

**WIXOM LAKE ASSOCIATION**  
BOARD OF DIRECTORS MEETING MINUTES  
THURSDAY, MAY 9, 2024 @ 7PM

Board Meeting was Board @ Billings Twp. Hall

Doug Hill called to order at 7:00pm

Board Members- **Present:** Doug Hill, Tami O'Donnell, Mark Mudge, Larry Woodard, Liz Seelhoff, Don Zakett **VIRTUAL:** Amy Bentley

**Absent-**Bryan Gardner (excused), Gary Oliver (excused), Dave Rothman (excused)

**Members Present:** (5)

**Pledge of Allegiance:**

**Agenda-** Approved (Mark-Motion, Liz 2<sup>nd</sup>)

**Approval of previous minutes (4-11-24):** (Liz-Motion, Amy 2<sup>nd</sup>)

**Treasurer Report:** AS of March 31, 2024: **Income:** \$3,358.69 Memberships, \$900.00 Donations, \$125.00, Merchandise, \$155.00, Lake Rally, \$328.00 Comedy Night, \$1,440.69 Golf Outing,\$410.00 Interest.\$0 **Expenses:** \$2,147.73 **Checking Balance:** \$11,155.40 **Savings Balance: \$84,243.38**  
**Total: \$95,398.78**

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

**Secretary Report: Members Paid:** (390) of which are (186) Auto Renew & (204) One year Memberships as of May 8, 2024

**WEBSITE PERFORMANCE: Site Sessions: Total 1,539, page views 2,694, Unique visitors 1,130**

**Total sales: \$3,921.00**

**WIX MARKETING ACTIVITY:**

**EMAIL:** 4,780 emails sent per email. 77.2% of emails opened. Click rate of 19.2% \$1,180.00

77% Mobile, 21% desktop & 3% tablet

Email 559, Facebook 554, Google 188, Direct 170, Bing 13, Duck Duck Go 10, FLTF 10, Yahoo 4 & Ourmidland 1 (how visitors to our site)

66% of visitors go to our Events page.

TUESDAY'S between 6AM-8AM and 5PM –10PM still is our strongest email day,

FRIDAY'S: 5AM-7AM time frame. WEDNESDAY'S: 4PM-8PM time frame.

WLA will be hosting a **Comedy Night on** Friday, April 12<sup>th</sup> doors open at 6:30pm \$20 per member \$30 per non-member at the Eagles club.

**Petition of Support to complete restoration of our Lake with the plan FLTF has put forth.**

Wixom Lake 442 Signatures, total on all 4 lakes- 1,674.

# WIXOM LAKE ASSOCIATION

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

**Social Committee Report:** Amy gave report that the Lake Rally is coming along. All stops are on board and excited, (7) Business & (3) Residential. The park is ready for us! We had 368 people ride last year hoping for the same or more! (10) stops with games at each stop to earn points, paying 1<sup>st</sup> place, 2<sup>nd</sup> place & last place. We have all the volunteers, but please stop in if you want to...we will find something for you to do! Thanks to the park for their hard work in this event!

**Doug** talked about the upcoming clean-up on May 18<sup>th</sup>, off of Eastpointe & Westpointe Drive. We will enter from the east side and the homeowner has made a bridge to access both sides. The ticks are very heavy, Doug will have tick spray but please wear white if possible and tuck your pants in your socks. These are very high & steep banks, if you cannot access there are other things you can help with! Doug will give a safety talk before. Doug went with John Marsh and made huge headway with his new excavator on the larger areas.

**MEMBERSHIP TASK FORCE REPORT:** Doug gave the report from Jerry's email. The group had targeted (77) members that have not paid yet this year and of that (22) have paid their dues! Setting up Membership info at the Lake Rally registration and at Nancy Terwilliger's house(she is a stop). The new Membership cards are being handed out and will be available at the Lake Rally.

**FLTF UPDATE:** Dave was absent, Don gave a short update. Sanford Lake Association put out a message of NO Confidence of the Heron Cove Association, ahead of the court hearing on May 29<sup>th</sup>. Not much has changed since April, still working on permits and waiting on the Appeal Hearing May 29<sup>th</sup>. A few things going on are the Part 201 Mitigation of the river once it is returned to a Lake. Fish habitat, walleye spawning, continued discussions. The shoreline stabilization that was done immediately after the flood, will not give credit because it was done before mitigation was requested. Trees in the deep water will be topped...the snuff box mussel "Take permit" is not interfering with the schedule at the moment. The FLTF response to the HCA appeal is available on the website.

**WLIB UPDATE:** The WLIB has created a Mowing Subcommittee to tackle getting bids and mowing started.

## **New Business:**

Doug stated that WLIB and WLA are working on a possible agreement for WLA to be the General Contractor for the mowing. He will bring back to the board when WLIB has given more info. The Tobacco side is starting to grow up again, it's been good for two years. We will be trying to get into all areas as much as we can this summer. Tami announced that the WLA will be participating in the Beaverton & Billings 4<sup>th</sup> of July parades...She has a team together to decorate and help spread membership news. She asked for a Motion to be made for \$500 allocated to the parade, she has a matching donation. Motion: by Don – 2<sup>nd</sup> by Liz, Motion passed. Doug & Tami mentioned a possible end of year for a family friendly event in Sept or October. This will be a break even event something for the Members, possible food truck, pot luck or maybe a \$5 voucher for food. Doug will handle the music. Possible date 9/21/24.

## **Member Comment:**

## **WIXOM LAKE ASSOCIATION**

-Sid Hansen distributed and email that was sent to Gladwin County Commissioners and FLTF with concern of the project scope and increased costs. Also attached were two letters sent to the Midland Daily News about leaving the two lower dams as a river.

### **Board Comments:**

-Doug- Response to the Sanford Lake Associations NO confidence statement, WLA is trying to stay out of the social media frontlines. We will re-release our Mission & Vision statement to members and on our facebook page. Our job is to assist in getting the lake ready.

-Amy We have (13) teams signed up for the 5<sup>th</sup> DAM Golf Outing! Heading for another SOLD-OUT Event this year!

-Doug-take care of yourselves and each other. We are in a good place.

**Adjournment:** 8:01pm