

ELK- SKEGEMOG LAKES ASSOCIATION BOARD MEETING

January 20, 2022

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

BOARD MEMBERS ABSENT: Andrew Hogarth, Kate Lett

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 10:03 am.

GENERAL MEETING

At Bob Campbell's request, Bob Kingon introduced two guests from the Tip of the Mitt Watershed Council (TOM), Jennifer Buchanan (TOM's Associate Director and Interim Executive Director) and Jen DeMoss (TOM's Communications Director). Jennifer described TOM's mission and service area, noting that TOM was created in 1979 and is dedicated to protecting northern Michigan's lakes, streams, wetlands and groundwater. Jennifer briefly described some of TOM's programs and activities which are designed to achieve TOM's mission to protect the water quality of northern Michigan. Jen DeMoss described some of the resources TOM makes available to empower lake associations and others to promote water quality. For example, Jen noted that TOM provides general information to lake associations that can be used by lake associations in newsletters, media posts and emails to members.

The agenda was approved as written.

The minutes of the November 18, 2021 meeting were approved as written.

COMMITTEE REPORTS

TREASURER'S REPORT:

Phil Spangenberg gave the treasurer's report. Attached to these minutes are the Treasurer's report (January 18, 2022 email), financial statements, line-item details, comparison of budgeted versus actual income and expenses, and Vanguard investment information reviewed by Phil. Phil noted that the decrease in income from 2020 to 2021 was attributed to the \$10,000 donation that was received in 2020. Phil pointed out that the drone survey was the biggest expense in the line item for 2021 projects. Bob Campbell mentioned that the payment for the analysis of the drone survey will be a 2022 expense. Bob advised that the analysis for Elk Lake is expected to be completed this week and the analysis for Skegemog Lake is expected to be

completed at the end of January. Jan Garvey noted that the work performed by CAKE Cisma last year was not billed until this year and that the 2021 budget included an expense for watermilfoil treatment that was not done in 2021.

MEMBERSHIP REPORT:

Brenda Miller gave the membership report. Brenda reported that current membership is 562. In comparison, Brenda noted that 2020 membership totaled 467, 2019 membership was 471 and 2018 membership was 521. Brenda advised that the current membership includes 56 Admiral + level members, 161 Admiral level members, 17 Commodore level members, 146 Captain level members and 182 Basic level members.

Deanna Seifried briefly discussed membership categories and noted that there is a need to develop a membership form designed to collect data from members. Deanna reported that the next ESLA newsletter will contain an article encouraging membership and efforts are underway to update membership information on the website. With respect to the website, Bob Campbell mentioned that we are in the process of inputting the new membership categories and monetary amounts. Deanna concluded her report by mentioning the possibility of using the Elk Rapids Chamber of Commerce to assist in communications and attracting members.

COMMUNICATIONS:

Bob Kingon reported on a communication committee meeting last week conducted via Zoom. The meeting pertained to ESLA's communication efforts and prompted Bob to raise the following questions: (1) should communications focus upon its loyal supporters and members, rather than those that have not been receptive to ESLA's recruitment efforts, (2) should ESLA continue to emphasize what it does and remind the public that investing in ESLA directly affects home values, (3) should ESLA conduct targeted home visits, (4) what is ESLA's best routes for effective communication, and (5) should ESLA create a template for email blasts.

Bob Kingon stated that the committee discussed ESLA's website. This prompted a brief discussion of the website, including the need for an automatic data capture feature and the importance of integrating the website with the new membership software.

Member email addresses was also discussed. Brenda Miller stated that we have approximately 600 email addresses and that 390 of these are addresses of ESLA's 562 members (approximately 69%). We are lacking non-member email addresses.

SAFETY AND RECREATION COMMITTEE:

Pat Pierce gave the safety and recreation committee report. Pat began by discussing water level, noting that as of approximately 3 weeks ago, water level at the dam was normal. Bob Kingon raised the question of whether it might be time to consider decreasing lake water levels, noting that waves have been breaking nicely offshore following the recent water level decrease. It was mentioned that the water level was established by an Antrim County Circuit

Court ruling issued in approximately 1970, thus changing the level would require a court case and strategizing by lake associations. Pat also reported that he has not yet ordered the new buoys he has been authorized to purchase.

ENVIRONMENTAL COMMITTEE:

Jan Garvey gave the environmental committee report. Jan noted that there has not been a lot of recent activity and that the committee has been wrapping up studies and loose ends. Looking forward, the committee plans to follow up on the studies done last summer and wait for the drone survey analysis to determine what ESLA should focus upon in the future.

Jan also mentioned that she is initiating development of forms for future use. One form pertains to creation of a data base memorializing inquiries that warrant follow up action. Another form was characterized as a project proposal form that would address things such as the nature of the proposed project, project benefits and the identities of those involved with the project.

GOVERNMENTAL COMMITTEE

The governmental committee report was given by Steve Francis. Attached is the written report submitted and reviewed by Steve. As noted in the attached report, Larry Prentice is a member of an unofficial association of property owners on the north end of Elk Lake and Mr. Prentice has proposed that Elk Rapids Township create a formal water quality committee that would monitor water quality. Mary Beth Kazanski reported that the unofficial association was recently discussed at an ERCOL meeting to attempt to ascertain its plans. Steve raised the question of whether ESLA would like to support the proposal. After discussion, it was determined that ESLA would table further discussion of the following question: should ESLA align with the property owners' association contention that governmental bodies should do more to support water quality?

ERCOL

Mary Beth Kazanski reported that Paddle Antrim is promoting a three session webinar which is advertised on its website. Also, EGLE is considering various water testing projects and perhaps we can persuade EGLE to have more involvement with the Burnett Foods sites.

FISHERIES

Ken Krentz gave the fisheries report. Ken stated that the brown trout planted by the DNR are now at catchable size. However, Ken does not know anyone who has caught a brown trout on Elk Lake or Skegemog Lake, so he questions where the fish are located. There is speculation that they have migrated to Torch Lake. In the spring, Ken plans to survey fishermen to learn of

their successes and failures in catching brown trout and at this point Ken is planning the survey. Ken also reported that the new fish plants by the DNR will have fin clips so they can be distinguished from native fish. Ruth Bay indicated she will consider having a DNR representative speak at an *It's a Shore Thing* event.

OLD BUSINESS

Bob Campbell advised that the analysis of the drone survey conducted by Zero Gravity Aerial will be completed by the end of January and that he will arrange a meeting with Ron Remink to review the analysis.

There was a discussion of the ad hoc committee established to consider ESLA business memberships. Rather than a single business membership category with a \$300 cost, the committee determined to have three different business membership categories: supporter- \$100, sustainer- \$250 and patron- \$500. There were no objections by the Board on creating the three levels of support. Nancy Schreiber stated that she would work with Bob Campbell to draft a solicitation letter and inquired whether we have a list of the businesses which could be solicited.

Brenda Miller discussed the status of the Bloomerang conversion. Brenda said that we have all the needed information and that she is meeting with Bloomerang representatives tomorrow to address various issues. In response to a question from Bob Campbell, Brenda said that she thinks we can activate the new system in the next couple of weeks and then continue to update as more data becomes available.

NEW BUSINESS

Bob Campbell provided an update on an ESLA subgroup zoom meeting with Hans Vansumeren, Director of the Great Lakes Water Studies Institute at Northwestern Michigan College. Bob stated that there was brainstorming about ways we could collaborate. Bob stated that 2022 will be considered a "let's get acquainted" year at no cost to ESLA. Bob also stated that Hans may be requested to speak at ESLA's annual meeting.

It's a Shore Thing events will be conducted the fourth Friday of the month beginning in April through September 2022. Ruth Bay requested Board members to think about potential speakers. Ruth Bay, Deanna Seifried, Bob Campbell and Pat Pierce will meet to discuss venues and speaker topics for the annual meeting and *It's a Shore Thing* events.

Dean Ginther discussed the next newsletter, which will be targeted for the end of February. Dean stated that members will be identified in the newsletter by contribution levels, rather than zones. Dean is still working on information addressing giving opportunities.

With respect to newsletters, Ken Krentz commented upon the content of newsletters from 20 years ago, opining that articles in those newsletters were high quality, because they were not

lengthy. Ken's comments prompted a brief discussion of the desired length of newsletter articles.

The following 2022 meeting dates were established: February 17 (budget meeting), March 17, May 19, June 23 (annual meeting), July 21, September 15, and December 1. Ruth Bay and Deanna Seifried will work on venue selection.

The meeting was adjourned at 12:31 p.m.

Submitted by Recording Secretary, Donald Bonato.