

North Lakes Community Council Membership Meeting Minutes

December 19, 2024 – 7 pm

Website: <https://www.nlakes.cc>

Boys & Girls Club Bogard

- 1. CALL TO ORDER** - Meeting was called to order at 7:00 by Rod Hanson. R. Hanson welcomed everyone and Board members and council members introduced themselves. Quorum verified as all board members and more than 10% of council members were present. Pledge of Allegiance led by R. Hanson.

2. AGENDA APPROVAL

The agenda was reviewed. Rachel Greenberg moved to approve the agenda with no revisions and Sharon Johnson seconded the motion and agenda was approved unanimously.

3. PRIOR MEETING MINUTES APPROVAL

A motion to approve meeting minutes from November 21 Membership Meeting by R. Greenburg and seconded by John Miller received no objections. Minutes approved unanimously.

Changes were made to the November 25 Board Meeting minutes. The date was corrected and we included a mention that no one else besides the board was present at the board meeting. Motion to approve was made by Colleen Vague and seconded by Valerie Koivunen. Minutes were approved unanimously.

4. AUDIENCE PARTICIPATION #1

John Klapperich encouraged members to speak up on issues that are important to them. R. Hanson added that members should also reach out to friends and neighbors to help us represent the whole community.

John Miller spoke about a meeting he attended where State legislatures and Borough assembly and school board members. They encouraged community councils to weigh in on issues that are important to them.

5. CORRESPONDENCE & ACTIVITY SUMMARY

R. Hanson explained that the Board will keep this report as a running log on the NLCC website with links, correspondence, area meetings and any other activities received by the board. He then highlighted several of the items in this month's report, which was included in the meeting packet and on the website.

5. OFFICER / COMMITTEE REPORTS

- a. President's Report - R. Hanson had nothing to report.
- b. Treasurer's Report - Joleen Coleman summarized the balance sheet and budget report. J. Coleman and R. Hanson explained why we didn't spend the full marketing budget because State and Borough permits for the Welcome to NLCC signs were unable to be approved in time.
- c. Finance Committee - No meeting. No report.
- d. Bylaws Committee - No meeting. No report.
- e. Nomination Committee - No meeting. No report.
- f. Road & Traffic Safety Committee - R. Greenberg gave a report of last Sunday's meeting. She reported great discussions about traffic and safety issues. The committee created a public service announcement that moose are heavily present right now and asking drivers to please warn other drivers by using hazard flashers for a mile after seeing moose. There will be a Transportation Fair coming up at fairgrounds on January 30th.
- g. North Lakes Comprehensive Plan Committee - C. Vague gave a verbal explanation about the new committee created to potentially write a community council comprehensive plan. The purpose of the plan is so, as a council, we can give the borough guidance on how we want this area to develop. C. Vague set the expectation that it could take two years to create. The Committee will be recruiting members to serve on the committee.

6. GUESTS / ELECTED OFFICIALS

Assemblyman Tim Hale reported that the mobile home parks loophole was closed by a new ordinance at the last meeting. Also reported that he has a code ordinance coming forward in January that would require a public hearing in front of the Planning Director before issuing a multifamily unit permit. This would allow citizens to express concerns over a multifamily unit going in their neighborhood before a permit was issued. Mr. Hale said money from the Community Grant Program was approved by the Assembly for distribution to community councils as soon as the borough receives it.

7. ONGOING / UNFINISHED BUSINESS

- a. Waterbody Setback Code Revisions- R. Hanson asked for feedback from members on proposed waterbody setback changes. He reminded everyone of the presentation provided by the MSB Planning Director at our last meeting and reviewed recommendations from that presentation (included in the meeting packet). Comments are due on 1/21/25.
 - Christine O'Connor brought up concerns about builders clearing lots for new homes on lakes right down to the lakefront lot lines.
 - N. Smith suggested we ask the borough to inform residents who are in violation of waterbody setback ordinances before this gets passed as people don't care about issues until they know how it can affect them.
 - R. Hanson will ask for an extension to allow more time to get feedback from council residents about proposed changes. If the extension is not approved, we will need to provide feedback before our next membership meeting.

8. NEW BUSINESS

- a. Review outcome of 2024 Annual Board Meeting. R. Hanson reviewed key points from the 11/25/23 Board Meeting minutes.
 - i. 2025 Priorities were identified as: Road Safety; Membership Engagement & Outreach; and North Lakes Community Comprehensive Plan evaluation.
 - ii. 2025 NLCC Meeting dates have been set and are on the MSB calendar.
 - iii. The Board reviewed and identified / authorized standing committees as identified in the minutes.
 - iv. Possible spring neighborhood cleanup event, looking into possibly grant awards that can be given to community and continuing to outreach.
 - v. 2025 Budget Status- Board is currently working on the 2025 budget after having our accountant review our suggestions. There will be another Board meeting in January to finalize the 2025 budget for presentation at the January NLCC membership meeting.

- b. AdXellerant Proposal (Digital Scrolling Ads for 2025)
 - i. As requested in November, John Klapperich developed a proposal to continue with the digital advertising campaign in 2025. A copy of 2024 results and proposed approach for 2025 was provided to all attendees.
 - ii. To start the decision process, C. Vague moved to approve the proposal. N. Smith seconded the motion.
 - iii. John Klapperich presented his proposal and rationale for continuing the digital advertising campaign strategy. He expressed his desire to include more community members in our discussions so he created a plan for digital and audio digital ads to reach potential council members. He reviewed the outcomes from the 2024 campaign, which included 117,175 ads delivered. There were 3,631 ad engagements and 2,982 ad interactions. This resulted in 649 new and unique visitors to our website. John also reviewed total costs to the NLCC for 2024 at \$4,560. John's company stepped up with $\frac{2}{3}$ cost sharing during 4Q2024. This resulted in monthly costs of \$1,000 for his company and only \$500 per month for the NLCC. Total program costs, including his share, for 2024 was therefore \$7,560. His proposal was to continue the $\frac{2}{3}$ cost sharing for 3 more months into 2025. This would be a cost of \$1,500 to the NLCC.
 - iv. R. Hanson then opened the subject up to discussion by the Board and allowed for comments and Q&A from other attendees. Significant questions arose to be sure everyone understood the costs and benefits. Additional discussion explored other ways to reach our target residents through Facebook for little to no cost. There was also significant discussion about how our other outreach programs (like the physical welcome signs to be posted around the neighborhoods) need to be completed. It was acknowledged that we will be in a deficit spending mode for the next couple years, spending significantly more money than we will receive through the State / Borough community funds grant.
 - v. There were no amendments offered to the motion.

- vi. The NLCC Board voted unanimously not to continue with the proposal for continued digital advertising into 2025.
- vii. R. Hanson thanked John and AdXelerant for their work in 2024 and to John Klapperich personally for his insights and assistance for community outreach.

c. 2025 Volunteer Opportunities - R. Hanson referred to the last page in the provided packet for potential volunteer opportunities. Will be discussed further at future meetings.

9. ADDITIONAL AUDIENCE PARTICIPATION - Canceled due to lack of time.

10. BOARD MEMBER COMMENTS - R. Hanson wished everyone Happy Holidays.

11. ADJOURN

- The meeting was scheduled for adjournment at 9:00 pm
- C. Vague moved to extend to 9:15. N. Smith seconded the motion. It was approved.
- Meeting adjourned at 9:15.

APPROVAL OF MINUTES:

Signed by: 

Date Signed: 1/30/25

Attested by: 

Date Signed: 1/30/25