



Advice from a

LAKE

Be clear

Make positive ripples

Look beneath the surface

Stay calm

Shore up friendships

Take time to reflect

Be full of life

~ Ilam Shamir

12th ANNUAL

Welcome back to Paradise!

LONG
LAKE



Agenda

- Board Introductions – 5 mins
- Presidents Message – 5 mins
- Treasurer's Report – Overview – 5 mins
- Committee Reports – 45 mins
- Wrap Up and move to Deck Party



LLA Board



Rick Kiehle



Ron Lemcool



Gerry Chefalo



Jo Marie Marks



Makayla Vitous



Stephanie Dow



Jim Wheaton



Len Klein



Barry Lishawa



Terry Motley



Walt Kramer



Dan Marks



Peter Zirnhelt




Sean Brunetti



New Addition to the Team

We are pleased to announce we have a new secretary welcome Gail D'allolmo

Gail will be taking notes today during the discussion. When you have a question or suggestion please state your name for the records.

An aerial photograph of a large, irregularly shaped lake with several small islands. The water is a deep blue, and the surrounding land is covered in dense green forest. In the background, some industrial or commercial buildings are visible. A dark blue horizontal bar is overlaid on the lower part of the image, containing white text.

Long Lake Association

PRESIDENT'S MESSAGE



Long Lake Association



2016-2017

443 Members



Work with Community Partners

Oleson Foundation ... *Helping Others Help Themselves*





Utilize Emerging Technology






Lake Management Committee





2017 LLA/NMC Internship



An aerial photograph of Long Lake, showing its complex, irregular shoreline with several small islands and peninsulas. The water is a deep blue, and the surrounding land is covered in dense green forest. In the background, some industrial or commercial buildings are visible. A dark blue horizontal bar is overlaid on the lower portion of the image, containing white text.

Long Lake Association

TREASURER'S REPORT



Budget Summary - Income

FY 2016-17 [Sept-2016 through May-2017]

Makayla Vitous



<u>INCOME</u>	<u>Budgeted</u>	<u>Actual Income</u>
Contributions and Gifts	\$5,500.00	\$2,917.00
Interest Income	\$8.00	\$2.46
Membership Dues	\$15,200.00	\$7,385.00
Riparian Subscriptions	\$600.00	\$324.00
Other Income	\$4,000.00	\$4,571.52
	\$25,308.00	\$15,199.98



Budget Summary - Expenses

FY 2016-17 [Sept-2016 through May-2017]

Makayla Vitous



EXPENSES	Budgeted	Actual Expenses
Administrative & Financial	\$3,230.00	\$168.62
Insurance: Directors Liability	\$1,830.00	\$0.00
Insurance: Umbrella Policy	\$760.00	\$0.00
Treasurer's Bond	\$90.00	\$90.00
Other	\$550.00	\$44.00
Communications	\$2,700.00	\$1,462.01
Newsletter	\$2,150.00	\$1,462.01
Website	\$500.00	\$0.00
Other	\$50.00	\$0.00
Lake Management	\$14,100.00	\$12,258.03
Lake Management Memberships	\$600.00	\$0.00
Weed Management	\$9,000.00	\$400.00
NMC Internship Lake Studies	\$2,000.00	\$8,208.03
Surveying/mapping	\$2,500.00	\$3,250.00
Fishing and Loon – New Artificial Loon Nest	\$400.00	\$483.00
Island Maintenance	\$500.00	\$0
Picnic Island Soil Erosion Project	\$0.00	\$0
Other Island Maintenance	\$500.00	\$0
Membership/Nominating	\$3,000.00	\$614.49
Recreation/Welcome Back	\$920.00	\$0.00
Water Safety	\$0.00	\$0.00
	\$24,850.00	\$14,986.15



Budget Summary – Fund Bal.

FY 2016-17 [Sept-2016 through May-2017]

Makayla Vitous



Beginning Fund Balance as of :	8/31/2016	\$43,649.08
Change in Fund Balance as of :	5/31/2017	\$213.83
Ending Fund Balance	5/31/2017	\$43,862.91

An aerial photograph of Long Lake, showing its complex shape with several forested islands and peninsulas. The water is a deep blue, and the surrounding land is covered in dense green trees. In the distance, some industrial or agricultural structures are visible on the horizon.

Long Lake Association

COMMITTEE REPORTS



Community Affairs

Peter Zirnhelt



- Karen Rosa - Crescent Shores Boat Ramp Update
- Karen Rosa - Long Lake Fire Department
- Jacob Bournay – Timbers Recreation Area Update
- Pete Zirnhelt – Fireworks Reminder



Fireworks Ordinance Reminder

- **2013 Consumer Fireworks Ordinance (130)** - has been amended to add hour restrictions as well as the previous restrictions on the days on which consumer (non-permitted) fireworks may be discharged
- No person shall ignite, discharge or use consumer fireworks within Long Lake Township at any time, except on the day preceding, the day of, or the day after a national holiday. *No person shall ignite, discharge or use Consumer Fireworks between the hours of 1am and 8am the day preceding, the day of, or the day after a National Holiday.*
- Visit Long Lake Township website for more specific information on amended ordinance at **www.longlaketownship.com**



2017 LLA/NMC Internship





LLA/NMC Lake Studies Mission Statement



To advance the **best practices** in the stewardship of the
Long Lake Watershed in partnership with
Northwestern Michigan College Water Studies Institute
allowing students seeking a degree in freshwater
studies an opportunity to gain practical experience
while **benefiting the watershed and the community.**



Advisory and Support Partners

NMC Water Studies Institute

Hans VanSumerens, Director

Dr. Constanza Hazelwood, Education and Outreach Coordinator

Scott Swan, GIS Coordinator and Instructor

GLEC - Great Lakes Environmental Center

Pat McCool, Research Scientist

MSU Extension

Mark Breederland, Extension Educator, Northwest District

Grand Traverse Regional Land Conservancy

Director of Land Protection



Past 2017 Intern Activities:

- May 17th, Organizational meeting with NMC and GLEC,
- May 22nd 2 hr intern training @ GLEC,
- May 25 all day lake sampling and testing.



Future 2017 Intern Activities

Future activities:

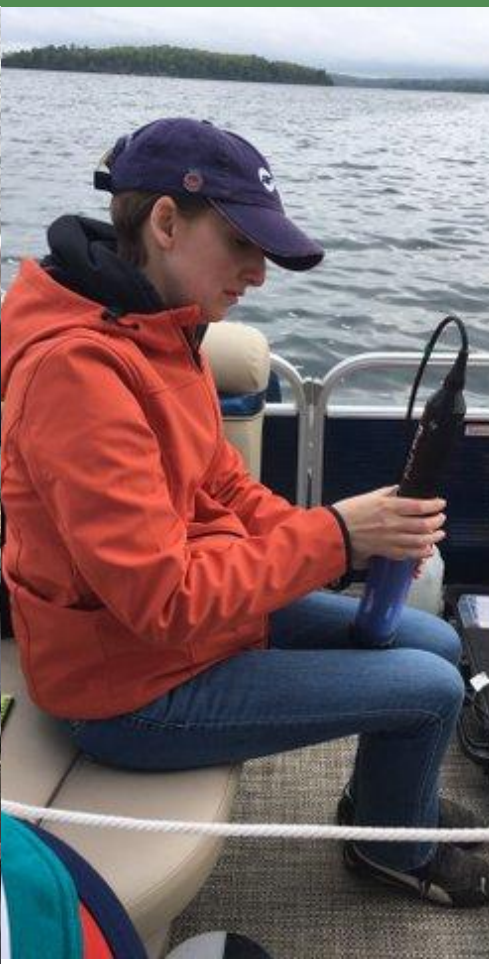
- Compilation on spreadsheet of past lake testing data from 1993 to present
- Late summer lake sampling and testing.

Possible future activities:

- bathymetric mapping of Mickey Lake
- selective area macrophyte identification
- selective area sediment evaluation
- water testing for bacteria and contaminants
- shoreline evaluation

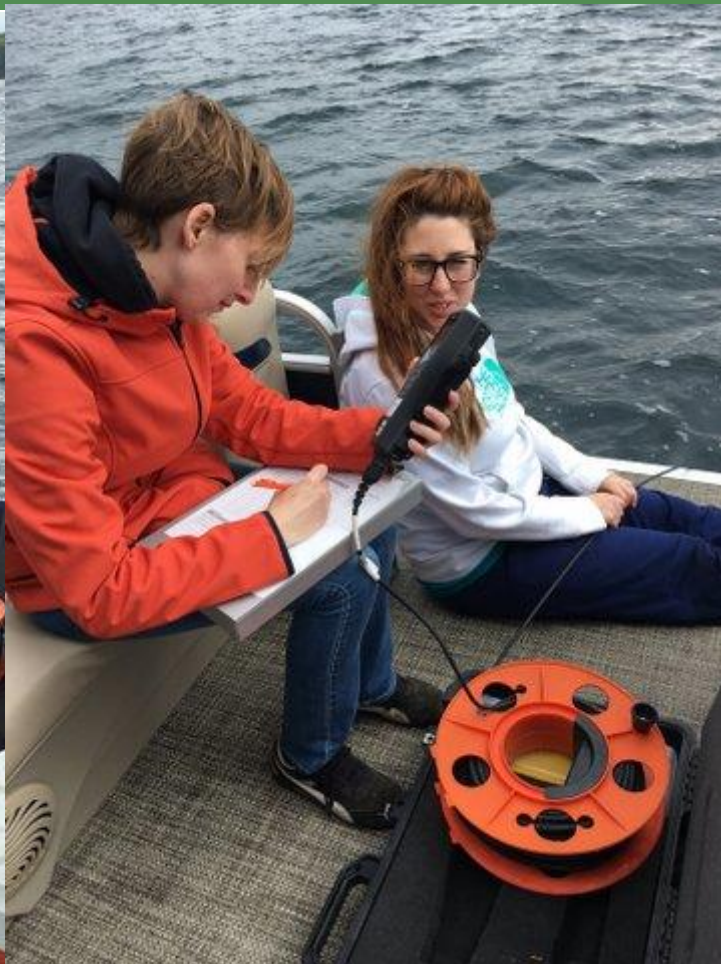


2017 NMC Interns at work





2017 NMC Interns at work





2017 NMC Interns at work





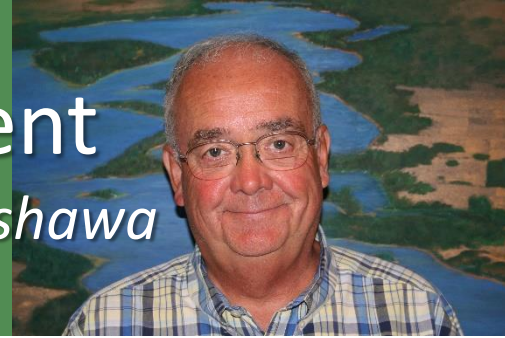
In Closing

- This program will ensure we monitor our lakes and can stay in prevention mode.
- This program will continue to bring our community partners together now and into the future.
- This program guarantees that our lakes are always using state-of-the-art testing and observational methods.
- This program lays the ground work for living labs for colleges around the world.



Lake Management

Jim Wheaton & Barry Lishawa





Eurasian Water-Milfoil Mapping

Jim Wheaton & Barry Lishawa





Survey Milfoil Map





Survey Map Zoom In



Google



Eurasian Water Milfoil Treatment

- 1) Treatment dates are June 19th and July 24th.
- 2) Authorization Letter is now for a 5 year time period.
- 3) Authorization Letter was sent to every property owner near each site.
- 4) Impact of intern program on Lake Management.
- 5) Costs of drone technology and intern program need to be recognized.



Eurasian Water Milfoil Survey

- Zero Gravity mapping survey in late summer 2016 reported approximately 14.75 acres of Milfoil.
- We are monitoring these areas to determine our results from treatment last year.
- Using the measurements from the map 13 areas close to 9.75 acres have been identified for the first treatment in 2017.



Membership

Stephanie Dow





Membership Benefits

Stephanie Dow



- Voting privileges for active members in the current fiscal year
- Participate with the LLA in it's endeavor to maintain the quality of the lakes
- Join with other LLA Members as the Association interacts in fiscal, economic and civil matters such as taxation, zoning, developments affecting property rights, pending legislation, law enforcement, etc.
- Keeps property values up



Membership Stats

Stephanie Dow



Calendar Year

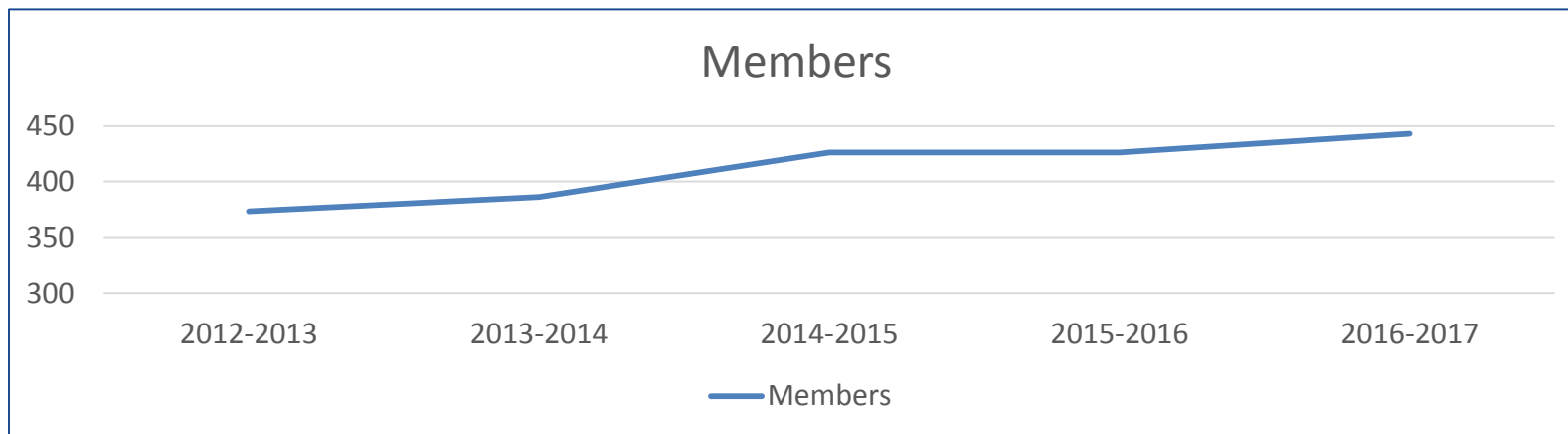
2012-2013: 373 members

2013-2014: 386 members

2014-2015: 426 members

2015-2016: 426 members

2016-2017: 443 members





Membership Recruitment

Stephanie Dow



- Goal:
 - 500 members plus
- It's Renewal Time:
 - Approximately 850 newsletters and dues envelopes mailed each May
 - FY 2017-18 Memberships PTD
- Reminder Membership Postcard Mailed in July
 - Dues are due August 1 before beginning of new FY Sept 1
- Membership Benefits and Form on LLA Website



Membership Recruitment

Stephanie Dow



- Volunteers are delivering packets with information about the LLA and our lakes to new members
- LLA always needs help
 - Any volunteers to help recruit new members... Dropping packets off to new neighbors and those who are not members
 - Become an LLA Ambassador!
- Thank you to volunteers and riparian subdivisions for your support.



ML&SA Annual Conference

Stephanie Dow



56th Annual Conference



Friday & Saturday – April 20 & 21, 2018

Crystal Mountain Resort, Thompsonville, MI

Please visit the ML&SA Annual Conference page in January 2018
for details about our 57th Annual Conference



**MICHIGAN LAKE
AND STREAM**

ASSOCIATIONS, INC.



Fishing & Loons

Terry Motley



- New Loon nest installed off of the Timbers recreation area.
- Loon pairs have been seen on and around the 5 nesting sites.
- Keeping the nesting loons on the lake will help maintain the loon population.
- We need to intervene if we see someone harassing the loons.



Fishing & Loons

Terry Motley



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



Fishing & Loons

Terry Motley



- The lake has had very good fishing for Walleye and perch this spring.
- Fish reproduction is really good as we are seeing large schools of small walleye and perch on the Lake.
- The DNR conducted a fish survey on the lake during the week of May 22nd.



Muskrats and Beavers

Terry Motley



- Some reports of property and boat damage.
- Preventative measures may include wrapping trees or putting up barriers to prevent Beaver damage and Muskrat access to your boat.
- Trapping can help control over population.
- Contact information for DNR trapping permits and local trappers is available on our website.



Michigan Department of Natural Resources

DNR Mission Statement and Goals

- The Michigan Department of Natural Resources is committed to the conservation, protection, management, use and enjoyment of the state's natural and cultural resources for current and future generations. The DNR strives to:
- Protect natural and cultural resources.
- Ensure sustainable recreation use and enjoyment.
- Enable strong natural resource-based economies.
- Improve and build strong relationships and partnerships.
- Foster effective business practices and good governance.



Water Safety

Walt Kraimer





Water Safety

Walt Kraimer



- We will contract for additional marine patrol on an as needed basis
- 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

Walt Kraimer/Dan Marks





Island Maintenance

Walt Kraimer/Dan Marks



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

- Porta Potties have been cleaned and serviced and are in place, there was some vandalism to vents on the potties
- Dock is installed on South Island
- Trails on Long Island have three areas where trail needs to be cleared of fallen trees
- There is a tree leaning toward the newly renovated building on Long Island. No imminent danger but will need some work soon
- Overall the shorelines especially Long Island are pristine





Communications & Website

Rick Kiehle



RESPONSIVE DESIGN



How we communicate



Spring Newsletter:

Printed and mailed approximately 850



President's Message

Our 2016-2017 fiscal year will go down as the year of scientific cooperation. Our Association worked closely with the Long Lake Foundation, Long Lake Township, Oleson Foundation, Grand Traverse Land Conservancy, Great Lakes Environmental Center (GLEC), and Northwestern Michigan College (NMC) to put several programs in place to monitor our lakes and educate our watershed students and lake residents. As we presented to you at our annual meeting last August, we piloted an intern program that utilized two students from NMC. These students studied Page and Fern Lakes. By understanding the baseline on those lakes, it allows us to further observe and monitor over time the impact of the public on these lakes once the Timbers property gets more use. You may review the student's report at <http://www.longlakeassociation.com/lake-management.html>

Another first on our lakes was the use of a fully licensed aerial drone pilot to document/map invasive Eurasian Water Milfoil. Previous methods of mapping involved sonar and weed dredging which provided only a rough estimate of the milfoil growth locations and amount. This technique is a close guess to how much and where milfoil thrives on our lakes. The aerial observation, under the right condi-

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LAKE

Be clear

Make positive ripples

Look beneath the surface

Stay calm

Shore up friendships

Take time to reflect

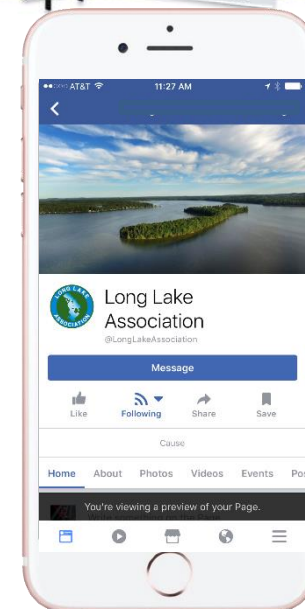
Be full of life

~ Ilam Shamir

eNews sent to your email



Facebook Updated posts





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





Increasing Email Usage



453 Recipients

List: LLA Members June 2017

Subject: LLA Welcome Back Meeting Reminder!

Delivered: Thu, Jun 01, 2017 12:08 pm

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

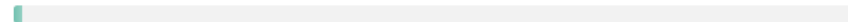
0 Orders	\$0.00 Average order revenue	\$0.00 Total revenue
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Open rate



56.6%

Click rate



0.9%

List average

52.8%

List average

0.9%

Industry average (Non-Profit)

21.2%

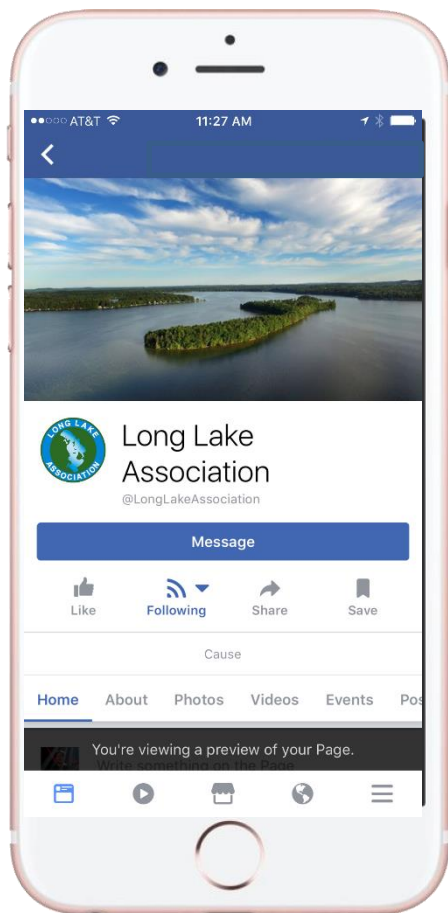
Industry average (Non-Profit)

2.5%

245 Opened	4 Clicked	20 Bounced	0 Unsubscribed
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<https://www.facebook.com/LongLakeAssociation/>



Why Facebook?

- Gets word out fast
- Goes beyond our backyard
- Keeps you updated in real time

What to put on Facebook?

- Beautiful nature pictures
- Lost and Found Information
- LLA will post reminders and events
- Alerts
- Invitations to volunteer



Member Meetings



LLA Board Meeting Schedule


- July 12
- August 9
- August 19**
- September 13
- October 11
- November 8 (if needed)

**** August 19, 2016**

10:00 AM

**Annual Board Meeting
at Boone's Long Lake Inn**

**KENSINGTON
CHURCH**

An aerial photograph of a large, irregularly shaped lake with several smaller islands and peninsulas. The water is a deep blue, and the surrounding land is covered in dense green forest. In the background, some industrial or commercial buildings are visible. A dark blue banner is overlaid across the middle of the image, containing the text 'Long Lake Association' and 'QUESTIONS AND ANSWERS'.

Long Lake Association

QUESTIONS AND ANSWERS



It's Party Time



- Please thank Boone's for hosting our events and meetings.
- Be kind to the wait staff.
- Thank you for attending and supporting LLA!