

# WIXOM LAKE ASSOCIATION

BOARD OF DIRECTORS MEETING

THURSDAY, JUNE 8, 2023

Board Meeting was Public @ Swanton Memorial Hall

Doug Hill called to order at 7:00pm

Board Members- **Present:** Doug Hill, Tami O'Donnell, Mark Mudge, Don Zakett, Larry Woodard, Gary Oliver, Amy Bentley, Liz Seelhoff, Dave Rothman.

**Absent-**Dirk Meister(excused), Bryan Gardner(excused).

**Agenda-** Approved (Dave-Motion,Larry 2<sup>nd</sup>)

**Approval of previous minutes:** (Larry-Motion, Dave 2<sup>nd</sup>)

**Treasurer Report-** As of 5/31/23, **Income:** \$1,575.00 in Memberships, Donations \$175.00, Merchandise: \$945.00, Sign: \$10.00, Lake Rally \$3746.50, Golf \$1025.00. Total: \$7,476.50  
Expenses for the month: \$330.62 Checking Balance \$10,606.41, Savings Balance \$112,034.25,  
**Total: \$122.640.66**

**Motion to approve Treasurers report:** (Tami-Motion, Don 2<sup>nd</sup>)

**Secretary Report: Members Paid:** 362 of which are 143 Auto Renew Members & 219 One-year Members as of June 8<sup>th</sup>.

**Subscribed Members:** 1138 receiving emails.

## Website performance:

82% of emails opened- 70% of emails are clicked on to the event listed in flyer.

Total sales

**\$6,849. (Memberships, Golf Sponsor, Golf Teams, Lake Rally)**

## WIX MARKETING ACTIVITY:

83% New Visitors, 17% Returning Visitors. Mobil Users 79%, Desktops 18%, Tablet 3%

Total Site Sessions-1,221 Average 3.50 minutes

## EMAIL:

TUESDAY'S between 6AM-8AM and 7PM –10PM still is our strongest email day, FRIDAY'S have been doing well in the 4PM-7PM time frame. We have also picked up some traffic on MONDAY'S in the 4pm-8pm time frame.

**Motion to approve Secretary's Report:** (Gary-Motion, Mark 2<sup>nd</sup>)

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**Social Committee Report:** Amy Bentley reported that we had 365 paid for Lake Rally. Happy Hour coming up at the Beaverton Tavern 6/22/23, 5-7pm they have live music starting at 6-9pm. Sign pick up & Memberships will be accepted, Tami will be there. July Happy Hour is at The Merry Hearted Cidery off M61 in Gladwin. 7/27/23 4-7pm, would be nice to see some Board members present. Golf Outing is almost sold out, but in need of sponsorships! Hole sponsors \$100 Event sponsor \$500. Last year we had 72 hole sponsors & 13 Event sponsors. Still need VOLUNTEERS!! Tami shared about the planning of a 4 lakes association event August 25<sup>th</sup> at the Eagles Club with Josh Sanders bring his band up.

**FLTF UPDATE:** Dave Rothman shared that engineering for Sanford is complete, Edenville is close. Mlwaters website permit (Sanford) is open for comment. Cutoff wall at Edenville will begin shortly to begin the stabilizing of embankment. Will be trenched in 70'-80' in embankment, is a mix of bentonite & cement the machine weighs 400,000lbs. Plan to finish the cutoff wall this summer & other embankment work. Next is spillway work next year. Snuff box mussel-1 adult & 1 juvenile, wont affect construction, but may with refill schedule, but lots of time for that still. Sanford is making major step forward, just a process of walking through the permits.

Don Zakett gave a WLIB update-Board accepted a helicopter bid, spraying the second half of June with Sanford & Wixom. 600+ acres on Wixom main lake area-notices will be mailed and area will be marked on lawns. Company is Hamilton Helicopters. GPS spraying will be spot on. A second component was added because test plots did not come out as expected. Imazapyr will be added and that has put the setbacks to 80' from shore. Will take 4-6 weeks to get to the roots, 2-3 days to do Wixom & 1-2 days to spray Sanford. Public safety take 24hrs to dry. Possible dates week of June 19<sup>th</sup>. Progressive AE is working on a plan for canals, other herbicides could possibly be used. No mowing until after August 1<sup>st</sup>. DOUG-added that we are a support to WLIB and will be ready when we are needed. Need to be patient with EGLE and keep them happy. Collaboration & patience is key right now.

## **New Business:**

Discussion/Motion on paying DJ Ryan for his service \$100, Doug-Motion, Mark 2<sup>nd</sup>.

Discussion/Motion on donation to BillingsTwp. Park from Lake Rally, \$1,000, Doug-Motion, Tami 2<sup>nd</sup>

## **Board Comments:**

**Adjournment:** 8:04pm