



## Board Meeting Minutes February 20, 2025

**Present:** Roger Amborn, Cindy Hnatek, Mary Jackson, Lydia Jordahl, Eric Kaiser, Rick Liljegren, Cindy Richey, Skip Van Kessel

**Absent:** Susan Halvorson, Al Makynen

1. January 2025 minutes were approved; motion by Eric, second by Rick, and approval from all members present.
2. Treasurer report (Al)
  - a. "Cash" balances include \$14,088.14 in the checking account, a CD valued at \$10,538.75 and \$5 in a savings account, for a total of \$24,631.89. The checking account balance includes community donations and DECC volunteer contributions since the beginning of the year, somewhat offset by fees for the post office box and website. SLRE is well positioned for the start of the 2025 boating season.
  - b. Copies of the filings with the State of Minnesota and the IRS were provided.
  - c. Treasurer report was approved; motion by Eric, second by Skip, and approval from all members present.
3. Sponsorship/fund raising
  - a. Rick and Al acquired a Venmo account to make it easier to donate to the organization; it is named "St. Louis River Experience." Donations via Venmo will be deposited directly into the checking account. A QR code to make donations to the account will be added to marketing materials.
  - b. Rick provided final copies of the three-panel brochure and the 2025 sponsorships form. Roger will print them and Cindy H. has a volunteer who will fold them.
  - c. Cindy H. asked that SLRE invoice Duluth Heights Lodge for its 2025 sponsorship dollars. Al to submit invoices for \$250 each for the months of March, April, May and June, for a total of \$1,000.
4. Boat (Roger)
  - a. Pricing to replace trailer tires to be obtained, and the expenditure reviewed in March.
5. 2025 season
  - a. Eric provided a detailed training plan, prepared by Eric, his wife Amy and Kay Bakke. The first hour of each training session will be at stations - On the Pontoon, At the Cleats (on the dock), Transitions (by the boathouse) and Off the Pontoon (paperwork, SignUp Genius, ice machine, common commands/communication between captains and mates). The second hour will be "touch and go" (procedures for leaving and returning to the dock) for captains and mates.
  - b. Other handouts cover common commands and volunteer tips, as well as life jacket, boarding, wheel chair and walker procedures. Cancellation procedures for captains were also outlined. Susan is asked to reiterate the wheel chair procedures when confirming trips with facilities, including that facility staff should handle wheelchairs. SLRE volunteers can assist if they are comfortable.
  - c. Susan shared a draft of a pre-season email targeted at activity directors. Feedback revolved around the two-trip language, which she is asked to "soften."

- d. Susan asked that dates and times be pre-selected for individuals requesting trips. She is to identify one ride per month for these groups, and have contact information available if captains and Susan determine there are facility trips with lower numbers during the confirmation process; she could reach out and offer the individuals a ride on a trip with lower attendance.

6. Volunteers

- a. Eric confirmed April 22, 2025 for the volunteer “All Hands On Deck” event at Good Shepard Church. The schedule will be: 4 p.m., setup; 4:30, social; and 5:30 presentation/meeting.
- b. Food sources for “heavy appetizers” will be discussed at the March meeting.
- c. A “save the date” email will be sent to volunteers and prospects.
- d. Promotion ideas for “All Hands On Deck” were discussed and include: board members to promote with their social circles, including their social media accounts; WDIO The Lift; PBS The Slice; Duluth newspaper; University for Seniors.

7. Marketing

- a. Roger ordered 20 white hats to ensure an adequate supply for the 2025 season.
- b. Roger to provide links to board for black outerwear options.
- c. Attendees at the All Hands On Deck event are to be polled for interest in purchasing black outerwear, at their own cost.
- d. Roger to source name tags that will be used for staff on the pontoon. Ideally, they will have the logo and a place to write the volunteer’s name with a dry erase marker. Magnetic style is preferred.

8. Misc.

- a. Suggested bylaw revisions were provided to Eric.
- b. Motion to adjourn from Rick, second by Eric, and approval by all members present.

*Submit any agenda items for the next meeting to Roger or Mary the week of March 10.*

**Next Meeting: Thursday, March 20, 2025 – 5 p.m. Central Standard Time – Theater Room (second floor), Duluth Heights Lodge, 724 Maple Grove Road 55811**

**2025 meetings**

March 20, 2025  
April 17, 2025  
May 15, 2025  
June 19, 2025  
July 17, 2025

August 21, 2025  
September 18, 2025  
October 16, 2025  
November 20, 2025 (tentative)  
December 18, 2025 (tentative)

Submitted by Mary Jackson, Secretary