

WIXOM LAKE ASSOCIATION

BOARD OF DIRECTORS MEETING

THURSDAY, MAY 11, 2023

Board Meeting was Public @ Swanton Memorial Hall

Dirk Meister called to order at 7:00pm

Board Members **present:** Dirk Meister, Tami O'Donnell, Mark Mudge, Don Zakett, Larry Woodard, Gary Oliver. **Via Teams:** Doug Hill, Amy Bentley, Bryan Gardner. **Absent:** Dave Rothman(excused) Liz Seelhof(excused)

Agenda Approved (Mark, Motion-Larry 2nd)

Approval of previous minutes: (Mark, Motion-Don 2nd)

Treasurer Report- As of 4/30/23, **Income:** \$1,120.00 in Memberships, Donations \$115.00, Merchandise: \$165.00, Lake Rally \$123.00, Music & Art \$4,413.92, Golf \$3,472.50. \$9,526.16 Expenses for the month, largest expenses being new membership signs (\$4,806.84) Checking Balance \$3,460.53, Savings Balance \$112,034.25, **Total: \$115,494.78**

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

Secretary Report: Members Paid: 311 of which are 128 Auto Renew Members & 183 One year Members as of May 8th.

NOTE: (1) Auto pay renewal declined, these are taken out of the total.

*Renewals and New memberships coming in daily.

Subscribed Members: 1082 receiving emails.

Website performance:

80% of emails opened- 68% of emails are clicked on to the event listed in flyer.

Total sales

\$7,861 (Memberships, Golf Sponsor, Golf Teams, Music & Art)

FYI: From the start of our website in 2021...we have collected \$58,897.00

Total orders

103

WIX MARKETING ACTIVITY: 680 NEW visitors & 127 returning visitors. **FACEBOOK ACTIVITY:** 263 NEW visitors & 45 returning visitors, **DIRECT:** (going to our site through the actual web address) 141 NEW visitors & 72 returning, **GOOGLE:** 177 NEW visitors & 28 Returning visitors, **BING:** 110 NEW & 19 Returning, **FLTF website:** 21 NEW & 4 Returning, **YAHOO:** 8 NEW 4 Returning.

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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.

DEVICE VIEWS: Mobile: 749 Desktop: 226, Tablet: 23

Motion to approve Secretary's Report: (Don, Motion-Gary 2nd)

Social Committee Report: Amy Bentley, Sign p/u at the Eagles Saturday 5/13 12-2pm Lake Rally, May 27th, fundraiser for lake bottom clean up. 12 stops, games at each stop. 10:30 registration kick off at 12pm. Happy Hour 6/27 5-7pm at Beverton Taven, Happy Hour 7/27, 4-7pm at Merry Hearted Winery. August 25th Members only 7-11pm. Dirk Meister on Golf Outing, way ahead of schedule, (8) spots left of (36). Last year 85 sponsors this year so fat 10...need volunteers!!

Motion to approve: (Mark, Motion-Tami 2nd)

FLTF UPDATE: Don Zakett-Listen to the FLTF webinar, current update on vegetation control. 2 permits for a 5yr period were amended. PLM received the ANC permit for the ability to use herbicide in water. 60 acres tested last year didn't come out as thought. Aspen is not well controlled with herbicide used, added to permit imazapyr to treat them. Activity in soil is 5 months. Boundary spray was revised, 80' from shore(seawall) 42' from waters edge. This is due to the imazapyr ability to travel in the soil. Redrawing of maps-currently. Spraying target mid to late June by helicopter. WLIB with Progressive AE looking a canal plan for later in the year for spraying and mowing. WILB meeting 5-2-23 @ 6pm Billings twp Hall.

Motion to approve: (Tami, Motion-Dirk 2nd)

Presentation by Sid Hansen- He presented to the board that he has done extensive research on the use of a Weir design on the Edenville Dam. This is an alternative to the mechanical gates that will be installed at the Edenville Dam, per the FLTF drawings and permitting process. This would be a cost savings to everyone and not required payments from homeowners forever. For more information please contact, sahsansen@charter.net

New Business: Don Zakett asked to purchase some Recognition coins for use to show Merit appreciation of members. Doug Hill made a motion to approve \$500 to purchase said coins, Dirk 2nd.

Motion passed.

Doug Hill- mentioned about mowing in the canals of the first 50', as soon as the lake bed is dry enough will start! He has contractors ready to start. Behind because of the mild winter.

Board Comments:

Doug Hill asked the board members to be present at the WLIB meeting.

Thanked everyone for everything they do!

Don Zakett also asked for board members to be present at the WLIB meeting.

Adjournment: 7:56pm