

Elkhart Lake Improvement Association
October 5, 2019

Meeting Minutes

Attendees – H Jung, T Nelson, N Hanlon, C Strigenz, K Elias, R Boeldt, S Staum, M Froh, R Gebhardt, B Easom, J Schott

Treasurer's Report –

Total assets -	\$64,556.50
Checking & Savings -	\$21, 921. 27
➤ A Jung Memorial	\$11,785.00
YTD Net Income	\$12, 272.17 (note – minus the memorial fund balance we are about break even.)

- Weed treatment costs were well under budget this year which will be a big help in our final year-end numbers.
- Discussion about the proposed corporate program and desire to get this finalized and make initial calls to some lead target customers.

Boating – buoys are stored in the Village garage on Pine St. New buoy total given to Chief Meeusen for spring 2020 installation.

Water Quality –

Water quality, Joe did not attend to provide an update, however, we did complete the 2019 water sampling as scheduled and the results have been uploaded to the DNR website (attached). Randy and I will add the results the KEB website. Elkhart Lake continues to be assigned Mesotrophic (defined as water moderately clear but increasing chance of low dissolved oxygen in deep water during the summer) based on the 47 tropic state index. **Total phosphorus and chlorophyll are still below the impairment threshold values but are slightly higher than they have been in the last 15 years.**

Year end report is attached for your review.

Wisconsin Department of Natural Resources

Elkhart Lake - Deep Hole 2019 Results

Eutrophic Mesotrophic Oligotrophic

Elkhart Lake - Deep Hole was sampled **6** different days during the 2019 season. Parameters sampled included:

- water clarity
- temperature
- total phosphorus
- chlorophyll

The average summer (July-Aug) secchi disk reading for Elkhart Lake - Deep Hole (Sheboygan County, WBIC: 59300) was 10.67 feet. The average for the Southeast Georegion was 7.1 feet. Typically the summer (July-Aug) water was reported as **CLEAR** and **BLUE**.

Chemistry data was collected on Elkhart Lake - Deep Hole. The average summer Chlorophyll was 5.1 µg/l (compared to a Southeast Georegion summer average of 32.8 µg/l). The summer Total Phosphorus average was 15 µg/l. Lakes that have more than 20 µg/l and impoundments that have more than 30 µg/l of total phosphorus may experience noticeable algae blooms.

The overall Trophic State Index (based on chlorophyll) for Elkhart Lake - Deep Hole was 47. The TSI suggests that Elkhart Lake - Deep Hole was **mesotrophic**. Mesotrophic lakes are characterized by moderately clear water, but have a increasing chance of low dissolved oxygen in deep water during the summer.

Public Outreach –

Chris showed a copy of the video taken Randy Bella's son – great work? We will see about getting this loaded onto our website.

KEB Baseball Caps;

Reordered Bella 60 KEB Baseball caps. We have already paid the one time \$65 set up fee with our first order. Therefore, **our profit went up from \$12.58 per cap (at a sale price \$25/ea) to \$13.50/ea cap profit or additional \$1.08/ea cap profit.**

-We make more profit with Bella's vs Mountain Promotions.

-9/20/19-The caps were delivered by Randy Bella to save us shipping costs when he had another call in the area

--> **30 KEB caps for Kim to place inventory**

Chamber Window:

ELIA can stay in Chamber window into September until we receive notification by Missy

1. *ELIA has been in Chamber window July - October (4 mo)*

Bella Drone Video/Mockups:

Unfortunately, the Elkhart Sunday sailboat drone pics in July were low res so the images were too grainy to blow up for our KEB towel.

-8/18/19-(Sun) Randy & Austyn Bella come back Sunday to retake drone pics of last competitive sailboat race of the summer.

-Cloudy for sailboat races but they decided to come anyway

9/18-20/19-Worked on Austyns Elkhart drone video (2nd version taken 8/18/19)

Also incorporated:

-First drone shots Monday, 6/10/19 - day after first Sailboat races

-KEB logo stays on longer in beginning of the video & add ELIA logo, call to action & website info etc at end.

*9/20/19-Met with Randy Bella at cottage & discussed **BELLA WEB-STORE for speciality one off gift engravables & KEB Drone Photo blanket & towel** where people can order KEB items directly from Randy & (buyer pays for shipping, sales tax & ELIA makes about around +\$2, \$5 \$10 ea or profit depending)*

-Need to work out the logistics & processes for a Bella Webstore

-Still very much a work in progress!!

-KEB Facebook postings:

1. **Downtown Night**
2. **Drone video of Elkhart Lake coming**
3. **Buoy removal 9/26/19**

Website –

The website update included a tip of the hat to Randy for expanding his WordPress knowledge to complete the list of updates for the website. Kyle stepped down in August since he was no longer able keep up with the management of KEB website. Randy and I will continue to update the site and make content improvements, however, we still hope to hear back from LTC to collaborate for design improvements and may need outside assistance for design changes.

President's report –

- Resubmission of grants for 2020 is pending (note – following our Oct 5 meeting we learned that the regional DNR would not support our grant requests as they feel Elkhart is in good shape and not in need to detailed study. They would support our being part of a larger Sheboygan River basin study which, ultimately, would get us to our watershed assessment which we feel we need. In the mean time The DNR will support our updating of our Invasive Plant Management plan (basically update the

2012/13 report and plan. We will pursue this for now and work with the DNR on the Sheboygan River Basin analysis.

- Algae issue much more pronounced this year and we will look for more options for dealing with this in 2020.
- The village has decided to provide more support to ELIA and has set aside funds in reserve to be called on if or as needed. This is a big step forward for our relationship.