



Meeting Recap from Saturday, October 19, 2024

This recaps the last Secord Lake Association (SLA) meeting for the 2024 season. We will continue to provide written updates to our Members and the Secord Lake community. We have the capability to hold webinars if needed over the winter.

The SLA is a non-profit, voluntary organization. Membership is open to all who support Secord Lake.

- Our mission is to work for the benefit of the Secord Lake Community, communicate relevant information, and advocate for the welfare of our group with local, state, and federal agencies. We also provide a voice for our lake within the Four Lakes Task Force (FLTFF).
- Our goal is simple, to restore Secord Lake as soon as possible while reducing assessment costs for ALL property and business owners within the special assessment district.

This meeting recapped the fundraising focused on Lake Improvements and the allocation of funds / resources to various projects. In addition to fundraising, SLA funds also include Membership dues, donations and sales of merchandise which is used to fund communications and promotions. At this meeting allocations for each area were made through the end of 2025.

We plan to continue the cadence with Communications while making improvements to our web site while exploring options to reach more people within the Secord Lake Community.

Our Promotions team received feedback there is interest in more Secord Social events. The golf outing and chili cookoff are annual and this year we hosted a **Secord DAM Pontoon Tour** with **Secord Lake Marina-On The Water, Wildwood Mercantile and Yumm-Yumm Ice Cream**. There is a desire to host more Secord Social events in the future.

We celebrate our sponsors, participants and volunteers that made the Annual Golf Outing and Chili Cook Off possible. A special thanks to Brent, Paul, and Marti for your leadership with these events. A combined \$13,769 raised through the generous support of Members, participants, and sponsors. We thank and recognize our sponsors:





Sponsors

<p>Bonham Heating and Air Conditioning Brubaker Plumbing, Heating & Air Conditioning, Inc Buckeye Market Michelle Ambrozaitis Dast Family DeWitt Lumber Company Elk Lake Bar & Grill Fresh Coast Tree Care Four Lakes Dock and Seawall Goodwin Septic Kim Butcher Agency - Farm Bureau Maverick Ford Gladwin</p>	<p>Midland Brewing Company Doug & Kyle Proctor Richardson of Gladwin S&H Engraving Schroth Family Statewide Surveying Sugar Shack Party Store The CT Lounge Wildwood Mercantile Wise Heating and Cooling RE/MAX River Haven - Marti Drabing Secord Lake Marina - On the Water</p>
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We sought and received suggestions regarding areas we can invest money in Lake Improvement Projects. We took action in the following areas:

- 1) The **Retake Our Lake** campaign has been successful, we thank property owners and Secord Township for their continued partnership. We will need to continue this program into the unforeseeable future due to the HCA legal action to stop construction. We allocated up to \$8,000 to this program and look forward to the team (committee) led by Ken to determine how best to utilize this investment.
- 2) **Goose Management** is a challenge for Secord, we seek to partner with the townships to find solutions. As regulations have changed, Phil will form a committee to explore options with the MI DNR regarding “what can we do?” We allocated \$5,000 to this initiative understanding due to the size and complexity of Secord Lake, more money may be needed to be effective.
- 3) Based on feedback, we seek to bring **Fireworks On The Dam** back to Secord Lake. This tradition was unfortunately suspended in the 1990’s. Our vision is a block party at a local business to conclude with fireworks to celebrate the return of Secord Lake. We put \$3,000 into a savings account for this event and will make future additions. We could find no one with more fireworks experience than Brent to lead this initiative.
- 4) **In terms of Lake Improvement, we will not have a lake unless we have a dam.** FLTF is delegated by the county to build the dam. Any donations go toward the project. Our \$5,000 donation is a private donation. Private donations to FLTF have value. The public grant arena is interested in other sources of money raised. In addition, private donors want to know who else is making private donations (FLTF has secured over \$5 million in private donations). Finally, most public grants require some type of “match.” For instance, the MI Grant of \$200 million requires a 20% match with the funds coming from other sources. Our private donation, though a modest \$5,000, provides multiple benefits to the overall search for additional grants to reduce the assessment costs for ALL property owners.

With the uncertainty due to the ongoing HCA legal dispute causing what could be an additional multiple year delay for Secord, we are not sure what challenges we will face in the future. We decided to keep approximately \$44,000 in reserve for future projects or investment to restore Secord.

We discussed three other areas we seek to support with our fundraising efforts. While more information is required to move forward, we collectively agree to put resources against development of these plans:

- 1) If one of our **3 townships that surround Secord Lake has a lake improvement**, they believe we can help with, please let us know. Help may be volunteer labor or financial assistance. We look forward to discussions with our township officials in the coming year.
- 2) **We know there will be situations where financially challenged people with HOMESTEAD properties may have difficulty paying their annual assessment.** There are a couple of Midland based foundations developing a program to help. Unfortunately, due to the HCA construction suspension, this planning has ceased pending a path forward. The SLA wants to make sure qualifying Secord Lake homestead residents can apply for assistance. We are willing to invest resources and money to this program’s development.
- 3) **SLA Scholarship Program** - The future of Secord is the next generation. We want to invest in their success as that becomes our success. We look forward to the day our lake is restored, and we can focus on the future.

Our meeting concluded and Members went on to enjoy the weekend with many attending the Eagles Fun Run.

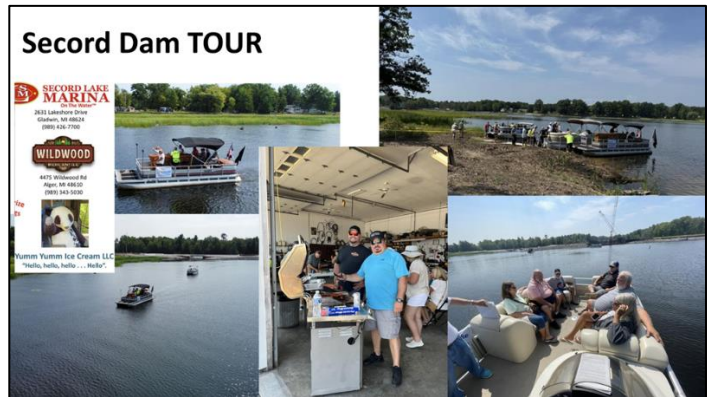
People have choices. Some people choose to sit back and do nothing. Some people chose to use the courts to STOP construction. **We choose to continue to focus on our goal to restore Secord Lake as soon as possible while reducing assessment costs for all property and business owners within the special assessment district.**

Active engagement and relationships created by SLA Members helped secure the \$200 million MI Grant. We continue to use our learning and relationships to seek additional support to reduce assessment costs for ALL property owners. While our efforts are more difficult due to the HCA legal action to suspend construction, we will continue forward.



SLA leadership recently toured Secord Dam with representatives from the offices of our state and federal elected officials. We also talked with potential private donors. We discussed the current challenges and explained the need for support to lower assessment costs for ALL property owners.

Chuck was recently invited to ride with US Senator Gary Peter's annual motorcycle tour of parts of Michigan. Chuck also has a good relationship with MI Rep Mike Hoadley, who attended our Golf Outing.



SLA Members continue to meet with state and federal elected officials to seek continued support. The Secord Dam TOUR was attended by current and future Gladwin County Board officials. A key staff member of US Senator Gary Peters attended. He got to see and hear directly how federal support can help lower assessments for ALL property owners.

We are committed to seeing Secord Lake returned as soon as possible and will continue to work to secure additional grants to benefit ALL property owners. We support the FLTF plan to restore Secord. Look for more informational updates from the FLTF and Secord Lake Association over the winter months. We look forward to seeing you in APRIL 2025.

www.SecordLakeAssociation.org

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