

WIXOM LAKE ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, SEPTEMBER 14, 2023

Board Meeting was Public @ Swanton Memorial Hall

Doug Hill called to order at 7:00pm

Board Members- **Present:** Doug Hill, Tami O'Donnell, Dirk Meister, Mark Mudge, Gary Oliver, Larry Woodard, Dave Rothman, Bryan Gardner

Absent-Amy Bentley(excused), Liz Seelhoff(excused), Don Zakett(excused), Dave Rothman(excused), Bryan Gardner(excused)

Agenda- Approved (Mark-Motion, Dirk 2nd)

Approval of previous minutes: (Larry-Motion, Gary 2nd)

Treasurer Report-As of 7-31-23, **Income:** \$300 Memberships, \$389.50 Mowmentum, \$250 Form Builder, \$1,636.00 End of Summer, \$2130.00 Golf, \$5.25. **Expenses:** \$32,926.48 (\$29,365.00 for Mowing) Checking Balance: \$6,524.27 Savings Balance: \$100,037.06 Total: **\$106,561.33**

Motion to approve Treasurers report: (Gary-Motion, Dirk 2nd)

Secretary Report: August 15th to September 13th

Members Paid: (425) of which are (153) Auto Renew Members & (272) One-year Members as of Sept, 12th

Website performance:

Site Sessions: FB 334, Google 237, Direct 140, Email 69, Bing 24, FLTF 9, Yahoo 12, DuckDuckGo 12

Total sales

\$4,927.00 (Memberships, Golf Sponsor, MOW-mentum) (2) Donations-\$350

WIX MARKETING ACTIVITY:

75% (490) New Visitors, 25% (167) Returning Visitors. Mobile Users 75% (627), Desktops 23% (192), Tablet 3% (25)

EMAIL:

1,041 emails sent per email, 630 opened on average & 29 clicks per average. 74% of emails opened- 69% of emails are clicked on to the event listed in flyer.

TUESDAY'S between 6AM-8AM and 5PM –10PM still is our strongest email day, FRIDAY'S: 5AM-7AM time frame. MONDAY'S: 4PM-8PM time frame.

Motion to approve Secretary's Report: (Mark-Motion, Larry 2nd)

WIXOM LAKE ASSOCIATION

Social Committee Report: Dirk shared that last years golf outing was a record yea of \$25,000 and they are looking to top that! Most golf outings raise \$5,000 to \$7,000 our team is outstanding! So far without raffles and auction items we are at \$22,500. Doug said to just come out and show your support it's a fun event to get to meet people. Membership discussion with Doug & Dirk on that we are at only 15% of homeowners around Wixom Lake. Going to move forward with more awareness and talking of a Membership Committee separate from Social Committee.

FLTF UPDATE: Dave was absent, but Doug spoke of the embankment cut-off wall going on now and that it is good progress. Cut off wall is being installed using a mix of concrete, bentonite & dirt to eliminate the seepage of water through the embankment. M-30 bridge will be closing for 2 weeks, not yet sure of date.

WLIB UPDATE: Don was absent, Tami gave a quick update that the SAD was approved to be put back on the property taxes for the WLIB area in December of 2023. This will allow for more money to come in to treat the trees in the canals and main lake area. WLIB will be getting bids to mow the 50' to 80' to the waters edge as well as in the canals providing winter weather will allow.

New Business: Doug discussed the mowing of the homeowner's responsibility of the first 50' by John Marsh and Scott Sczepanski that the entire west side of Wixom is done and they will be moving down the eastside from the Highwood bridge south. So far WLA has spent \$42,820.00 on mowing. The tobacco side is a little different situation has harder ground and higher banks so it will be a bit tricky for us to help our homeowners on that side, we haven't forgotten about you. Tobacco Twp.'s supervisor will jump in and help when we have our plan ready to go. Doug asked for a Motion for an additional \$30,000 to continue mowing. Motion was made by Gary Oliver and Seconded by Mark Mudge.

Board Comments: Doug-John bumped a dock section while mowing, so WLA will be replacing a dock section. We will address these types of issues as they arise, be assured we will not pay for things lying in the lake bottom. Thanks to everyone...it's a marathon not a sprint!

Larry-Great Job! Talk to your neighbors to join.

Dirk-Thanks to everyone for helping to raise funds and awareness.

Tami-Membership Appreciation is coming up October 21st Band is the Rockshow, come celebrate all.

Public Comments:

Would it be possible to get drone maps of what's been mowed on the website?

Please encourage your neighbors to join WLA and maintain what has been mowed.

Adjournment: 7:52pm