

ANNUAL MEETING

August 22, 2015

 **LONG
LAKE**



Agenda

9:30 AM – Coffee and Doughnuts

10:00 AM – Call to Order and Welcome

- Acceptance of Minutes for 8/23/2014
- Presidents Message – Gerry Chefalo
- Treasurer’s Report – Makayla Vitous
- Audit Report – Ron Albers
- Committee Reports /Questions

Announce New Board Members

Adjourn





LLA Board



Gerry Chefalo



Rick Kiehle



Jo Marie Marks



Kendra Balderach



Jim Wheaton



Ron Lemcool



Allen Horstman



John Cartwright



Dean Templeton



Sean Brunetti



Makayla Vitous



Walt Kraimer



Dan Marks



Peter Zirnhelt



Long Lake Association

PRESIDENT'S MESSAGE





President's Message

Gerry Chefalo



- Board Introductions
- Acceptance of the Minutes for August 23, 2014 Annual Meeting
- Comments



Long Lake Association

TREASURER'S REPORT





Budget Summary

FY 2014-15 [1-Sept-14 thru 4-Aug-15]

Makayla Vitous



Income

Contributions/Gifts	\$ 5,050.00	\$ 5548.00
Interest Income	\$ 20.00	\$ 10.80
Membership Dues	\$14,350.00	\$ 13,615.00
Riparian Subscriptions	\$ 580.00	\$ 540.00
Other (50/50)	<u>\$ 0.00</u>	<u>\$ 173.00</u>
TOTAL INCOME	\$20,000.00	\$19,737.80

Expenses

Administration/Financial	\$ 3,250.00	\$ 1989.85
Communications	\$ 2,700.00	\$ 2,263.06
Island Maintenance	\$ 1,500.00	\$ 0.00
Lake Management	\$ 7,000.00	\$ 4,811.30
Long Range Planning	\$ 300.00	\$ 0.00
Membership/Nominating	\$ 3,000.00	\$ 1,221.01
Recreation/Social	\$ 750.00	\$ 650.00
Water Safety	<u>\$ 3,000.00</u>	<u>\$ 3,000.00</u>
TOTAL EXPENSES	\$26,500.00	\$18,935.22



Fund Balance Summary

FY 2014-15 [1-Sept-14 thru 4-Aug-15]
Makayla Vitous



Beginning Fund Balance	\$37,362.43
Fund Balance Change	\$802.58
Ending Fund Balance	\$38,165.01



Audit Report

Ron Albers

Financial Review Period 9.1.2014 – 8.6.2015

Ron Albers independently confirmed bank balances as of the statement dated 8/6/2015 Total assets of \$38,185.01 is accurate. I also sampled transactions and found them in order. In my opinion the financial statement fairly states the financial condition of the association.



Long Lake Association

COMMITTEE REPORTS





Community Affairs

Peter Zirnhelt & Makayla Vitous



- Crescent Shores Boat Ramp in planning phase
- New Timbers entrance on N. Long Lake Rd to be completed in late September



Lake Management

John Cartwright





Lake Management

John Cartwright

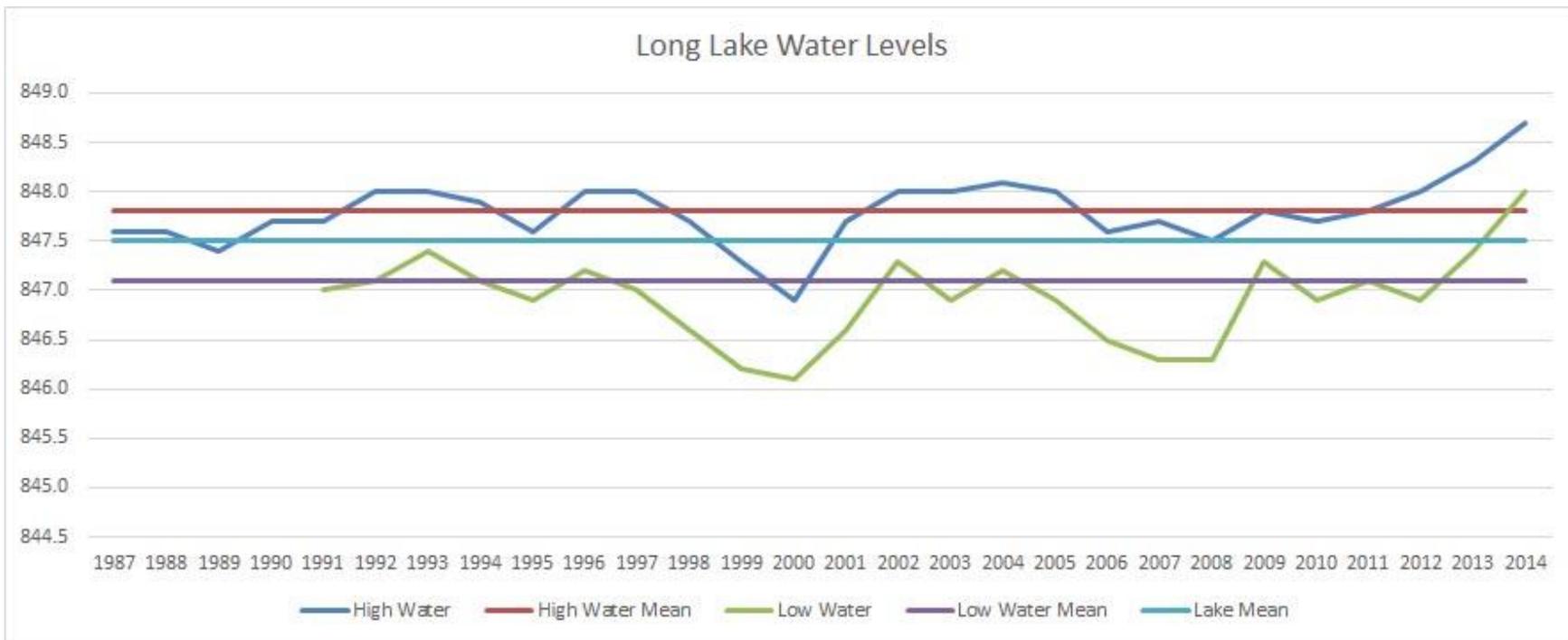


- Water Quality
- Water Levels
- Eurasian Milfoil



Water Levels

John Cartwright



To keep water flowing out of Long Lake through the culverts we need work together to keep them cleared. If you see man made dams contact the DNR.

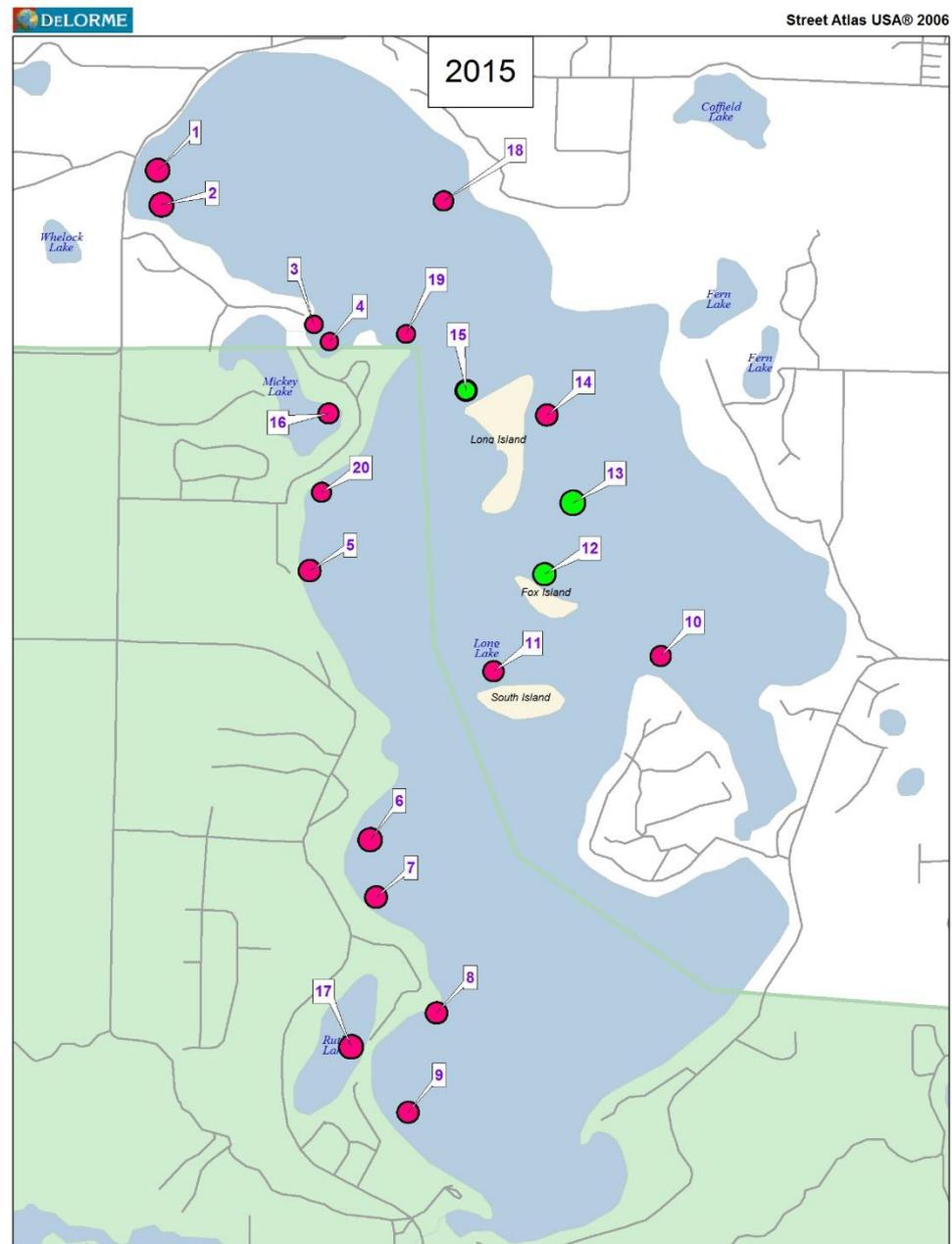


Eurasian Water Milfoil 2015 Treatment Map

- Treated 16 sites the third week of June.
- Some areas responded others needed a second treatment.
- Treated 6 sites July 23.

Key to Treatment Areas

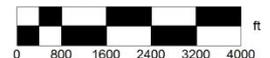
- Red – treat in 2015
- Green – no treatment 2015



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Data Zoom 12-7



Eurasian Water Milfoil Management

The lake management committee is looking at every aspect of what we did this year.

We want to improve:

- identifying the size and shape of the weed mass
- application techniques
- the permitting process
- consent communication with riparians





Membership

Jo Marie Marks





Membership Benefits

Jo Marie Marks



- Help to preserve and protect Long, Mickey, and Ruth Lakes.
- Support and advocate for the best interests of association members on key community affairs. (Strength in numbers.)
- Have access to educational and informational resources on issues that impact our lakes and community.
- Be part of one of the longest-standing riparian associations in Michigan.
- Enjoy participating in association meetings and events.



Membership Stats

Jo Marie Marks



Calendar Year

2012-2013: 373 members (34% extra contribution)
2013-2014: 386 members (34% extra contribution)
2014-2015: 429 members (33.1% extra contribution)

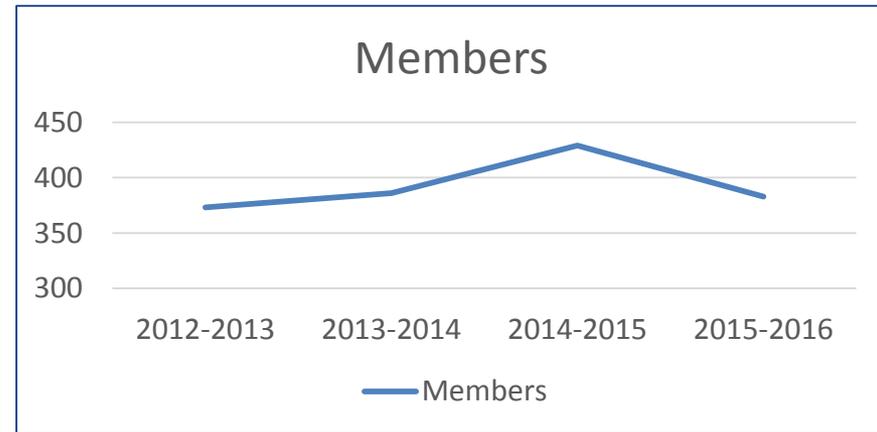
2015-2016: 383 members

Membership Dues Income: \$13,405

Additional Contributions: 5,203

Riparian Magazine Income 504

Total YTD 2015-2016 \$19,112



33.1% of members have made an extra contribution

- Extra contribution rate steady with past years



Membership Recruitment

Jo Marie Marks



- Goal:
 - 500 members plus
- Annual Membership Solicitation:
 - Approximately 900 newsletters and dues envelopes mailed each May
 - Mailed to Riparian's in Long and Green Lake Townships
 - Encourage existing members to renew
 - Encourage new members to join
- Annual Board of Directors Ballot Mailed in July
- Membership Benefits and Form on LLA Website



Membership Recruitment

Jo Marie Marks



- Membership Committee is delivering packets with information about the LLA and our lakes to new members
- We want your input and feedback
 - What are the primary reasons you are a member?
 - Your ideas on how we can recruit more members?
- We need your help!
 - Any volunteers to help recruit new members... call or go door to door to neighbors who are not members to encourage them to join?
 - Become an LLA Ambassador!



Fishing & Loons

Jim Wheaton





Fishing & Loons

Jim Wheaton



- Looks like we had four or five nesting pairs.
- Many people have observed them with babies and the babies are growing and diving on there own.
- We need to intervene if we see someone harassing the loons.



Fishing & Loons

Jim Wheaton



- Please stay a safe distance away from loons and nests when on the lake. Remind visitors/renters as well.
- If you seen loons being harassed call Marine Patrol at 231-922-2112. Try to get the MC number when reporting incidents.
- Central Dispatch Non-Emergency 231-922-4550.



Fishing & Loons



- DNR says they have not had any notable law enforcement issues this year.
- DNR has definitely been on the lake and kind of said "business as usual".
- Walleye fishing was good early in year, then bass fishing took over, and now fishing has slowed. Possibly more pike caught than a normal year.



Water Safety

Walt Kraimer





Water Safety

Walt Kraimer



- We continue to contract for additional marine patrol on weekends from Memorial Day thru Labor Day
 - \$3,000 investment each summer
- Swimming safety reminder - Dangers of attempting to swim from islands to shore
- Marine Patrol - 231-922-2112. Try to get the MC number when reporting incidents.
- Central Dispatch Non-Emergency - 231-922-4550.



Island Maintenance

Dan Marks & Walt Kraimer





Island Maintenance

Dan Marks & Walt Kraimer



Our mission is to protect and preserve our lakes, islands, and environs so they may be enjoyed for generations to come.

- The Island Maintenance Committee regularly monitors and maintains the conditions of the islands in Long Lake.
 - General Island Maintenance Update
 - Picnic Island Erosion Project Report



Island Maintenance

Dan Marks & Walt Kraimer





Island Maintenance

Dan Marks & Walt Kraimer



- We are looking for a few folks to help with the following:
 - Fix Sign
 - Fix raised logs on break wall and tie downs
 - Fix logs on the earth dams



MANY HANDS MAKES LIGHT WORK!



Recreation / Social

Kendra Balderach





Communications & Website

Rick Kiehle



President's Message – SPRING 2015

Few things in life rival the sunrise on Long Lake. It brings promises of adventure, special times with friends and family. The sound of the water lapping on the shore; a child catching their first fish; and the call of the loons let you know that you are home. I find peace and sanity on the lake. It is a true sanctuary.



Newsletter and eNews



Spring Newsletter:
Printed and mailed approximately
900+ on May 5, 2015



President's Message – SPRING 2014

Henry David Thoreau said that "a lake is the landscape's most beautiful and expressive feature. It is earth's eye; looking into which the beholder measures the depth of his own nature." Long, Mickey, and Ruth Lakes are among some of the most beautiful in all of Northern Michigan. These special places deserve our protection and attention. According to our constitution, the objectives of the Long Lake Association are, in part, as follows:

- To preserve Long, Mickey and Ruth Lakes as a natural resource and



Periodic eNews Alerts



Increasing Email Usage



421 Recipients

List: Long Lake Association Members - August 20, 2015

Subject: LLA Annual Meeting - August 22nd!

Delivered: Thu, Aug 20, 2015 12:21 pm

[View email](#) · [Download](#) · [Print](#) · [Share](#)

Open rate

53.9%

Click rate

0.5%

List average

0.0%

List average

0.0%

Industry average (Non-Profit)

22.3%

Industry average (Non-Profit)

2.8%

205

Opened

2

Clicked

41

Bounced

0

Unsubscribed

Successful deliveries 380 90.3%

Clicks per unique opens 1.0%

Total opens 397

Total clicks 5

Last opened 8/21/15 11:44AM

Last clicked 8/21/15 10:26AM

Forwarded 0

Abuse reports 2



LLA Website Page Views

Statistics for *www.longlakeassociation.com*

Pageviews Unique Visitors





LLA Website Unique Visitor Metrics

Statistics for *www.longlakeassociation.com*

Pageviews Unique Visitors





Long Lake Association

QUESTIONS AND ANSWERS





**LONG LAKE
ASSOCIATION**

**LONG
LAKE**

**Thank you for
“Keeping the Lake Great!”**