

ELK- SKEGEMOG LAKES ASSOCIATION BOARD MEETING

November 18, 2021

BOARD MEMBERS PRESENT: Ruth Bay, Don Bonato, Bob Campbell, Dale Claudepierre, Steve Francis, Jan Garvey, Dean Ginther, Andrew Hogarth, Mary Beth Kazanski, Bob Kingon, Brenda Miller, Pat Pierce, Nancy Schreiber, Deanna Seifried, Linda Slopsema, Phil Spangenberg

BOARD MEMBERS ABSENT: Ken Krentz, Kate Lett, George Seifried

Samantha (Krause) Ogle, ESLA's lake biologist for the 2021 summer season, was also in attendance.

Bob Campbell, Elk-Skegemog Lakes Association (ESLA) Board President, called the meeting, run virtually through Zoom, to order at 10:04 am.

The agenda was approved as written.

The minutes of the September 16, 2021 meeting were approved as written.

The next ESLA meetings will be conducted on January 20, 2022 and February 17, 2022 via Zoom.

COMMITTEE REPORTS

TREASURER'S REPORT:

Phil Spangenberg gave the treasurer's report. Attached to these minutes are the Financial Statements, Dues and Grants-Project Detail, Vanguard Investment information and Grand Traverse Region Community Foundation (GTRCF) information distributed and reviewed by Phil. Phil verbally updated the Financial Statements by noting that membership dues are actually \$5,300 greater than indicated and the Vanguard Investment balance is \$511 greater than indicated. Phil reported that there has been a 9.72% return on the Vanguard Investment. With regard to expenses, Bob Campbell noted that ESLA has not yet been billed for the analysis of the drone survey conducted by Zero Gravity Aerial.

MEMBERSHIP REPORT:

Brenda Miller gave the membership report. Brenda reported that there were 467 members at the end of last year, 544 members as of November 12, 2021 and 566 members to date. Brenda stated that membership dues are higher because of the increase in membership and increases in the number of members electing the Admiral and Admiral + membership categories.

Deanna Seifried briefly discussed 2022 membership ideas/initiatives. Deanna stated that the ESLA website needs to be fixed and that the February or March ESLA newsletters that list members could also encourage recruitment of additional members.

SAFETY AND RECREATION COMMITTEE:

Pat Pierce gave the safety and recreation committee report. Attached is the written report distributed and reviewed by Pat.

Bob Campbell reported on discussions with boaters who experienced difficulty navigating the channel entering Torch River from Skegemog Lake. Bob stated he would like to see better demarcation in the channel. Pat noted that he has diligently put reflectors on buoys in that area to assist boaters. Pat suggested that 6 buoys be purchased to replace the four missing summer buoys and provide additional buoys for the channel. A motion to purchase 6 buoys was passed.

There was a brief discussion about the missing buoys and Andy Hogarth inquired whether GPS tracking devices could be installed on ESLA's buoys.

ENVIRONMENTAL COMMITTEE:

Jan Garvey gave the environmental committee report. Jan reviewed the attached summary of the environmental committee meeting held in the Fall of 2021. Jan noted that the summary identifies various projects and enumerates the activities and projects that are under consideration for next year. Jan requested that she be contacted if Board members had questions or comments.

ERCOL

Mary Beth Kazanski displayed the new signs with QR codes. Mary Beth stated that decisions will be made determining where the signs should be posted.

Mary Beth reported that at the last ERCOL meeting, there was a presentation from a representative of a mobile boat wash machine manufacturer. The machines discussed at the presentation cost approximately \$30,000 to \$35,000 each. Mary Beth stated that the manufacturer will work with governmental bodies to find available funds to finance purchases and suggested that we may want to discuss a possible purchase with Whitewater Township. Linda Slopsema noted that implementation of the plan for Whitewater Township Park has been delayed and that the boat wash station currently in the plan may be eliminated.

Mary Beth reported that the lake level committee is still waiting for action by the Army Corp of Engineers. Mary Beth also reported that the septic committee is preparing information for local governmental bodies. It is requested that lake association representatives be present when this information is presented to local governments. Mary Beth advised that there is a new Cake-Cisma Director and that efforts will be made to work with Cake-Cisma on purple loosestrife treatment. Finally, Mary Beth mentioned that a resident of Clam Lake reported that there has been an increase in Zebra mussels in Clam Lake.

OLD BUSINESS

Bob Campbell stated that he, Jan Garvey and Deanna Seifried met with Dennis Wiand from Zero Gravity Aerial and that Dennis presented his initial findings from the drone survey. We are waiting for the analysis of the survey. It is expected that the analysis will be completed during the holiday season and that we will receive the analysis mid-January. Jan stated that we will have to decide what to do with the analysis and that we should consider establishing a small group to think about possible action.

Between the finance committee report and the membership committee report, there was a discussion about the progress made by the ad hoc committee formed to address dues, donations and giving. Attached is the document distributed and partially reviewed by Dean Ginther. Dean reported that the committee has been meeting to refine what the committee reported at the last ESLA meeting. Dean stated that a committee goal is to make a clear distinction between dues and donations. With respect to dues, Dean stated that there should be two categories of dues: membership dues and business membership dues. Dean's comments generated discussion about the new dues levels and whether members can make dues payments over and above the established levels. A motion was passed to approve the following 2022 dues levels: \$50 (supporter), \$100 (sustaining), \$250 (silver), \$500 (gold) and \$1,000 (platinum). The topic of donations is currently a work in progress. Dean requested that questions be directed to him and Bob Campbell and Dean stated that donations is a topic to be discussed at the next meeting.

NEW BUSINESS

Membership software was a topic of discussion between the finance committee report and the membership committee report. Bob Campbell began the discussion by noting that a small group met to review membership software and that 8 companies were selected because they were recommended or had good reviews. Samantha (Krauss) Ogle stated that she narrowed the list of companies from 8 to 3 based upon various factors and that she ultimately determined to recommend Bloomerang. Samantha reviewed the features of Bloomerang's software and other factors that led to this recommendation. Bob Campbell commented upon some of the factors inducing him to support Samantha's recommendation and Bob noted that Steve Francis is also a strong supporter of Bloomerang. At Bob's request, Steve and Brenda Miller explained why they endorse Bloomerang. Bob stated that Bloomerang's cost for the first year is slightly less than \$2,000, which includes phone consultations if problems are experienced, and that the cost for subsequent years should be approximately \$400 less. Bob also stated that Bloomerang offers custom conversion from our current software at a maximum charge of \$1,250. Bob stated that he does not anticipate costs exceeding \$3,200 for the first year with Boomerang. A motion was passed authorizing Bob Campbell to enter into a contract with Bloomerang at a cost not to exceed \$4,000, including custom conversion.

The Board discussed the membership appreciation newsletter. The newsletter will list members by level of membership. Dean stated that his goal is to release the newsletter by mid-February and that the timing of the newsletter will serve as a dues payment reminder. It was noted that the membership year now coincides with the calendar year and Brenda Miller stated that the newsletter will contain recognition for all dues payments prior to December 31.

Ruth Bay discussed *It's a Shore Thing* events and requested that she be contacted if anyone has suggestions for topics and speakers. Ruth stated that the Twisted Fish Gallery will be available for events and Steve Francis suggested we consider using the new facility at the Elk Rapids Marina.

Bob Kingon stated that he attended a meeting of the Milton Township recreation committee and that the township wants to approve any signage posted in the township.

Jan Garvey mentioned the clean boat grant from EGLE. The grant request is due December 17, 2021 and Jan will work with Samantha to submit a grant request for signage.

Bob Campbell will draft a 2022 meeting schedule.

Bob Kingon mentioned a video from Grand Traverse Land Conservancy and recommended that it be viewed. Dean Ginther will consider creating a video for ESLA.

The meeting was adjourned at 11:55 a.m.

Submitted by Recording Secretary, Donald Bonato.