

**GULL LAKE QUALITY ORGANIZATION
Board of Directors Meeting Minutes
October 8, 2024**

Call to order: 7:00 pm

Quorum declared: YES

Approval of the Agenda

Board Attendance:

Katherine Gross, Sera Gesmundo, Margo Rebar, Tom Belco, Don Paulson, Susan Harrison, Jay Wesley, Joe Lukeman and Kathy Gallagher. Ellen Keenan attended via Zoom.

Absent:

Andy Widner, Gary Mittelbach, Pete Hawk, Dustin Perrin and Trudy Luedecking

Introduction of Guests:

Eric Reid and Denny Hoorn

Meeting Minutes:

The minutes of the September meeting were reviewed. It is noted that Margo Rebar's name is misspelled in the Summer Lunch and Learn report. KBS also needs to be recognized as doing "most of the mailing and marketing, and advertising."

A motion made by Susan Harrison to accept the minutes as corrected was seconded by Sera Gesmundo. Motion passed unanimously.

Treasurer's Report: Don Paulson

The September 30, 2024 Treasurer's report was distributed.

Don reported that there has not been much recent activity.

Income of \$116 was received at the boat wash donations container. He noted that revenue is down as a result of membership being below what was anticipated. There was discussion about lifetime membership and the impact on the annual revenue.

Expense: Don reported that we anticipate an invoice (approximately \$22,000) from Prairieville Township for staffing of the boat wash.

A motion made by Tom Belco to accept the Treasurer's report as presented was seconded by Sera Gesmundo. Motion passed unanimously.

Committee Updates:

Boating Safety: Joe Lukeman reported that the Kalamazoo County provided a summary of their activities in 2023, but the 2024 report and final numbers on activities are not available. Joe will follow up with Kalamazoo County to request this information and will include this in an article for the Fall newsletter.

Water Quality: Kay indicated that there is little recent activity to report. Gary Mittelbach is planning a water quality article for the upcoming newsletter. Kay shared the written report from

Fischer Jex (Boat Wash Staff).

Highlights include:

- The boat wash has been in continuous service for 8 years.
- This past season there were 5 staff members.
- Interaction with boaters was reported as very positive.
- A lake & stream map of Michigan was added to the building and boaters identified where they have boated. Gull Lake continues to be one of the most popular lakes.
- Staff participated in EGLE's Invasive Species Blitz.
- Staff distributed laminated AIS information pamphlets to boaters.
- Staff joined PLM during their study and treatment of Gull Lake.

Membership: Kathy Gallagher

Sera Gesmundo raised the question about the GLQO packets that were sent to new residents. As these were costly to produce and mail, there was discussion about providing more limited printed information. Social media and the website may be more effective ways to communicate what we do to new residents. We need to figure out how to drive them to these sites so they can/will join GLQO. To remain consistent with prior years, the annual membership appeal will be launched in November. Kay will email previous letters and membership forms to Kathy. Allegra will produce and mail.

Fisheries: Jay Wesley

Jay provided a short summary of the Master Angler Program. Gull Lake has several Master Anglers for Black Crappie. There was discussion about what may have caused a smelt die off observed earlier this fall; Jay speculated that this is likely due to warm water rising and trapping the smelt (which prefer cold temperatures) in waters that were stressful to them. There is no evidence of any disease in these fish.

Outreach and Communications: Sera Gesmundo

Sera, Kathy and Ellen will meet to coordinate the membership appeal and review best practices to reach out to new homeowners.

Eric Reid indicated that the newsletter will be mailed November 15. Articles are due on November 1. Suggested coverage for articles (and authors) are: Lunch and Learn (Kay), Water Quality (Gary), Marine Patrol Report (Pete, Joe), Boat Wash Update (Fischer Jex), Membership Appeal (Kathy, perhaps with Sera). Kay will also provide a Welcome/cover article.

Old Business:

Membership Renewal/Recruitment: Kathy Gallagher

Kathy will begin the coordination of the 2025 Membership Drive. Target groups include current members, lapsed members and business members.

New Business:

Advertising Policy for Newsletter; Don Paulson, Joe Lukeman

Recently, GLQO received a request from a business to be an advertiser in the newsletter. There is no policy to guide the selection process for what entities are appropriate to feature. Don, Joe and Kay are requesting GLQO to develop a policy to guide this and future requests.

Historically, Jaqua has had a quarter page advertisement in each issue. The fee paid is \$200 per issue. This practice grew organically and up to this point there have not been concerns.

There was discussion about advertisers' "linkage" to our mission and how do we determine who

is appropriate.

It is noted that paid advertising is a revenue generating stream. It is noted that potentially to accommodate advertisers, we may need to add more pages to the newsletter - thus increasing costs.

Offering "Business Memberships" is the current practice and includes a simple listing as such. No logos.

A motion made by Tom Belco to no longer accept paid advertising in the GLQO Newsletter was seconded by Joe Lukeman. Motion passed unanimously.

Kay Gross will meet with Jaqua to address the change in practice.

Discussion ensued about developing a policy pertaining to businesses. The consensus is to invite business who are GLQO members at the Silver and above level to be highlighted in the newsletter starting with the Winter-Spring issue. We will continue to list business members at their respective paid membership levels. We will need a volunteer to meet with the business owners and write those articles. Also need to determine what order these 'highlights' should appear.

A motion made by Susan Harrison to initiate a program to highlight business members at the Silver Plus Levels at a sponsorship fee to be negotiated was seconded by Joe Lukeman. Motion passed unanimously.

Partnership with Prairieville Township - Native Vegetative Plantings: Susan Harrison

Susan Harrison reported that a committee is formed: Susan, Margo, Eric, Judy Risdon and Rick Van De Weg (Prairieville Township) to develop a plan for restoration/improvement of native landscaping at the Prairieville Township Park

They have visited the location and recommend completing the landscaping project in three phases: shoreline, creek and adjacent to the fence.

Susan indicated they anticipate the need for a landscaper to develop the concepts and provide estimates. Grant funds will be necessary to fund the projects. Prairieville Township is also willing to support these efforts

2025 Activities:

Winter Clean Up: Jay Wesley reported that we hope to conduct a Winter Ice Clean Up this year.

Lunch and Learn: This workshop will continue in 2025. Date TBD. Missy Klotz, is working with GLQO Outreach as well as Erick Elgin and Julia Kirkwood to develop the program which will be similar to this year's.

Annual Meeting: The annual meeting will be June 10, 2025. Kay solicited ideas for the program. Some suggestions were: Gull Lake History, Railroads, Wintergreen Lake, CAFOs, Piping Kalamazoo water to Richland, Riparian Law with Cliff Bloom to present. Kathy Gallagher will ask Mike to check with Cliff if he is available and willing to present.

New Member Outreach:

Meeting scheduled to develop strategy.

2025 Budget Planning:

Don finalizes the 2024 in January. He will reach out the committee chairs to identify the 2025 budget needs. It will be presented for approval at the February 11, 2025 meeting.

Board Comments:

Joe Lukeman inquired about promotional materials such as stickers for automobiles. "Gull Lake: Keep it Clean"

Denny Hoorn (GLQO member) shared that he has communicated with Matt Diana MDNR Fisheries regarding concerns he has about the current diversity and abundance of cold water fish in Gull Lake. He had not yet had a response from Matt. Kay asked Jay Wesley to coordinate a response to Denny about these concerns.

2025 meetings dates:

February 11

March 11

May 13

June 10 (Annual Meeting)

September 9

October 14

Meetings will continue to be held at the KBS Carriage House classroom (Manor House for Annual Meeting); meetings will be held over ZOOM if needed.

A motion made by Tom Belco to adjourn the meeting was seconded by Susan Harrison. Motion passed unanimously.

Meeting was adjourned at 8:30pm