

**THE DOUGLAS LAKE IMPROVEMENT ASSOCIATION
EXECUTIVE BOARD MEETING**

AGENDA AND NOTES

Present: Officers - Holly Gedert, Frank Beaver, Joan Hartwig, Walt Naumer; Directors – Martha Beechler, Chick Hershberger, Sue Nelson, Mark Paddock, Barb Wilkinson; Immediate Past President Nat Wilkinson; Zone Reps – Linda Alexander, Gail Beaver, Betty Cassidy, Diane Ellman, Mary Ann Huntington, Ron Kelemen, John Kurkjian, Jayne Morse, Betsy Naumer, Joyce Oldham, Evelyn Schulte, Mary Ellen Sheridan; Standing Committee Chairs – Bill Hartwig, Marilyn Kelemen, Gwen Kuehn

Date: Saturday, September 6, 2014

Time: 10 a.m. – 12 noon

Location: Pellston Regional Airport
2nd floor Conference Room

| Agenda Item | Discussion | Decisions/Findings | Next Steps |
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| Opening by the President – Holly Gedert | Holly welcomed all in attendance. | One third of Executive Board constitutes a quorum; quorum noted. | |
| Approval of 08-22-14 Minutes – Joan Hartwig | Minutes distributed; no corrections. | Minutes of 08-22-14 approved as presented. | Executive Board Meeting minutes to be electronically distributed, with corrections requested. Minimal number of paper copies will be available at future meetings. |
| Treasurer’s Report – Walt Naumer (see attached) | Finance Cash Flow Report of Income and Expenses (09/05/13-09/04/14) distributed. 2014 dues increase has improved the DLIA cash position. Additional discussion: <ul style="list-style-type: none"> • TOMWC Shoreline Survey will take place in 2015, 2016, 2017. • Cost of 2012 Aquatic Vegetation Survey was \$8100. Expenses were split 2/3 DLIA; 1/3 UMBS. Next study could be 2016 or 2017. Mark Paddock suggested UMBS students be involved to reduce expenses. | 05/30/14 Cash position - \$22,205.42 09/04/14 Cash position - \$54,677.44 Anticipated future expenses: DL Rd. boat ramp (\$2,000/yr.) TOMWC Shoreline Survey 2016 (\$4,500) 2016/17 Aquatic Vegetation Survey (\$6,000) | M. Paddock to talk with UMBS about the possibility of student involvement. |
| Appointment/committee changes – Holly Gedert | <ul style="list-style-type: none"> • New directors – Sue Nelson, Barbara Wilkinson | Confirmed | |

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| <p>(see attached)</p> | <ul style="list-style-type: none"> • New zone representatives – Judy Greubel, Evelyn Schulte • Committee assignments presented • Membership Administrator, to assist the Treasurer with deposits and record keeping – Gwen Kuehn • Bank resolution - Walt presented a Citizens National Bank resolution to give power to deposit funds, endorse checks, and authorize transfer of funds to the DLIA president and treasurer. | <p>Confirmed</p> <p>Approved</p> <p>Approved</p> <p>Motion made (W. Naumer), seconded (L. Alexander), and approved.</p> | <p>DLIA president, treasurer, and secretary will sign CNB document.</p> |
| <p>Communications – Frank Beaver/Joan Hartwig</p> | <p>Maintain both the DLIA Newsletter and the DLIA E-News. Linda Orlow is committee chair; Jayne Morse will serve as proof reader/editor.</p> | <p>Newsletter – <u>Sections</u>: History, local news, destinations to visit, obits, merchandise sales, environmental, current lake news.</p> <p>E-News (published 10 times in 2013, 9 times through August 2014) – <u>Time sensitive items</u>: Links to community events, upcoming DLIA and lake events, merchandise sales, member surveys.</p> | <p>Fall '14 Newsletter sent before Thanksgiving; Spring '15 Newsletter published before Memorial Day. Hard copies sent only to those members with no email address.</p> <p>E-News published as needed.</p> |
| <p>Finance Committee – Linda Alexander</p> <ul style="list-style-type: none"> • Budget (see attached) | <ul style="list-style-type: none"> • DLIA did not have an operational budget prior to 2014. The 2015 budget was prepared after review and comparison of 2014 budget, and is based on dues collected; does not include projected merchandise or direct advertisement sales. Possibility of voluntary membership level giving above current dues is being discussed to help reach operational expenses. Questions were raised about why merchandise | <ul style="list-style-type: none"> • Recommended Finance Committee review 2015 budget and include merchandise plus direct ad sales. | <ul style="list-style-type: none"> • Finance Committee to revise 2015 budget |

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| <ul style="list-style-type: none"> • Contributions – LTC, TOMWC • Earth Week Plus • Contribution – UMBS Scholarship • Merchandise | <p>or advertising sales are not included in budget.</p> <ul style="list-style-type: none"> • Reviewed proposed contributions • April and May Expo - Family and environmental friendly adventures in Cheboygan County. • Reduction from \$3,800 (2014) to \$1,000 questioned. Karie Slavik, UMBS Associate Director, notified of proposed 2015 \$1,000 award. • Recommended 2015 merchandise budget of \$16,600 to include purchase of merchandise and other expenses (storage unit rental, barcode, square fees, supplies, etc.) Net 2014 profit to date - \$2,300+ | <ul style="list-style-type: none"> • Contributions of \$350 each to Little Traverse Conservancy and Tip of the Mitt Watershed Council approved. • Motion made (S. Nelson), seconded (J. Kurkjian), and approved to donate \$50. • Motion made (B. Naumer), seconded (F. Beaver) to award a \$1,000 UMBS scholarship to a local student. Amendment to original motion made (M. Sheridan), seconded (G. Beaver) to increase award to \$1,500. Vote on amendment failed (8 yeas, 11 nays). Original motion approved. • Motion made (M. Beechler), seconded (C. Hershberger) and approved proposed 2015 merchandise budget. | <ul style="list-style-type: none"> • Treasurer to prepare and forward checks. • Treasurer to prepare and forward check. • Holly will inform Karie of the scholarship amount by 11/1/14, and will request that Karie contact her if there is a greater need by a local student. If no local student applies, the award is not expended. |
| <p>Merchandise – Marilyn Kelemen</p> | <ul style="list-style-type: none"> • M. Kelemen presented a detailed merchandise inventory and sales report (see attached). | <p>Plans for 2015 include six summer sales, online sales during winter months, plus another “home-grown” calendar. The DLIA will not participate in the 2015 Northwood Arts Fair. Marilyn and Ron Kelemen, along with a host of other merchandise sale volunteers were commended for their valued service to the DLIA.</p> | |
| <p>DL Rd. Boat Ramp – Chick Hershberger</p> | <ul style="list-style-type: none"> • C. Hershberger reported Super M. Excavating was contracted to make 2014 ramp improvements at the DLB. | | |

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| | <ul style="list-style-type: none"> • Bid for 2015 ramp improvements include 1) regrade ramp (remove 1st slab; reset 2nd slab, 2) install French drain, 3) tighten slab, and have been requested from E. F. Wilkinson and Super M. Excavating. • Expenses shared with Munro Township. DLIA donates 50% of costs to the township. | | |
| Lake Access Oversight – Holly Gedert/Mark Paddock | <ul style="list-style-type: none"> • DNR is waiting for state appraisal of property at the end of Reinhardt Road to make any determination of purchase for DNR approved boat ramp. • Based on DLIA survey to members, a letter was sent to Richard Hill, District Supervisor, DNR, on 07/14/14 indicating, “The Douglas Lake Improvement Association (DLIA) is against the Department of Natural Resources (DNR) purchasing property on Douglas Lake and developing a DNR designed boat launch facility.” Copies were sent to additional DNR personnel, Cheboygan County Road Commission, Cheboygan County Planning and Zoning, Munro Township, U of M Biological Station, Tip of the Mitt Watershed Council, and various DLIA members. | <p>Because Douglas Lake has been an extremely valuable resource for research and teaching for over 100 years, M. Paddock will discuss the issue with Kari Slavik, UMBS Associate Director, and request she relay the DLIA concerns to UMBS Director, Knute Nadelhoffer.</p> | <ul style="list-style-type: none"> • B. Hartwig is visiting the road end sites on the CCRS’s list of road ends on Douglas Lake. • M. Paddock to contact K. Slavik. |
| Directory Ad Sales/2015 Directory – John Kurkjian | <ul style="list-style-type: none"> • J. Kurkjian acknowledged the valued assistance of John Perkins, Howard Gilbertson, Marty Foster, Dennis Buchweitz, Bob Reynolds, Mike | J. Kurkjian and his team were commended for their 2014 record sales. | |

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| | <p>Johnson, and Otto Busard.</p> <ul style="list-style-type: none"> • 2014 directory advertisement sales now total \$13,600. • Goal – 2015 DLIA Directory to be published and available by Memorial Day. | | |
| UM Visioning – Frank Beaver | <ul style="list-style-type: none"> • F. Beaver and M. Paddock attended the 08-17-14, 8:30 a.m. – 5:30 p.m., UMBS Visioning Session, facilitated by Zingerman’s Community of Businesses, Ann Arbor, MI. • Focus: What UMBS will look like in 2034. • One outcome was the recommendation for collaboration with external organization, e.g., DLIA, and other lake associations. | | |
| <p>New Business</p> <ul style="list-style-type: none"> • Annual Meeting location and date • Other – Possible fund-raising events | <ul style="list-style-type: none"> • Sandy Ruffini shared a member’s comment that more people would attend the Annual Meeting if was scheduled for mid-summer. At the 8/14/14 Zone Rep meeting, John Perkins said he would check out alternate meetings sites. • Recently located venue (McKinley Township Hall) will hold the number of members, but does not have audio-visual equipment. • A picnic in conjunction with the annual meeting could be held in mid-August 2015 at the UMBS. • R. Kelemen suggested the association look at other fund-raising events, e.g., boat parade, community picnic, 2017 DLIA 50th | | <ul style="list-style-type: none"> • Additional meeting sites, other than UMBS, will continue to be investigated. |

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| <ul style="list-style-type: none"> • Website | <p>Anniversary, etc.</p> <ul style="list-style-type: none"> • C. Hershberger request to sync the DLIA domain name and hosting plan with same expiration years, within the next 2 years. <ul style="list-style-type: none"> ○ Domain name expires 03/27/18 ○ Hosting plan expires 08/31/16 ○ Prefer to remain with GoDaddy ○ Negotiate deal to have both expire in 2020. ○ Domain name about \$18/year ○ Hosting about \$42/year ○ Cost probably to not exceed \$210 ○ Request up to \$300 | <p>With no objection from the Board, the syncing of domain name and hosting plan (before 2020), when a good offer becomes available, was approved.</p> | |
| Adjournment | 12 noon | | |
| Minutes Submitted by: Joan Hartwig, Secretary | | | |