

An aerial photograph of Long Lake, a large body of water with several small islands and peninsulas. The lake is surrounded by dense green forest. In the background, there are some industrial buildings and a road. A dark, semi-transparent banner is overlaid across the middle of the image, containing the text "Long Lake Association".

Long Lake Association


Annual Meeting
August 24, 2013



Agenda

- Review Agenda
- Presidents Message
 - Board Introductions
 - Acceptance of Minutes
- Treasurer's Report and Audit
- Committee Reports
- Board Election Results
- Questions and Answers



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.


Long Lake Association

PRESIDENTS MESSAGE



Presidents Message

- Board Introductions
- Acceptance of the Minutes for August 25, 2012
Annual Meeting
- Comments

An aerial photograph of Long Lake, showing its complex shape with several forested islands. The surrounding landscape includes a mix of dense green forests and some developed areas with buildings and roads in the distance. The water is a deep blue, and the shoreline is irregular with sandy beaches in some places.

Long Lake Association

TREASURER'S REPORT



Budget Summary – As of 8/7/13

Income

Membership Dues	\$4,500.00	\$ 4,870.00
Contributions/Gifts	\$12,250.00	\$12,565.00
Interest Income	\$ 0.00	\$ 13.32
Riparian Subscriptions	\$ 400.00	\$ 534.00
Other (50/50)	<u>\$ 0.00</u>	<u>\$ 173.00</u>
TOTAL INCOME	\$17,150.00	\$18,155.32


Expenses

Administration/Financial	\$ 3,096.00	\$2,764.96
Communications	\$ 3,500.00	\$2,265.41
Island Maintenance	\$ 10,000.00	\$ 0.00* (\$8,600 Currently Approved/Committed)
Lake Management	\$ 9,500.00	\$ 7,613.00
Long Range Planning	\$ 100.00	\$ 0.00
Membership/Nominating	\$ 2,000.00	\$ 890.15
Recreation/Social	\$ 1,200.00	\$ 750.00
Water Safety	<u>\$ 3,000.00</u>	<u>\$ 3,000.00</u>
TOTAL EXPENSES	\$32,396.00	\$17,283.52



Annual Audit

- Ron Albers Audit Report
- Financial Review Period:
 - September 1, 2012 – August 7, 2013

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Long Lake Association

COMMITTEE REPORTS



Community Affairs





New Fireworks Ordinance Change

- **New 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



Lake Management





Eurasian Watermilfoil 2013 Treatment Map

Long Lake and Mickey Lake:

- Combined total of 16 sites and 6+ acres

Ruth Lake:*

- Total area One half acre

* Added to permit in July





Eurasian Watermilfoil Management

- Applicator
- Results
- Goals
- Expectations
- Next Year's Plan





Membership





Membership Benefits

- 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

- 2012-2013: 372 Members
- 2013-2014 as of 8/9/13: 286 (YTD)
 - On pace for comparable number of members as last year
- Membership Dues Income: \$10,010
- Additional Contributions: \$ 4,265
- Riparian Magazine Income: \$ 504
Total YTD 2013-2014 \$14,779
- 38% of members make an extra contribution
 - Extra contribution rate steady with past years



Membership Recruitment

- Goal:
 - 400 members plus
- Annual Membership Solicitation:
 - Over 900 newsletters and dues envelopes mailed each May
 - Mailed to Riparians in Long and Green Lake Townships
 - Encourage existing members to renew
 - Encourage new members to join
- Reminder Membership Postcard Mailed in Sept.
- Membership Benefits and Form on LLA Website



Membership Recruitment – Cont.

- Membership Committee is developing additional strategies for new member recruitment
- We want your input and feedback
 - May conduct a member survey (online) this fall
 - What are the primary reasons you are a member?
 - Your ideas on how we can recruit more members?
 - **Let's take just few minutes during our Q & A later this morning to your share feedback. Would love to hear ideas from our 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





Fishing & Loons

- 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.



Recreational/Social





Recreational/Social

- Great attendance at our June Discussion Meeting and Welcome Back to Paradise Social Event!
 - Standing room only
- Thank you for attending and supporting LLA!



Water Safety





Water Safety

- We continue to contract for additional marine patrol on weekends from Memorial Day thru Labor Day
 - \$3,000 investment each summer
- Swimming safety reminder
 - Drowning on Long Lake in July
 - 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





Island Maintenance

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



Picnic Island Erosion Project

- **Problem:**
 - An alarming rate of shoreline erosion occurring on Picnic Island
- **Objective:**
 - Help preserve Picnic Island by preventing further erosion
- **Project Cost:**
 - Total project cost \$37,180
 - Long Lake Association, Long Lake Foundation and Long Lake Township collaborated to share in the cost of the project.
 - LLA has approved a contribution of \$8,600 to the project
 - Largest single investment made by LLA this year



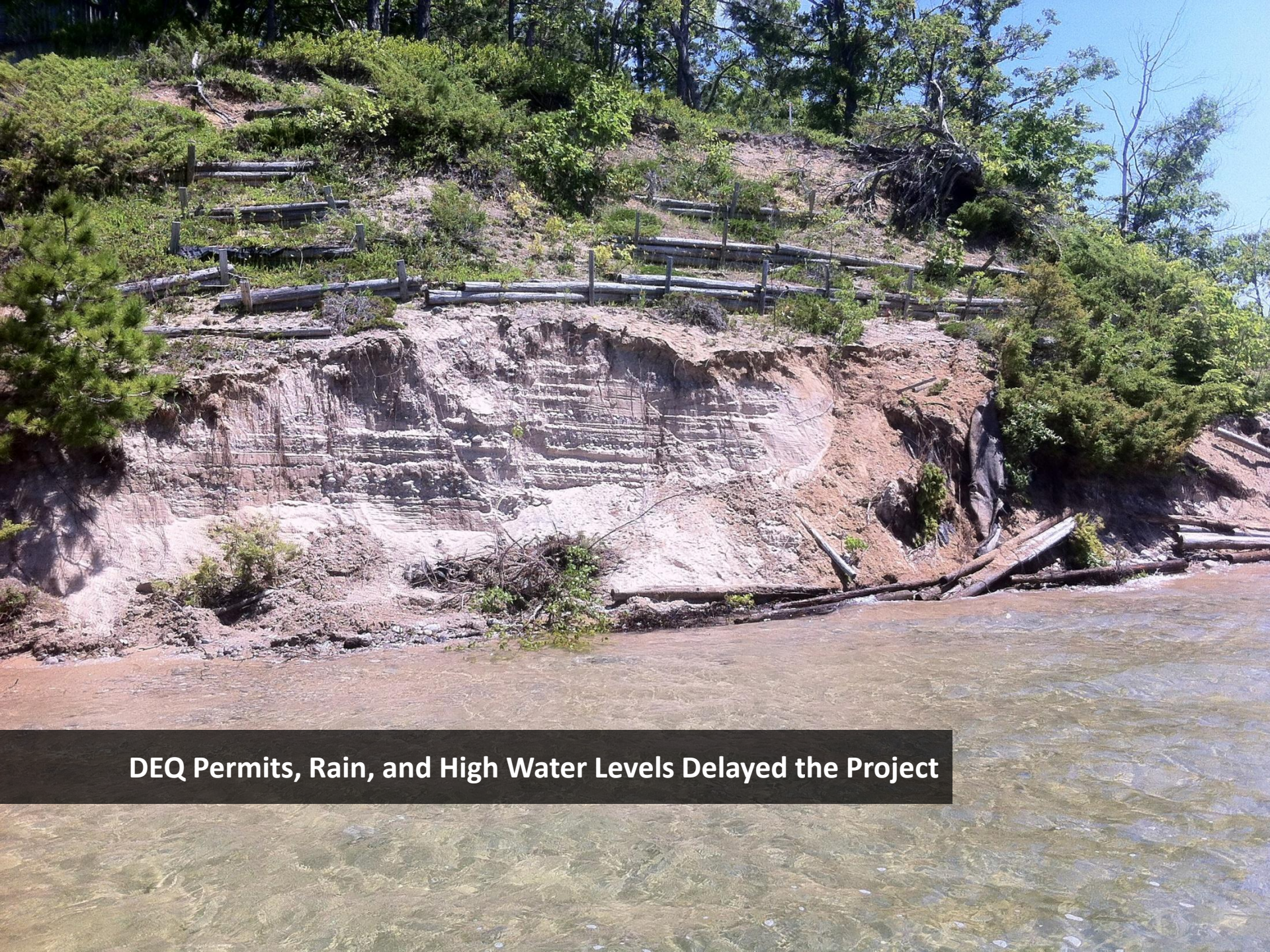
Picnic Island Erosion Project – Cont.

- **Process:**

- Engineering and plans by KPM Engineering
- Shoreline erosion control work provided by Brayton and Sons Excavating
- Additional consulting provided by the Grand Traverse Regional Land Conservancy and the Conservation Resource Alliance
- Many thanks to the volunteer labor provided by the Grand Traverse Band of Ottawa and Chippewa Indians in cooperation with the Conservation Resource Alliance for slope restoration.

- **Status:**

- Project Completed
- Project photos (here and on our LLA/LLF websites).
- **Let's take a look...**



DEQ Permits, Rain, and High Water Levels Delayed the Project



Logistics: Equipment and Materials Floated to the Island



Rip rap rock wall installation



Volunteer labor provided by the Grand Traverse Band of Indians



Natural Material Retaining Walls Ready for Fall Plantings



Communications & Website





Member Meetings



June: Discussion Meeting and Welcome Back to Paradise
August: Annual Meeting



Newsletter and eNews

Spring Newsletter:
Printed and mailed to 900+



President's Message – SPRING 2013

The Long Lake Association is a historic and long-standing organization. It has been said that the roots of the association formed as early as 1921, with our official non-profit incorporation taking place on September 20, 1958. Since that time, the association has been organized and maintained by volunteer property owners on Long, Mickey and Ruth Lakes combined with residents of

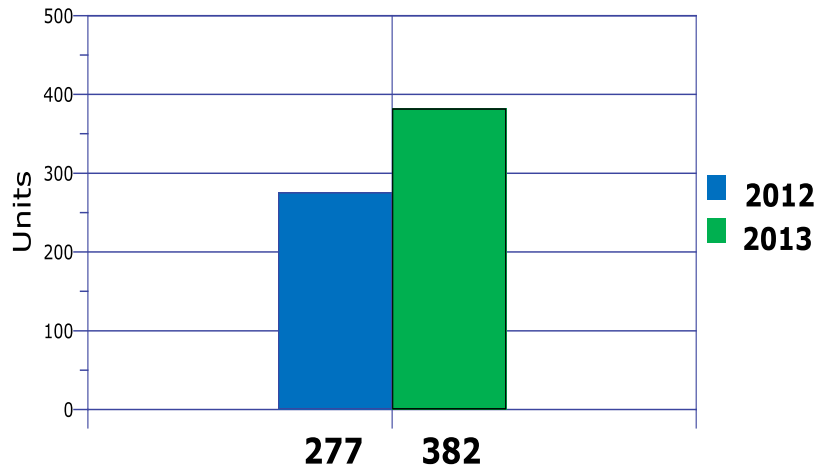


Periodic eNews Alerts



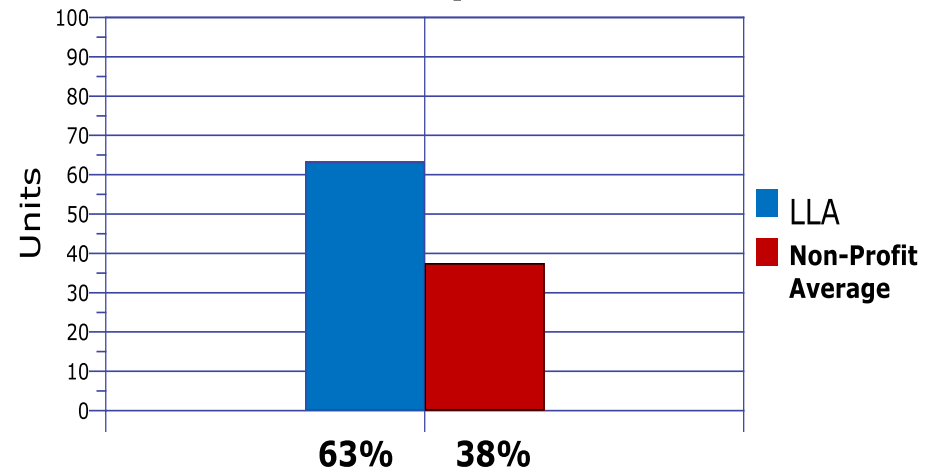
Increasing Email Usage

Email Addresses/Users



38% increase in email addresses

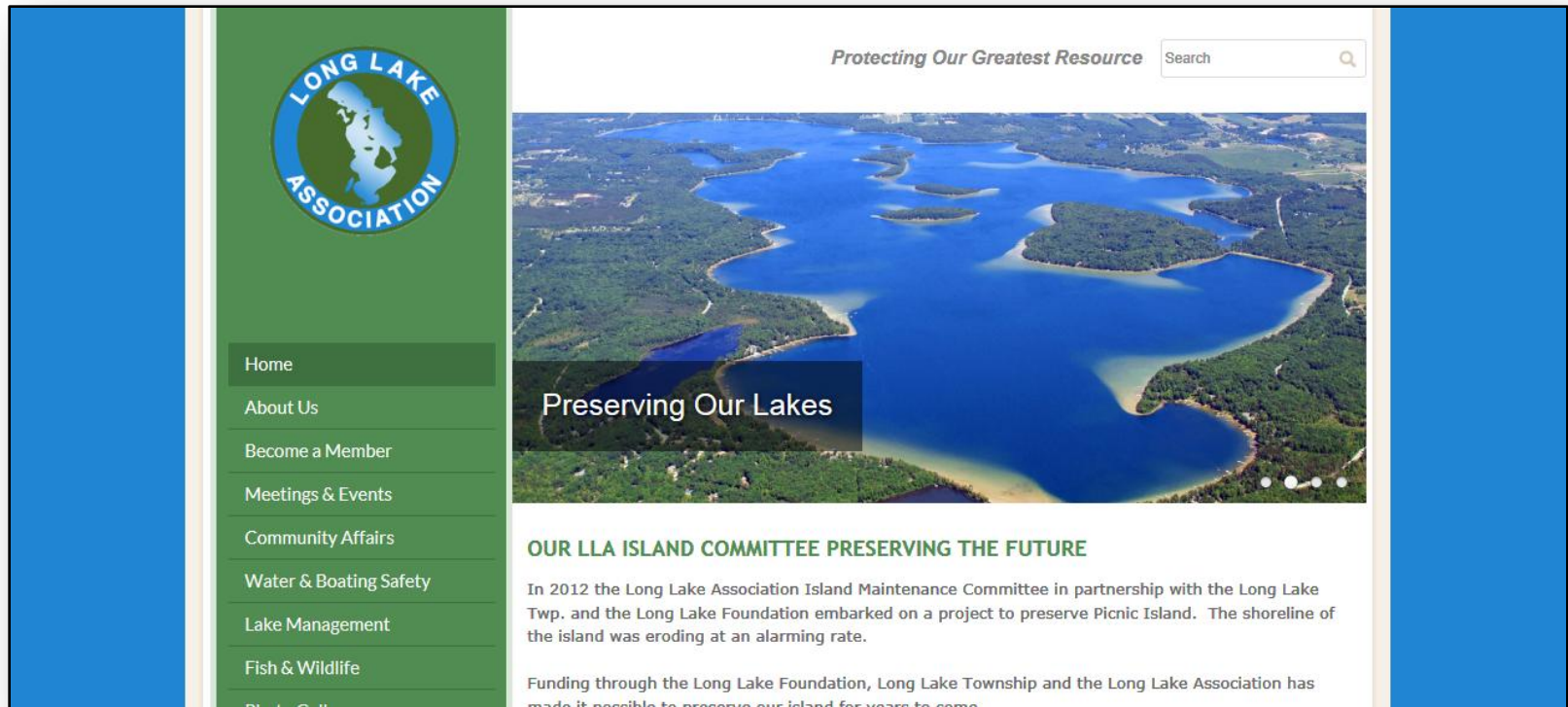
Email Open Rates




Higher than average open rates



Redesigned Website




Your one-stop location for the most current LLA information!

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Long Lake Association

BOARD ELECTION RESULTS

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Long Lake Association

QUESTIONS AND ANSWERS