

Minutes September 17, 2018 Hayden Lake Watershed Improvement District Board Meeting

Harvey, Acting Chair; Lund; Meyer, Absent. Present: Walker, Lake Manager; Stoll Public Education/Communication.

Meeting called to order at 6:30 PM

Addition to agenda:

Meeting minutes of August 20, 2018. Reviewed minutes of meetings. Note changes by Mary Ann Stoll. Moved that minutes be accepted with changes noted, Lund, second Harvey approved.

Treasurer's Report:

- Approval of outstanding billings (Watershed Mgmt. (\$2,100.18); Public Comm. & Outreach (July \$2,478.40; August \$3,477.07); Practical Accounting (\$52.50), ICRMP (\$1,349.00), SVL (X8HO416) (X8HO672) (\$90) **(Action item)** Moved to accept the invoices, Lund, second Harvey. Approved.

Public Input: None

Lake Manager Report:

August-September activities: Looked into director election issue. Five or six homes being built on the lake. Not much use on the lake. No talk about milfoil now that it has been treated. Trying to talk with Pend Oreille water keeper because we share concerns.

Lake monitoring – South Shore Monitoring startup: Looked at places for camera for south shore monitoring.

Public Information/Communication Report: (see more detailed report e-mailed and archived.)

- **Backend website development** – Added survey capability for enhanced interactivity (and, to be honest, some data-collection); updated SEO profile, now ranking in top 5 for search terms “Hayden Lake Watershed Improvement District,” “Hayden Lake Watershed,” and “Watershed Improvement District”; test-driving sign-on plugin that auto-populates the distribution list.
- **Frontend website development** – installed new, responsive theme; started planning site layout for transition from BLOG site to Information Repository
- **Archived** irrelevant or old site pages
- **Publishing:**
 - Two BLOG posts, auto-posted to FB
 - Milfoil Treatment Questions
 - Watershed Improvement District vs. Association
- **Communication Summary:**

The bulk of August's communication centered around the Milfoil treatment i.e. the first half of the month w/ two email campaigns and follow-up email dialog with some residents. I assisted the Hayden Lake Watershed Managers group with sign-on and usage of Zoho Campaigns (ZC). I completed the verification process for the WID domain and email addresses on ZC but haven't

issued another email campaign to test the impact. I expect that there will be fewer email bounces, particularly large groups from single domains (i.e. roadrunner or aol). I processed the sign-in sheets from the Association meeting, resulting in 26 new additions to the distribution list. I visited only one lakeside resident this month: Don Vogt. The meeting was good for relationship-building; he is very supportive and understanding of the Improvement District's role.

Old Business

None

New Business

Election of Board Directors by District held election: Proposal of May 1st election; use of county's process for candidate registration; hire election manager; invite candidates to sit in on Board meeting before election.

Set next Board meeting date: Monday, October 15th

Motion to adjourn: Lund, second, Harvey. Approved.

Adjourned at: 7:32 PM