining inventory at discounted pricing.
 - b. Adopted a quality-first, small-batch merchandise strategy using flexible local vendors and focusing on practical inventory management rather than large-volume orders.
 - c. Discussed future ordering processes, including QR code and website-based ordering, but agreed to continue with a manual approach until demand justifies expansion.
 - d. Merchandise budget requested at \$3,500.00.

- o Lori motioned to approve; Pat seconded. Motion approved by the Board.
- 3. Members Only Facebook Page
 - a. Discussed and approved creation of a Marketing Manager role to coordinate marketing efforts across platforms and events. Does not have to be a board member.
 - o Doug motioned to approve; Debbie Chris seconded. Motion approved by the Board.
 - b. Lauren was nominated and accepted the role; she will work with Kim and Jason to develop a marketing strategy, calendar, and standardized processes for review at the next meeting.
 - c. Discussed creating a members-only Facebook page tied to membership verification, with coordinated cross-posting to the public page.
 - d. Emphasized consistent branding, shared assets, and timely event-related posting procedures.
- 4. Welcome Process for New Residents/Property Owners
 - a. Establish structured welcome process
 - b. Form subcommittee to define detection and outreach steps; consider street specific approach.
 - c. Volunteers encouraged; people below expressed interest:
 - o Elizabeth Bennett, Debbie Chris, Lori Allen, Sue Golden
- 5. Update on New Master Contact List – Jeremy Wasner
 - a. Consolidating all dues forms (PayPal and paper) into a single spreadsheet.
 - b. Cross-referencing historical contacts and updating phone, mailing, email.
 - c. Financial data removed from shared version; contact info retained.

IV. Subcommittee Updates

- 1. **Conservation Plan/Fish Stocking** – Jeremy Wassner, Jason Bay, Jeff Corey, Jim Barnbrook
 - a. EGLE approval required for proposed lake habitat structures; correspondence includes riparian owner approvals.
 - b. Riparian rights extend into lake; scanned documents and property tax IDs sent to EGLE.
 - c. No action without property owner approvals; awaiting state determination
 - d. Consensus, including DNR, to pause 2026 fish stocking until habitat structures installed.
 - e. National promotion of low-cost natural-material habitats noted; state approval guides next steps.

IV. Financial Update

1. Update and Membership Status

- a. Minimal banking activity since prior month; recent focus on classifying membership applications.
- b. Membership totals: 67 checks, 27 PayPal, 89 total received, plus 1 at meeting (total 90).
- c. Dues net total: 2236.49 (net of PayPal fees); fees currently paid by club; consider shifting fees to payers.
- d. Clubhouse improvements: ~1700+ spent.
- e. Fireworks: ~\$9,000 received; account ~11,000; \$25,000 committed for July fireworks.
- f. Fishery conservation funds: ~2,000 received; no spending until approvals.

- g. New member noted (last name believed to be Zielinski); welcome sent.

2. Membership Forms – Specifically volunteer tracking

- a. Volunteers by event: 4 households for pancake breakfast, 3 for poker run stops, 5 for corn and sausage roast, 3 for trick-or-treat.
- b. Compile and share contact info for event leads; updates expected soon and periodically.
- c. Aim to avoid over-staffing; ensure meaningful volunteer utilization.

3. Annual Raffle – Jeff Corey update

- a. Each member asked to take 10 tickets to sell; winners need not be present or members.
- b. Prizes include: first \$10,000; second \$2,500; third \$1,500; fourth \$550; an additional \$500; three early bird prizes; confirm details and timing.
- c. Goal to sell 200 tickets; strong encouragement for sales.
- d. Raffle proceeds support general fund and capital improvements (porch, stage/link rebuild for safety, projector, TVs).
- e. Significant spending on porch; reserves referenced for building improvements

V. New Business

1. Printed/Electronic Newsletter for Club

- a. Annual March mailing limited; hard to summarize yearly activities in one document.
- b. Consider frequent brief updates (monthly recap), possibly electronic to reduce postage (~\$400+ for fall mailing).
- c. Explore sponsorship-friendly printed materials and tangible takeaways at events.
- d. Sherry Krask and Lauren Hodges will brainstorm options and present next meeting.

2. Setting up remote meeting access

- a. Need setup for monthly remote access (Zoom or similar) with existing puck/speaker and internet.
- b. Jason Bay volunteered to be lead on this project and will confirm capacity and allowable time limits for a Zoom account.

3. Buoy markers in the lake

- a. Discussed resident concerns regarding old propane/gas tanks being used as buoys and related nighttime lake safety hazards.
- b. Clarified that DLCC is not an enforcement body and will defer concerns to appropriate authorities, including the DNR and sheriff's department.
 - i. Sheriff previously sent letters and removed some tanks 2–3 years ago; enforcement likely with DNR/sheriff.
 - ii. A member will follow up with sheriff; DLCC to rely on official processes.
- c. Agreed that responses to resident concerns will be handled individually with guidance on proper reporting contacts.

4. Proposed Data Center and DLCC Alignment

- a. Discussion included both board and non board members regarding growing community concerns related to proposed data centers, solar developments, power infrastructure, zoning transparency, and potential environmental impacts across the region.
- b. Emphasized the importance of conservation, protection of water resources, responsible development, and coordinated community engagement, including participation in upcoming public meetings.

- c. Key public meeting dates noted: May 11 meetings in Waukesha City Council (7:00 PM), Township meeting (7:00 PM), and Penn Township (6:30 PM), with encouragement for respectful community attendance and involvement.
- d. Reviewed regional collaboration efforts, including the proposed “Project Dark Sky” coalition focused on preserving rural and environmental character.
- e. Board agreed that DLCC will draft and review a public position statement centered on conservation, clean water, transparency, and responsible development.

VI. Public Comments- Non-Board Members

- 1. **Scott Chris request and update:** Purchase air cleaner, air filter, blades, spark plugs; ~\$100 cost approved; submit bill for reimbursement.
 - a. Zero-turn mower operational; typical mowing time ~1 hour 15 minutes.

VII. DLCC Board Comments

- 1. No new topics introduced by board members.

VIII. Board Adjournment – Next Meeting Thursday, June 4th at 7pm