



Baileys Harbor Community Association Board Meeting

July 12, 2023 - 1:00 – 3:00 pm – Sway Brewing

Present: Linda Mattes, Steve Makovec, Scott, Bennett, Ann Marie Ott, Kurt Kiefer, Sam Nelson, Carin Stuth, Cynde Ploor, Andy Gill, Jeff Lutsey, Wayne Scaggs

1. The meeting was called to order at 1:07 p.m.
2. Jeff moved and Linda seconded a motion to accept the agenda and it was passed unanimously.
3. Scott moved and Steve seconded a motion to accept the minutes and it was passed unamously.
4. No Treasurer's report was provided for review.

Discuss/Take Action:

5. Carin reported that although Kerber Rose had initiated work on the 2022 tax return, they discovered that the total donations to BHCA trigger a need for us to obtain a Reviewed Statement from an alternate accounting firm. This requirement was triggered as a result of our total revenue being impacted by the Kendall Park fund-raising efforts. Carin presented estimates from two firms for the Reviewed Statement work. Following discussion, Scott moved and Linda seconded a motion to contract with Hawkins Ash. Because of the significant cost for this work (\$6000+), and because it is directly related to fundraising for Kendall Park, Andy and Carin will approach the Town of Baileys Harbor to contribute to funding for this expense.

Carin also presented proposals from Kerber Rose for ongoing accounting services, in part due to the need for future reviewed statements and because Carin is ending her term on the Board. The potential cost is between \$1000 and \$2200 monthly for basic services and includes Quick Books training for one or more individuals. The Board delayed action on the matter and will explore additional options for services. Board members should direct suggestions to Carin within the next two weeks, and the Board will schedule further discussion at its August meeting.

6. Andy and Cynde reviewed the recent letter to Destination Door County (DDC) drafted by the community coordinators for the community association boards presidents to support and sign. The coordinators (and potentially some community boards) desire additional funding for high expense items such as recycling, transportation and sanitation and would like increased support from a dedicated staff at DDC. Additional funding may be subject to DDC budget plans and its Board approval, and including the funding structure overseen by the Door County Tourism Commission. The relationship between DDC and Community/Business Associations is apparently strained, although Cynde indicated she had not any difficulties with DDC in her short tenure as Director. Andy does not intend to sign the letter on behalf of our Board; the Board agrees with his plan. Cynde will monitor the situation and provide additional information, as needed.

7. Ann Marie reported that the independent marketing assessment was complete. She proposed that we extend the Shaut Technology contract for our website, which expires at the end of August, through the end of the year. This extension would allow Cynde sufficient time to consider recommendations in the assessment, work with Local Marketing rep, Kelsey Fox, to lay out the schedule for social media posts for the coming months, and finalize details for upcoming events through the end of September. Then during the contract extension period (9/1 – 12/31), Cynde and interested members of the Board could further explore options for alternate website services, if desired. Options might include separating the design and update work from the hosting/technical aspects of maintaining our site. Andy proposed seeking a quote from Local Marketing to support web services and Cynde agreed to follow-up with Kelsey without any formal action by the Board. The topic will need to be addressed at the next meeting, to ensure web services do not lapse at the end of August.
8. Ann Marie proposed forming a committee to identify candidates for the three board vacancies that will occur this fall. No committee was formed and Jeff will solicit input from Board members and work on organizing a slate of candidates for consideration at the next meeting.
9. Cynde identified positive feedback regarding the 4th of July celebration including satisfaction with the parade, especially the UW marching band, no identified safety concerns and effective clean-up following the event (which was affirmed by Sam). Areas for improvement for which she will explore solutions in the coming months include: Rec park parking and shuttle bus route congestion and confusion; parking in designated no parking zones; ATM, Point of Sale (POS) and mobile WI-FI services. She plans to address post fireworks clean-up with the contractor due to trash left at the site. As of today's date, \$12,371 has been received in donations for the fireworks.
4th of July volunteers from the Friends of Plum and Pilot Island organization and The Ridges Sanctuary, along with the Krowas and McArdle families will be specifically acknowledged for their efforts. The BH Fire Department was also instrumental in making the day a success by operating the Beer Stand.
Food Trucks and Floaties is scheduled for July 29 with August 5 scheduled as the rain date. The event will include about 3 food trucks, music by DJ Pat Palmer and activities tents sponsored by the Door County Maritime Museum and the BH Public Library. Cynde reports that she needs 4 volunteers from 11 am to 4 pm to assist with beverage and floatie sales and onsite tasks. A second option for volunteers is 2 volunteers for two hour shifts scheduled from 10 am– noon, noon to 2 pm and 2 – 4 pm.
10. Jeff reviewed his transportation proposal with the Board, similar to the one that was outlined in the unfunded grant application. This transportation plan will be funded by the remaining monies donated by the Town of Baileys Harbor and will offer an opportunity to gather more information for a possible grant re-application. Jeff will work with Cynde to obtain quotes for transportation services between BH and Egg Harbor for two fall events. Operating shuttles for both events may be dependent on sponsor donations and/or a possible collaboration with the Egg Harbor chamber of commerce.
11. Sam reported that the United Way has collaborated with the Sturgeon Bay and Jacksonport farmers markets to allow FoodShare participants to use their "Quest" cards/benefits. The Board agreed that coordinating with the United Way would be a positive move for the BH market. Sam will contact United Way and coordinate with Cynde to facilitate United Way's attendance at our market.
12. Kurt reviewed the latest draft of the strategic planning survey. In general, Board members suggested that we reduce number of demographic and open-ended questions. Some individuals would like to strike specific questions and ensure questions will help us focus on actionable steps following the survey. Individuals requesting removal of specific questions should send those suggestions to Kurt and Linda within a week. The distribution plan was not discussed in detail, but was generally accepted by the group.

13. The next Strategic Planning meeting will take place on Tuesday, July 25th at 3 pm at the Toft House with a focus on finalizing the survey plan.
14. The next Board meeting will be held on August 16 from noon to 2 pm at the Chive Food Trucks area. An alternate location will be identified in the event of inclement weather.
15. The meeting was adjourned at 2:47 pm.