

WIXOM LAKE ASSOCIATION

BOARD OF DIRECTORS MEETING

THURSDAY, JULY 20, 2023

Board Meeting was Public @ Swanton Memorial Hall

Doug Hill called to order at 5:00pm

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

Absent-Amy Bentley(excused), Liz Seelhoff(excused), Gary Oliver(excused)

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

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

Treasurer Report- As of 6/30/23, **Income:** \$800.00 in Memberships, Donations \$175.00, Merchandise: \$145.00, Interest: \$2.81, Lake Rally \$6,703.00, Golf \$4305.00.
Expenses for the month: \$3,142.00 Checking Balance \$6,905.41, Savings Balance \$124,037.06,
Total: \$130,042.47

Motion to approve Treasurers report: (Dave-Motion, Don 2nd)

Secretary Report: Members Paid: 405 of which are 148 Auto Renew Members & 257 One year Members as of July 17th.

Subscribed Members: 1101 delivered emails, 722 opened(average) **Website performance:** 84% of emails opened- 71% of emails are clicked on to the event listed in flyer.

Total sales

\$2,721.00 (Memberships, Golf Sponsor, Golf Teams)

WIX MARKETING ACTIVITY:

80% (391) New Visitors, 20% (96) Returning Visitors. Mobile Users 71% (444), Desktops 24% (140), Tablet 5% (28)

EMAIL: 1,105 emails sent per email, 722 opened on average & 31 clicks per average. TUESDAY'S between 6AM-8AM and 5PM –10PM still is our strongest email day, FRIDAY'S have been doing well in the 5AM-7AM time frame. We have also picked up some traffic on MONDAY'S in the 4PM-8PM time frame.

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

Social Committee Report: Dirk gave Amy Bentley kudos for such a great job on the Memorial Day Lake Rally. Focusing on the Golf Outing in September and Tami is working on the End of Summer party. Still looking for Event, Hole Sponsors, raffle prizes and volunteers! Still looking like a great a great event, our #1 fundraiser. End of summer event ticket purchases are moving along hoping to get 250 people. Doug stated that or social group is unmatched in our community for a fun time and fundraising and Thank you to everyone for all their hard work. Tami mentioned the Customer Appreciation Celebration, is October 21st, with the Rockshow Band.

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FLTF UPDATE: Dave Rothman, stated good news permit to begin work on cutoff wall on the Edenville embankment's is in and work has begun. He explained the embankment weakness and how the machine will be re-enforcing the cutoff wall. The machine requires a 30' wide path on top of the embankment it pulls dirt from embankment mixes with bentonite and replaces mixture in the hole, which creates an impermeable barrier in the embankments. Next up new concrete, dams & gates...problem with water in winter, need to add low level outlet because turbines cannot be used as they would take the water from under the ice instead of running over the spillway. The permit for the low-level outlet is on hold for a few reasons. FEMA-new flood zone needs to be done for south of Edenville into Sanford. Snuff Box Mussel-on tobacco side, FLTF feels they have a clear path to deal with them until closer to refill time. EGLE-stream mitigation permit, determine what is going to happen to the river at the bottom after the lake is flooded, including 30 tributaries. This needs to be done before permit. SANDORD DAM-almost permitted open comment time is over hoping to for build permit end of September. SECORD DAM-construction is underway, clay that was removed they are saving for a later dates use.

WLIB UPDATE: Don Zakett, stated that 630 acres had been sprayed by helicopter over 2 days from the Edenville Dam to the northern Billings twp. Hay border. Which is the WLIB assessment area. Sprayed areas look good, big brown stripe down the lake bed. Big focus was to stop the growth of the large trees in the lakebed, some will not be mowed to be left for fish habitat which is being discussed with the DNR. Don stated that WLIB would be interested in collaboration on mowing with WLA.

New Business: Presentation of Slate for Annual Membership Meeting (8-5-23) with Officers & Board Members up for re-election. Approved: Doug, Dirk 2nd

Mowing updates from Doug: Ready to move forward on some of the more challenging areas. He would like to create a committee of WLA, WLIB, Tobacco & Hay twp. to make the collaboration fair and each area does their part. Standardization of work to be done with all groups. Proposed start to Muddy Bay and Heron Cove to be the first step. Shoreline is the concentration for us (WLA) using smaller contractors and in the major areas using larger equipment, when needed. Amy & Liz are mapping the mowing being done. **Doug made a motion to use \$50,000 for mowing to get contractors started mowing. *We are not pooling our funds with anyone! Don 2nd**

After discussion, Bryan made a motion to amended to state the first 80' from shoreline of homeowner/Member. Mark 2nd

Board Comments:

Don Zakett mentioned that Secord lake is "discing" their beach areas through a permit form EGLE. Maybe something to look at for us.

Doug Hill, Consumers is prepping Gas & Electric to go under the M30 Bridge, that is why the road had been closed on and off. He also said..."I'd be nothing without the people here! I am proud of where we are going and we are getting there!"

Adjournment: 6:09pm