

Waupaca Chain O'Lakes Association  
Board Meeting Minutes  
Wednesday, October 9, 2019, 9:00 am  
Dayton Town Hall

Call to Order: The meeting was called to order by President Sharon Peterson at 9:00 am.

Present: Board Members Present: Dick Conover, Susan Gaastra, John Hebbring, Lorraine Koeper, John Miller, Carl Nelson, Phil Peterson, Sharon Peterson, and Bob Underberg  
Guests in attendance: Bob Ellis (Chairman of the Lake District), Terri Schulz (President, Waupaca Chamber of Commerce - present for part of the meeting), and Diane Forsyth (member and Neighborhood Chairperson)

Approve or Amend Agenda: Motion made by Bob Underberg and seconded by Susan Gaastra. The agenda was approved.

Presentation by Terri Schulz and Discussion of New Waupaca Branding Initiative: Terri Schulz discussed a joint project undertaken by the City of Waupaca and the Waupaca Convention and Visitors Bureau, which is overseen by the Chamber of Commerce, for a branding, wayfinding initiative. Ms. Schulz showed an impressive 14 minute video that had been put together by their out-of-state consultants to explain the project to city leaders and other stakeholders. The video also revealed the new logo "Waupaca Chain O'Lakes" and explained that "Wisconsin" was replaced by "Chain O'Lakes" as described in the video because that will be a huge push for the tourism aspect – "diving in" from the "Chain to Main." Board members expressed their concerns that the planned initiative places too much emphasis on attracting more visitors to the Chain rather than the city or the Waupaca area without enough consideration having been given to the resulting safety and negative environmental impacts to the Chain if the campaign is successful. Ms. Schulz indicated that the branding part of the project had already been approved by the City of Waupaca and The Convention and Visitors Bureau Board so they are moving forward on implementation and the wayfinding part of the project was just starting. Board members questioned where the signs to the Chain would be pointing toward and pointed out that the public access points to the Chain already significantly exceed the maximum access standards set by the DNR, so expansion of parking facilities and public access is not feasible or in the public interest. Ms. Schulz did not have figures as to how many additional people are expected to be attracted to the area as a result of this initiative and did not have information as to the cost of the project. Members of the Safety Committee of the Board discussed the Sherriff's Department's request for a full-time recreation officer and that the need for funding for that position should be coordinated with the County as part of this initiative. Board members also asked why affected stakeholders (law enforcement, Chain residents, the Association, etc.) were not invited as part of the initial branding and wayfinding committee and Ms. Schulz committed to working with the Association Board through the Association President and the Dayton and Farmington chairpersons on the project going forward.

Approve or amend August 7, 2019 Board Meeting Minutes: Motion made by John Hebbring and seconded by Mr. Underberg to approve the August 7, 2019 minutes. The minutes were approved.

Treasurer's Report: Susan Gaastra presented the Treasurer's report. Income since the beginning of the fiscal year on June 1, 2019 through July 31, 2019 from memberships is \$1,265. Expenses disbursed from June 1<sup>st</sup> to September 30th equal \$1,674. Checking account balance as of September 30, 2019 is \$18,540.64. The CD in the amount of \$12,742 was transferred to Chase Bank in August. Total funds available are \$31,282.64, with \$14,315 of that from 3 and 5-year memberships reserved for future year expenses, so cash available exceeds the funds needed to meet the current budget so the Association is in sound fiscal condition.

Executive Secretary's Report: Ms. Koeper reported there are 657 current members, even higher than this time last year which was higher than the year before so the Association continues on a positive trend. Ms. Koeper prepared the Association's Form #1943 required to continue its registration as a charitable organization in Wisconsin. Ms. Koeper discussed various emails, phone calls and correspondence received including an email regarding striping on the roads and emailed concerns over the dangers and environmental impact of wake surfing on the Chain. Board members expressed their concerns over wake surfing as well.

Lake District Report: Bob Ellis reported that the Lake District is using fewer chemicals than in the past to treat aquatic invasive species and using more diver assisted suction harvesting (DASH) to remove them. Mr. Ellis reported that Eco Waterways had completed the project of clearing out the channel between Bass and Youngs Lake. Mr. Hebbing reported that the cost of the divers is quite high and it would be great if someone who actually lives on the Chain would invest in the equipment necessary for this activity.

Committee Reports:

- a. Zoning Committee: Ms. Koeper and Mr. Miller discussed with the Board an issue that had come to their attention that, as a result of a change to the Waupaca County shoreland ordinance, the County's zoning ordinance now requires an increased roadway setback for all properties on the Chain of the greater of 30 feet from the right of way or 63 feet from the centerline, resulting in most properties around the Chain now having a 63 foot setback from the centerline of the roadway (rather than the previous 30 feet from right of way). The consequences of this change include 1) making a large number of properties around the Chain non-conforming, which prevents a property owner from building within the setback or any expansion outside the current building envelope for the entire setback area; and 2) protecting this larger roadway setback will result in building in many cases moving closer to the shoreline. The Board discussed significant concerns of the County protecting a larger roadway setback at the expense of the shoreland setback. Ms. Koeper reported that she had spoken with Jason Snyder, Zoning Administrator, about changing the ordinance back to the prior 30 foot setback and he said County Zoning considers all suggestions that come from the towns. Mr. Miller said that he would look into the issue for Dayton township and the Board asked Ms. Koeper to communicate with Caroline Murphy, the Farmington chairperson regarding this issue. On a separate topic, Mr. Miller also reported that the towns and county are working on a potential new grant for intermodal transportation that might be sought that would possibly result in a bike pathway extending around the greater Waupaca area.
- b. Safety Committee: Ms. Peterson reported that she, Mr. Miller and Ms. Murphy had a highly positive and informative meeting with Sherriff Wilz and 3 deputies. The Sherriff's department reported on the need for a designated recreational officer for the County in order to staff officers in recreational areas with regular hours rather than relying on officers signing up to work in their off hours; however, the County has not made funding for the position available. The group agreed to meet before Memorial Day and after Labor Day to discuss key safety concerns and work on issues together going forward.
- c. Communications Committee: Ms. Koeper asked for suggestions and articles for the newsletter.
- d. Water Quality/Invasive Species Committee: Phil Peterson reported that he will have the results from the Chain zebra mussels study soon. The Board discussed the continuing concerns related to the high water levels. A new kiosk will be going in at the Knight Lake boat landing describing the state natural protected area. A group of UW Oshkosh students plan to come to the Chain to do a joint chlorophyll/ phosphorous study, weather permitting.

New Business:

The Board revisited the Waupaca branding initiative. Motion made by Mr. Underberg and seconded by Ms. Koeper that the Association send a follow-up letter via email to the Chamber of Commerce, copying County Chairmen Koeppen and Sherriff Wilz, that reiterates the safety and environmental concerns with the new branding initiative and that we ask the township chairpersons to be parties to the letter and ask the Chamber to keep all parties involved in the project going forward. Motion carried unanimously.

Member Input

Diane Forsyth recommended sending an email blast and getting the town boards involved in wayfinding.

Ms. Peterson announced the next Board meeting will be held on January 2nd at Farmington Town Hall. Mr. Underberg moved and Ms. Gaastra seconded to adjourn the meeting at 12:35 pm. Motion carried.

Lorraine Koeper  
Acting Secretary