

WIXOM LAKE ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, JUNE 19, 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, Amy Bentley ,Larry Woodard, Don Zakett, Gary Oliver

Absent-Bryan Gardner (excused), Dave Rothman (excused), Liz Seelhoff (excused)

Members Present: (16)

Pledge of Allegiance:

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

Approval of previous minutes (4-11-24): (Mark-Motion, Amy 2nd)

Treasurer Report: AS of May 31, 2024: **Income:** \$9,384.50 Memberships, \$925.00 Mowmentum, \$153.75, Merchandise, \$1617.00, Lake Rally, \$3,177.50 Golf Outing,\$3,511.25 Interest.\$0 **Expenses:** \$5,782.78 **Checking Balance:** \$9,757.12 **Savings Balance: \$89,243.38 Total: \$99,000.50**

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

Secretary Report: Members Paid: (414) of which are (191) Auto Renew & (223) One year Memberships as of June 17, 2024

Total Sales for Month: \$11,449.00 2024 YTD: \$32,246.00 YTD 2023 \$57,197.00

WEBSITE PERFORMANCE: Site Sessions: Total 996, page views 2,054, Unique visitors 714

WIX MARKETING ACTIVITY:

EMAIL: 68% of emails opened.

79% Mobile, 18% desktop & 2% tablet

Email 94, Facebook 352, Google 303, Direct 160, Bing 14, Duck Duck Go 6, FLTF 9. (how visitors to our site)

60% 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.

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

Wixom Lake 496 Signatures, total on all 4 lakes- 1,977.

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

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Social Committee Report: Amy shared the success of the Lake Rally. We didn't raise as much as last year, because the person did not donate back any 50/50 money. Last year all 50/50 money was donated back to WLA. We were only down 4 riders from last year, so very much appreciation for the park committee-Larry, Butch, Pam and others make things like this happen smoothly. Weather was a great day! Next up 5th Annual Dam Golf Outing...36 teams are SOLD OU, 5 years in a row! We need volunteers to serve pizza at the end and set up/take down, help with goodie bags. Amy said she will be putting together an Amazon wish list to gather items for the goodie bags for the golfers. All fund go to the clean up efforts, don't golf Sponsor a Hole for \$100. Come see us after the event and buy 50/50 tickets...

Doug-Thanks to Amy for a great Lake Rally!

MEMBERSHIP TASK FORCE REPORT: Doug gave report we have increased by 100+ members since starting taskforce. Each person on task force was given names to follow up with, lots of success. The steady flow of membership coming in will help. It's not the best, but it will keep some fundraising money coming in. The larger the membership the less we have to solicit funds....Task force is trying to make it as easy as possible to sign up. 4th of July float in Beaverton and Billings parade will focus on Membership, going to be a great day come out if you are in town.

FLTF UPDATE: Dave was absent, Don gave the report. Reaching the end of phase IV, currently adding stone to widen the embankment. Other Dams will also pause at the beginning of phase V, in the fall. No decision has come in from Judge Beale, as of today. Don stated that it could be as much as 4 weeks after hearing, news stations our of Flint & WNEM TV5 are covering it. FLTF will put out a statement as soon as they are notified of the determination by Judge Beale.

Doug stated that he has reassurance calls weekly with Dave Kepler, it is a good idea that the Judge is taking his time and being thorough in making his determination. Tami mentioned that some new granting is coming out a BRIC from Peters office and Kildee, Moolenaar have sent requests for 2M and 3M into the State Appropriations.

WLIB UPDATE: Next meeting is June 27th 6pm Billings Twp. Hall, please attend. Discussion has been ongoing on contracting with WLA for mowing. A Mowing subcommittee was developed to make a plan on the best way to move forward.

New Business:

-Doug gave update on John Marsh mowing. Finally got on to the island in Heron Cove, been trying for 3 years to get those large trees cut down, there is still a bit of skirt work to clean up but it is overall pretty much done. The very north end still needs some skirt work clean up, possible volunteer. Monty is working on some sites in Venice Subs, need to get some big trees down in there. WLA would like to have John start making another lap around the lake bed to keep those areas in control. If you have concerns in your areas where you live, please contact Doug or Amy. Doug and John set the priorities as a 1 or 2, then he has options and when with out babysitting him on what to service and when. John Marsh asked that if you have a access spot to please let us know, that is the hardest part. Doug mentioned that the Tobacco side is also in need of some help and he will talk with Craig, the Supervisor.

-Board Member discussion, we can add up to two more Directors if we choose. This will be on the Annual Meeting if we chose to move forward.

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Member Comment:

-Richard Martin concerned about the area behind Nikki's "muddy bay" without boat traffic and area is cut off. Once there was a drain to connect, but no real answers on why it was taken out. Doug suggested he contact the Gladwin County Drain Commission.

-Angela Seyfried-concerns on the canals in Pleasure Island, full of trees and cattails, wanted to know if her husband can cut it down? And if there is any plan to mow in there?

Board Comments:

-Tami asked about getting two "mowmentum" signs for the parade on John's equipment. A motion was made by Doug – Gary 2nd

-Doug said to keep our chin up, keep our composure, we only have so much we can control. We will take care of our members and nothing pass that. Take care of yourselves and each other. We are in a good place.

Adjournment: 8:03pm