



September BLA Meeting

Wednesday, September 21st 2022

Maintain and preserve our lake community for future generations through education, communication, and commitment to Baldwin Lake

Attendees

Mary Kowalski

Mike Schirott

Jenna Labash

Mary Wain

Karen Tan

Nancy & David Smith

Andy Doubblestein

Laurie Macri

Jen Erbe

Sawyer Lehman

Susan Hughes

Tim Doyle

Barb DeCocq

Call to order

Treasurer's Report:

As of 8/31 balance is \$54,391.99

Correspondence:

A few more membership renewals in the mail.

Bill for AgriFlight: \$2,398.80

Water & Boat Safety

- Proceed with caution when using the public landing to remove your boat for the season. Repairs are needed.
 - BLA has posted signs at the landing.
- Boater safety course provided by the Michigan DNR. This information has been posted on Facebook and shared on our website. Oct 15th at Niles Fire Department, 9:00am to 4:00pm.

Water/Environment

1. **Water Testing** - Phosphate test is being done this weekend.
 - a. Oxygen test is still being done until season is over: Levels drop to very low at the 35-37.5 ft depth to the bottom at 55 feet.
 - b. Secchi depth 7ft 10inches. There is a lot of algae in the water.
 - i. We have added information on our website about this issue.
2. **Mosquito Spray** - we are done for the year.
3. **Landing Repair Updates** - Mike Schirott received 2 quotes and updated pricing:
 - a. EGLE permit- still waiting on reply.
 - b. 2 estimates to "patch"
 - i. Niblock - still waiting on estimate
 - ii. Quantum Construction - \$16,000
 - iii. Bob Kuhns through Selge Construction - \$8,800

To permanently repair/rebuild landing properly: approx. \$100,000 - \$150,000. We need to start planning for the potential for an expensive permanent repair.

Our goal is to get it repaired before the season is over.

Residents can always use the marina that is located on the north end of the lake.

Community Affairs

1. **Sawyer Lehman - Fish stocking project**
 - a. Sawyer is a Boy Scout and is looking to use the Baldwin Lake fish stocking for 2023 his Eagle Scout project. For his project, he will be raising \$\$ to fund the already planned 2023 fish stocking.
 - i. BLA had previously committed to fish stocking again in Spring 2023. Fish have been ordered for spring delivery.
 - ii. Sawyer is seeking to help raise money for the stocking.
 - iii. Cost for 2023 fish stocking is approximately \$2,400.
 1. BLA had already committed to pay \$2400 for fish stocking.
 2. Sawyer has set a goal to raise ½ of those funds (\$1200) through fundraising efforts
 - iv. Mike Schirott and Sawyer will work together to get this project complete.
 - v. Sawyer will be reporting back to BLA periodically, regarding the fundraising for this project.

MOTION: Motion set forth and approved to allow Sawyer to raise funds for Baldwin Lake Fish Stocking for 2023.

2. **Website Calendar** - has been updated through the end of the year. The 2023 schedule will be added soon. Fireworks graph has been added.
 - a. We are also working on adding information to the website about invasive Eurasian Milfoil, fertilizing, sea walls, etc

Social

1. **Christmas Party - December 3rd 6:00pm at Zimmy's - has been confirmed!**
2. **Roadside Clean-up** - Oct 1st 9:00am. Meet at Mill's. A group also meets on Hilltop. (70165 Hilltop)
 - a. There was a discussion about the trees that have partially fallen down on Hilltop road at the north and south curves. BLA is unsure what to do about this issue due the land not being anyone's at the meeting nor the BLA land.
3. **Apparel Store** - working on getting another store open.
 - a. This will be a fundraiser store to raise money for 2023 fireworks.
 - b. The store will be ready to launch this coming weekend and will run for 2 weeks.

Committee Reports

1. Sponsorship & Budget Committee

A committee was formed to review our past practices regarding advertising and event sponsorship, as well as outline our annual operating budget and any large projects on the horizon.

Advertising & Sponsorships

In the past, businesses have paid for advertising in the form of a copy of their business card on the back of the BLA newsletter. Businesses also paid to sponsor the Poker Run annually, receiving representation at the Poker Run event.

With the addition of the Fishing Tournament, Music on the Water and the Baldwin Lake Triathlon, we want to avoid hitting up the same businesses for sponsorships multiple times during the year. We have also made changes to the way we communicate our newsletter and we have greatly improved the BLA website. This made it important to also look at how we were sharing advertising information.

The goal is to streamline advertising and sponsorships so that we approach businesses ONE TIME, in the Spring. We would like to offer varying levels of sponsorship, along with an “a la carte” option to sponsor specific events. The budget committee began working on what that sponsorship form would look like and what the sponsors and advertisers would get for their support to the Baldwin Lake Association. **This is still a work in progress.**

There was some concern that adding new events and asking for sponsorships would affect the profitability of the Poker Run, as this has historically been our only fundraising event. While the change in structure of fundraising may affect the profitability of the Poker Run individually, we should be able to improve upon our overall fundraising with the addition of our new events. All fundraising from sponsorships goes into the BLA General Fund.

Tim Doyle shared some ideas on increasing sponsorships

1. Asking a company to sponsor certain things: example: the band.
2. Ask Bennington(as an example) to sponsor the Poker Run for \$XXXX. They would then be the main name on our Poker Run event.
3. Ask another company to sponsor the food for the BLT event.
4. Ask another company to sponsor a stop at the Poker run.

This topic is still open for discussion.

Budget & Operating Expenses

The Budget Committee also began planning out our annual operating expenses, along with any large projects that are on the horizon. This information needs to be communicated clearly to our members and residents.

While we have had overwhelming requests for fireworks in the past and our first fireworks show was a success, we need to consider that this was an addition of a \$15,000 expense. General thought is that the fireworks expense should be borne by the lake residents,, not sponsors, as it is difficult to provide representation at the fireworks show.

Similar to our sharing of the actual expense of the mosquito sprays each year, we need to educate members and residents about the expense for the annual fireworks show. This will be crucial to ensuring that we can continue to provide a fireworks show each year.

Budget Committee will meet again to keep moving forward on the streamlining of sponsorships and the framing and communication of our operating budget.

New Business

No new business

Open Discussion

No topics were put forth for open discussion

NEXT MEETING

Wednesday, October 19th

7:00pm

Mary Kowalski's House

69402 Lake Street

Meeting adjourned at 8:13pm.