

Austin Lake Riparian Board of Directors

Minutes from Meeting Held February 23, 2012 - Portage Library

Present: Kirk Wolf, Brian Johnson, Steve Higgins, Jim Pearson, Win Larsen, Brett Grossman, and Larry Pio.

Also present: Norm Young.

Absent: Dar Levy Gary Hahn

1. Open.

The meeting was called to order at approximately 7:00 p.m. by Board President, Kirk Wolf.

2. Approval of minutes from November 17, 2011

The minutes from November 17, 2011 meeting were approved unanimously and should be posted on the website.

3. Treasurer's Report (Pio)

Treasurer Larry Pio reported that there is a total of \$3,378.94 in the general fund and \$238.70 in the Lake Improvement Fund. At this time there are no remaining funds in the Social Fund.

Larry indicated that \$20.00 was spend in the last month for the filing of the annual report with the State of Michigan and that \$80.00 would be spent for a two (2) year website renewal. The Treasurer's Report was accepted unanimously upon motion by Win Larsen (Grossman seconded).

4. Newsletter/Website Report (Young)

Additional discussion was had about the Board's previous decision to raise ad prices for this year's newsletter. Norm Young put together a cost estimate based on increased ad prices and the written estimate and ad prices are attached to these Minutes. Jim Pearson indicated his belief that ad prices at a starting price of \$55.00 represented too much of an increase from the previous year's costs. After additional discussion, the following prices for advertisements were adopted unanimously by the Board: business card size (\$40.00); 1/4 page (\$70.00); 1/2 page (\$100.00) and full page (\$170.00).

As previously set forth in meeting minutes, the newsletter will be improved this year in two major ways. First, it will be sent first-class mail to all lake residents (which will allow for mail forwarding) and, second, it will be in color. The increased advertising prices will hopefully cover the lion's share of the increased costs and it is not anticipated the prices will be raised again in the upcoming years. Also, instead of paying a service provider for folding/mailing the newsletter, the Board will

get together and do this at a future meeting.

Various Board members were assigned potential new advertisers for additional follow-up. The deadline for content was set at April 1, 2012.

With regard to content, Jennifer Jones will be asked to provide a brief article regarding the current status of the aeration project. Other possible articles include the importance of reducing organic inputs on the lake and lake safety rules from the Kalamazoo County Sheriff's Department. Brian Johnson will also provide a brief update on behalf of the Governmental Lake Board (GLB).

DATE OF ANNUAL MEETING: On a related note, the date of the annual meeting was set for May 15, 2012 at 7pm at a location to be determined. The Board will check and see if the library is available for this year's meeting. The board will also ask if John Tucci of Lake Savers would like to speak briefly at the meeting.

5. Social Committee Report (Kinder).

Dani Kinder was not present at the meeting but future events were listed as follows: Pancake Breakfast sometime in June; Austin Lake Boat Parade on July 28, 2012 at 3pm. Other future events may be a brunch on the water and a progressive dinner.

6. Old Business

- a. Austin Lake Burgees. The burgees are still available for purchase and are being sold at Daane's as well as Double L Bait and Marine. Board members were again encouraged to spread the word about the burgees.
- b. Right-Way Rental Money. Some of the money associated with the trailer rental from RWR Rental has been received. Brett Grossman will follow-up with Gary VerMeulen of RWR Rental regarding any balance due to the Board.
- c. Purple Loostrife. Last year the Board purchased ten (10) beetle plants at a cost of \$45.00 plant. The Board did not receive overwhelmingly positive feedback on the effectiveness of these plants. Larry Pio will follow-up on possibly obtaining additional plants at decreased cost from what was spent last year.
- d. Education of Stopping Organic Inputs. Win Larsen discussed a number of issues related to reducing organic inputs. Specifically, Win indicated that there is voluntary monitoring of lake water quality through a cooperative lakes monitoring program. Win will find out more information about this type of cooperative program and report to the Board further at the next meeting.
- e. GLB. Brian Johnson provided a brief update on the current status of the GLB's

proceedings, all of which have been well-documented in recent newspaper articles in the Kalamazoo Gazette. Once again, the Board reiterated its commitment to posting as much information as possible about past GLB activities and proceedings and the Board's website. Also, past minutes of the Riparian Board's discussions concerning GLB activity are all on the website as well.

As of the date of this meeting, the GLB had certified the assessment roll by a vote of 4-1 (Elizabeth Campbell dissenting). The GLB essentially adopted the recommendation of the Board (see June 15, 2011 meeting minutes). The aeration project will begin in 2012 and be reevaluated in three years.

Brian Johnson urged members of the Board to appear at any future public meetings concerning GLB activity since the GLB obviously valued Board input on the assessment and development of this project.

7. New Business

a. Personnel Changes

Kirk Wolf indicated that Dar Levy had resigned from the Board due to other time commitments. As it stands, the Board has no alternate member to fill this vacancy. This will be addressed at the election at the Annual Meeting.

b. Annual Meeting Date/Time/Location

See above. The Annual Meeting will take place on May 15, 2012 at 7:00pm. Location to be determined but likely the Portage Library.

c. Date/Time of Next Meeting

The next meeting of the Board will be Monday, April 16, 2012 at a location to be determined.

The meeting was adjourned at approximately 8:15pm.

Respectfully Submitted,

Brett Grossman
Secretary

Revised charges for ads based on recent estimates:

- We would be printing in color on glossy paper (recommended by printer)
- The ad prices would pay for the printing and mailing, but not more (if we want to make money on the ads then we would increase the below prices).
- The Spring 2011 newsletter was used to create the estimates; that is:
 - About ½ of the newsletter were ads
 - There was a 11x17 page and a 8 ½ x 11 page
 - Eight business card ads
 - Three 1/4 page ads
 - Three 1/2 page ads

I propose charging the following for color and gray scale ads:

Width x Height (inches)		Color Price	Current Grayscale Price
3.25 x 1.75	Business card	\$ 55.00 (new)	\$25.00
3.25 x 4.5	¼ Page	80.00 (new)	50.00
6.5 x 4.5	½ Page	110.00 (new)	70.00
6.5 x 9.0	Full Page	170.00 (new)	120.00 (new)

Based on the above color prices we would have received \$1010. in ad revenue if we print our Spring 2011 newsletter in color. Recent estimates from the printer and mailer indicate it will cost \$966. to print and mail in color.

Based on the above gray scale prices we would have received \$560. in ad revenue if we print our Spring 2011 newsletter in gray scale this year. Recent estimates from the printer and mailer indicate it will cost \$530. to print and mail in gray scale.

Cost Estimates for Printing and Mailing the Riparian Newsletter

By Norman Young; February 23, 2012

Actual charges for spring 2011 newsletter (11x17 plus 8 ½ x 11)

Mailed 435 / printed 450

Printing: \$259.11

Mailing: 215.74 included printing addresses on newsletter and bulk mailing

Total: 474.85

Recent Cost estimate for printing: Gray scale; 450 copies

One 11x17 page: \$184.00

Two 11x17 pages: 388.00

One 11x17 plus 8 ½ x 11 310.50

Recent Cost estimate for printing: Color; 450 copies

One 11x17 page: \$481.00

Two 11x17 pages: 982.00

One 11x17 plus 8 ½ x 11 756.00

Cost estimate for mailing 435 newsletters; two 11x17 pages (under an ounce):

Bulk mail with addresses printed on newsletter: \$220.

First class, we apply label and stamp: \$210. (we should get back un-deliverables)

To print and mail a newsletter like last years (one 11x17 and one 8 ½ x 11):

<u>Color</u>	<u>Gray scale</u>
\$966.	\$530.