

WIXOM LAKE ASSOCIATION

BOARD OF DIRECTORS MEETING

THURSDAY, APRIL 13, 2023

Board Meeting was Public @ Swanton Memorial Hall

Doug Hill called to order at 7:00pm

Board Members present: Doug Hill, Dirk Meister, Tami O'Donnell, Mark Mudge, Liz Seelhoff, Bryan Gardner, Don Zakett, Dave Rothman, Amy Bentley via Teams. Not Present: Larry Woodard (excused) Gary Oliver (excused)

Agenda Approved (Dave, Motion Mark 2nd)

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

Treasurer Report- As of 3/31/23, \$1,500 in Memberships, \$1,880.41 Expenses for the month, Checking Balance \$3,583.93, Savings Balance \$111,884.25, Total: \$115,468.18

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

Secretary Report-, Members Paid: 269 of which are 117 Auto Renew Members & 152 One-year Members as of April 10th

NOTE: (4) Auto pay renewals were declined, these are taken out of the total.

*Renewals and New memberships coming in daily.

Subscribed Members: 1091 receiving emails.

MEMBERSHIP: 2020 – 646 paid, 2021- 627 paid, 2022- 463 paid

*We have 726 unpaid Members, but 194 have not renewed for 2023. (532) Members we need to reach....

Website performance:

80% of emails opened

Total sales

\$7,924 (Memberships, Golf Sponsor, Golf Teams, Music & Art)

Total orders

108

Subscriptions sold

33

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WIX EMAIL MARKETING ACTIVITY:

442 NEW visitors & 92 returning visitors. FACEBOOK ACTIVITY: 192 NEW visitors & 69 returning visitors, DIRECT: (going to our site through the actual web address) 274 NEW visitors & 116 returning, GOOGLE: 104 NEW visitors & 262 Returning visitors, BING: 17 NEW & 55 Returning, FLTF website: 12 NEW & 12 Returning, YAHOO: 41 NEW.

*We are performing well and gaining activity on the web. Our google performance is extremely up and this will continue to grow...getting our name out there!

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: 360 Desktop: 192, Tablet: 35

Social Committee Report-given by Dirk: Off to a great start! Awesome participation, all events have paid for themselves. Bir things coming up stepping out of the comfort zone, with Music & Art at Dow Diamond. Still learning as we go... May Lake Rally, Happy Hours June & July. Golf Outing sold out 3 years in a row, expecting the same! 2022 raised \$25,000 incredible! Half of the teams are already sold using the online system, Sponsorships coming in as well.

Amy reported on Music & Art, appetizers included going to be a great show! Lake Rally pretty much set up all stops are ready. Will be games at each stop to earn points, most points win! DJ will be at park. We had just over 300 last year, hoping to increase by 50 to 150! Happy Hour June 22nd at Beaverton Tavern.

FLTF UPDATE: Don Zakett shared information about the WLIB (Wixom Lake Improvement Board) Been challenging to get bottom land mowed due to soft ground and being too wet. Tentative spraying schedule is the second week of June to spray approx.. 650 acres of the main lake and some in Sanford lake. Then wil commence mowing of the sprayed areas. Still have enough donated chemical and got permitting to add an additional herbicide. WLIB board meeting 4/19/23 & SLIB board meeting 4/20/23. Updates to follow.

Dave Rothman shared Dam updates, Secord/Smallwood sheet piling has begun. Done at Secord, building the spillways is off and running. Schedule for contractors may have trouble but FLTF is keeping a close eye on them. Sheet piling is done at Sanford. Construction to start soon, EGLE is anxious because of the danger to the newly done Village park, they are getting permits out. Wixom/Edenville agreement with US Fish and Wildlife on snuff box mussel was reached to deal with prior to water coming back. Flood plain maps are being redone per FEMA requirements. Flood plain modeling with EGLE and collaboration with Army Corp of Engineers and using data from Secord flood plain is coming together. EGLE seems to be coming around. Financing Bonds are now at 5-5.5% but Dave Kepler has a less expensive way for the capital assessment he will talk about in the FLTF Webinar on April 26th @5pm. Midland City needs to approve appendix from Midland County Commissioners Hazard Mitigation Plan to access FEMA \$\$.FEMA Grant in place with loans upto 5M with 1% int. rate, insufficient but supplemental. Senator Gary Peters arranged with FEMA for Flood Damage & FEMA Grant. Re-enforcement of embankment & cut off wall at Edenville Dam on tobacco side will start June or July. Permitting on the last two dams is getting close.

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Doug asked about grants for dredging, Dave replied dredging is being focused on by the WLIB & SLIB. He is advising them on some grant opportunities.

Motions:

To order new yard signs, (500) \$4,806.44- Dave, Bryan 2nd. Motion Approved

To order new brochures (1000) \$219.79- Doug, Liz 2nd. Motion Approved.

Old Business:

New Business: Doug- will engage with WLIB about mowing.

Board Comments:

Doug: People are getting excited to see work starting!

Adjournment: 8:15pm