

VELA Special Board Meeting
August 1, 2017
Parks Library 10AM – 11:30 AM

Attendees: Carole & Joe Plunkey, Leonard & Shirley Brockhahn, Dave Swensen, Frank Rainey, Leif Lindblom, Rick Copland, Celeste Creger

Absent: Doug Jager

Minutes of previous meeting & treasurer's report waived for this meeting

Agenda Items: 1) Board Officer Elections
2) Boat Launch Survey
3) Promotion of VE Lake

Action taken:

- 1) **Board Elections:** open position of vice president – Dave S volunteered. Other current board members volunteered to remain in offices for president, secretary, and treasurer. Slate of officers voted on – passed unanimously. Therefore, current board will be Joe Plunkey, Pres / Dave Swensen, Vice pres / Carole Plunkey, Sec / Leonard Brockhahn, Treasurer
- 2) **Boat Launch Survey:** discussion on possible survey for all property owners around the lake to see if a majority want the board to pursue a one-time in and out free boat launch for members of the association. VELA funds would then be used to work out an agreement with the township as to how this could be handled. General agreement that the board should at least send out the survey, even if returns are low in number and/or an agreement does not materialize. Rick C volunteered to be one of the board members to meet with township if/when needed. Wording of survey was confirmed – Shirley and Carole to work out the details before the mailing in January 2018.
- 3) **Promotion of VE Lake:** discussion concerning how best to promote the lake in view of recent events concerning PFC contamination of water wells on/around the old AFB and the effects of this “bad press” about the lake and property values. \$5,000 was voted on at last general meeting to be spent on promotional efforts. Plans include the following:
 - a) fishing tournament – suggestion given by Doug Jager (absent) – will need to set up small committee to plan – Leif L volunteered to be on committee – Carole to contact Doug for follow-up – late in season to plan for this year so plan for 2018
 - b) contact other community groups (C of C, township, realtors, etc) to arrange a link to the VELA website - Carole to make contacts
 - c) talk with Oscoda township and Chambe of Commerce/Visitores Bureau to see what, if anything they are doing to promote the lake – work with them on promotional ideas
 - d) place ad in local paper – wording “WANT TO KNOW MORE ABOUT VANETTEN LAKE? Go to www.vanettenlake.org - put in edition before Labor Day – Carole to place ad
 - e) use dues invoice mailing for additional section asking for volunteers to help VELA staff events like fishing tournaments, picnic, water testing, etc – get more people involved and informed
 - f) encourage board members and others to write letters to the editor in local paper to promote the lake – to look at FACTS and not hearsay
- 4) **Other ideas discussed:** paying for a highway billboard – too expensive. Also to place articles/ads in downstate newspapers – few people still read newspapers – get their news from tech devices – not money well spent. Still considering possibility of finding someone to manage Facebook page

Respectfully submitted – Carole Plunkey, Secretary

