

CREATIVE MARKETING PROJECT

Minocqua Kawaguesaga Lakes Protection Association – Keeping It Clean!

**Lakeland Union High School DECA
Lakeland Union High School
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Minocqua, WI 54548**

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I. EXECUTIVE SUMMARY

Jenna Balocca, Sylvia Kauth, Anthony Neri, Jeremy Phillips, Jacob Spears, and Christina Vedder conducted a study for the Minocqua/Kawaguesaga Lakes Protection Association, (MKLPA). Mark Pitman contacted Mr. Umland about having his Marketing class or DECA, an association of marketing students, conduct a research project to find out how MKLPA could potentially advance their organization, recruit more members, and to have those members take an active part in improving and maintaining the quality of the water that hundreds of property owners and thousands of tourist enjoy.

Secondary research proved the value the MKLPA brings in protecting water quality of the lakes. Current articles noted how valuable lake associations are in protecting water quality and property values. It is critical that people take the lead on protecting the quality of the lakes.

The members of the research team created a survey that was mailed to lake front property owners of lakes Minocqua and Kawaguesaga. The results showed that 83.8% of the respondents are current members, and largest group have owned lake front property on the lakes for more than 20 years. Word of mouth, local paper, and brochures were the top 3 ways people heard about the association. Only 64% of members and 49% of non-members are aware of the MKLPA website.

The research illustrated that the \$40 charge is appropriate, while the MKLPA should spend those dollars monitoring and controlling invasive species, monitoring lake quality, and educating that clean boats equal clean water. Many **would not** like to receive MKLPA communications through the email, and the Pig Roast and Silent Auction Fundraisers and the Annual Meeting are the most attended activities of the respondents. Most value the *Lake View* publication, but most are not interested in lending a hand to MKLPA; 12% of current members are interested in helping, and 0% of non-members are interested in helping the association.

Many of the recommendations focus on the continuation of the outstanding efforts the MKPLA provides. The MKLPA should use those marketing strategies that reach their market: word of mouth, local paper, brochures, and social media. The association needs to seek a volunteer or hire someone to update the website and to make it easier to navigate and to allow people to join the organization and to donate money to the MKLPA. It is recommended that the membership fee be kept at \$40, and that monies be spent mainly on monitoring and controlling of invasive species and lake quality. The MKLPA should continue mailing the *Lake View*, and determine those members who would enjoy receiving the publication via email to save postage. The association needs to publicize its efforts wherever possible; using the local paper, MKLPA website, emails, Lake Views, and providing a boat, dock, or vehicle decal to members each year will assist in keeping the association's objectives in the lime light. Last, the research team feels a study like this should be conducted every 5 years with assistance from the Marketing Program at LUHS.

The research group recognizes the value the MKLPA brings to lakes Minocqua and Kawaguesaga. The efforts of a few assist so many, and the research team applauds the efforts of those who significantly contribute to the efforts of maintaining water quality and recreational opportunities for those who own property or for those who use lakes Minocqua and Kewaguesaga.

II. INTRODUCTION

A. Statement of the Problem

The Minocqua/Kawaguesaga Lakes Protection Association (MKLPA) is excited to find out how they can potentially advance their organization and recruit more members to take an active part in improving and maintaining the quality of the water that hundreds of property owners and thousands of tourists enjoy. MKLPA's Mission Statement clearly outlines the goals the association is trying to achieve. *The mission of the Minocqua/Kawaguesaga Lakes Protection Association is to protect the Minocqua/Kawaguesaga lakes and their surroundings by enhancing water quality, fishery, and the aesthetic value of our lakes as public recreational facilities for today and future generations.* It is this passion that motivated MKLPA to conduct research to meet the needs of property owners and lake users.

This creative marketing research project was geared towards lake front property owners and highly interested citizens in benefitting the water quality and water usage. The research asked if the respondent owns property on the bodies of water in question. Next, the survey asked how long they have owned property on the lakes to identify if there are any differences among the view points towards the association's goals and objectives according to the length of ownership.

The study is interested in determining respondents awareness about the association and if membership fees are appropriate for the objective of the organization. First, the survey asked if respondents are aware of the MKLPA, and if so, how they heard about it. Second, the study asked if they are currently members, and if not, what can be done to make the MKLPA more appealing for them to join. Third, the research analyzed if the current association fee of \$40 is appropriate, and if not, what would be a suitable annual fee to charge.

The MKLPA has many goals; however, it is interested to know where their efforts should be concentrated. The study asked where the MKLPA should focus its efforts to determine if the association is meeting the needs of those who live on and utilize the water resources.

Social media and the Internet have become increasingly popular methods to communicate with and educate groups and customers. The MKLPA wants to be more environmentally sensitive, as well as control costs with its communications; it asked those surveyed if they would like to receive future communications, electronically via e-mail. The MKLPA also has a website, and the association would like to know if those studied are aware of the website, and if so, how MKLPA can improve the website.

Educating property owners and interested parties is a major objective of the MKLPA. The association wishes to find out what MKLPA events property owners have attended, and if not, why. A newsletter titled "Lake Views" is also published by the MKLPA. The association wants to figure out whether or not the publication has value for its readers and what could be done to enhance the publication in order to increase readership.

Lastly, the MKLPA would like to have more members take an active part in the organization. The study asked those who are interested to assist with activities and serve on committees. If so, respondents are to provide their contact information. Also, the study would like respondents to provide any comments that may assist the MKLA in meeting the needs of lake property owners. Overall, the research will provide the current association an idea on lake property owners' viewpoints to meet the needs of preserving quality water and water activities.

B. Significance of the Problem Studied

The MKLPA is seeking information to improve the quality of the lakes, enhance educational opportunities, and increase membership. Each question has particular benefits to assist the current board of directors with the direction of the association.

Those who own lake property on Lake Minocqua, Lake Kawaguesaga, and the thoroughfares receive the largest benefit from the contributions of the MKLPA. Knowing what lakes they own property on and for how long may provide insight into the different opinions regarding MKLPA's direction. Different projects may be more suitable for Lake Minocqua compared to Lake Kawaguesaga and the thoroughfares.

Being a non-profit organization, MKLPA strives to utilize its marketing resources effectively and efficiently. Finding out if respondents have ever heard about MKLPA and if they have, where, will assist the organization in utilizing the most cost effective mediums to educate its membership on activities and projects. It is critical that as much money is made available to projects and activities versus costly advertising.

A goal of the research is to increase membership. Knowing what to change about the association to increase membership will allow the board of directors to take the steps necessary for recruitment. It will be interesting to determine if there are differences in opinions of those who currently members of MKLPA from those who are not.

The MKLPA currently charges \$40 for annual membership. The study wanted to decide if this annual fee is appropriate. If it is seen that changes in membership fees should be made, the board of directors have the data necessary to make a decision that would appeal to accomplish the membership objectives.

The MKLPA conducts many different projects to ensure water quality. The association wants to listen to its membership to determine the activities that should take priority and spend financial resources on. Knowing what lake property owners and those who use the water feel on the current and future needs of the lakes will assist the MKLPA in setting its goals and objectives. In addition, the research may illustrate different activities that may be done to further aid in preserving water quality.

Social media is fast and cost effective when educating the MKLPA members on activities it is seeking input on or planning for. Receiving interested members emails and enhancing the MKLPA's website will inform the membership on educational activities and water quality projects. Social media serves as a great resource on reminding members to renew their membership in a very cost effective manner. Keeping members informed may aid in enlisting help for the many activities the MKLPA performs and on the fundraising ventures. Also, a great website that is easy to navigate will help educate those who

aren't members on the efforts of the organization. An attractive, easy to navigate website may lead to increase membership and donations given by the general public.

The MKLPA hosts its annual meeting, annual public information meeting, and annual Pig Roast and Silent Auction Fundraiser. The association is interested if any of the respondents have ever attended any of these events and if not, why. The benefit of getting this data is to come up with ideas on how to increase participation of its membership and raise additional finances needed to accomplish the goals of the MKLPA.

The MKLPA publishes "Lake Views" to educate interested parties on the direction of the organization. Knowing if those who participate in the study have ever read the newsletter and what can be done to make it more appealing to read will educate more individuals about the critical issues relating to water quality and all the benefits the MKLPA provides to property owners and lake users. This could increase awareness, membership, and donations, or it could show that the publication has little value and should be discontinued.

The Board would love to have more interested individuals participate in its committees and activities. Asking respondents if they would like to participate will aid the association in generating ideas on project goals and sharing the work-load of the non-profit organization. More active membership and potential ideas could shape the future of the MKLPA. Those who are interested will provide the association with the contact information to get a hold of those who are excited to serve.

Overall, this creative marketing project will provide the necessary data to help plan the future of the organization. The survey asks respondents to comment on important issues regarding water quality. It is extremely important that people realize the tremendous benefits the MKLPA offers in educating the public on current water qualities issues and projects. The research will assist in finding out who is interested in helping the association, what projects should the association focus on, and how to communicate effectively with its members. All these paybacks will enhance the water quality for users and retain the property values of lakefront property owners. Quality lakes will aid in the tourism tradition and encourage the positive impact the water provides the Lakeland area.

C. Background Information

MKLPA was created to preserve and protect the welfare of Minocqua area lakes and habitats, improve water quality, provide a safe environment for residents and visitors, and keep lakes and facilities clean and safe for today and future generations. Today, the organization has added two major goals: educating the public and increasing membership.

MKLPA serves a vital role in preserving the quality of life in the Lakeland area. Lakefront property owners enjoy the beauty and the recreational activities living on lakes Minocqua and Kawaguesaga. Maintaining the water quality promotes tourism and property ownership that greatly impacts the local economy. The Lakeland area is known for its woods and water promoting those who enjoy nature to live, work, retire, and vacation there. Though tourism is the major industry, the types of business that prosper from it include retailing, lodging, restaurants, professional services, light manufacturing, medical, logging and lumber. The permanent population of the Lakeland area is approximately 13,000 with the peak summers months attracting 40,000 people. The four seasons attract a variety of nature users with the water being the biggest attraction. With boat landings being offered, many lake owners, lake users, and tourists use lake Minocqua and Kawaguesaga for boating, fishing, water skiing, tubing, and sightseeing.

Minocqua Kawaguesaga Lakes Protection Association has been in existence for 20 years and has an interesting history. MKLPA was known as Minocqua Lakes Improvement Association when first founded in 1994. MKLPA had its first organized meeting May 11, 1994; 42 members attended. On May 27, 1994 the MKLPA became incorporated under provisions of Wisconsin Statutes under Chapter 181 of the Wisconsin Nonstock Corporation Law. The initial first members included John Ames, Joe Handrick, Al Hanley, Herold Helterhoff, Jim Kilbane, Rich Lucas, Foster Riggs, Rich Roach, Barry Seidel, and Pete Tyler. At this time John Ames was temporary chairman and Herold Helterhoff was temporary secretary. On the first board meeting held May 20, 1994 the members elected officers. The officers included: John Ames as President, Jim Kilbane as Vice President, and Pete Tyler as Secretary and Treasurer. MKLPA's first annual meeting was held on August 6, 1994; 37 people discussed concerns of personal watercraft registration, deteriorating

water quality in Lake Tomahawk, use of fertilizers and salt, and extending the installation of city water and sewers.

At the fourth annual meeting on July 7, 1997, the Minocqua Lakes Improvement Association changed their name to Minocqua Kawaguesaga Lakes Protection Association. The name change described the scope of the group. The meeting also involved electing a new Board or Directors. These directors included Mary Ahern, John Ames, Jim Kilbane, Sally Murwin, Foster Riggs, Ron Sill, Pete Tyler, and Henry Varga.

III. PROCEDURES AND RESEARCH METHODS USED

A. Description of Secondary Research Conducted

The creative marketing research project used three major sources to collect secondary data. First, the MKLPA conducted research written in January, 2007 that posed some similar questions asked with this project. Second, the team examined past research relative to lake associations and current water quality issues to determine the value lake associations have for their members, the users of the lakes, and to seek any trends being implemented by lake associations. Third, the team asked the current directors of the MKLPA to pinpoint strengths and weaknesses and to determine how they felt members and non-members might react to certain questions.

From the study prepared in January, 2007, most of the respondents lived on Lake Minocqua and have had property on the lakes for over 20 years. Sixty-six point six percent (66.6%) of those studied lived on Lake Minocqua, while 28% lived on Lake Kawaguesaga. Over half (54.7%) lived on the lakes for over 20 years, while nearly 17.4% lived on the lakes for 6-10 years.

Most who lived on the lakes in 2007 are members of the association and were aware of a variety of activities being done by MKLPA. The studied showed that 58.7% of the respondents were members of the MKLPA. Also, members were aware of the following activities: chemical treatment Eurasian Water Milfoil at 72.8%, application for planning grants at 42.4%, receiving the two DNR grants at 38.8% and supporting a

USGS grant at 33%. These were the most popular activities being implemented by the MKLPA at that time.

The 2007 study noted what needed to be done to maintain water quality. The top recommendation were: watch for exotic plants, 82.2%, monitor lake water quality, 80.7%, enforce fertilizer ordinance, 76.4%, and keep everyone informed at 65.3%. Many disagreed that the quality of the water has improved. Respondents said they disagree that the water quality has improved as 34.9% selected this option. The next highest rating was neutral at 21.8%.

Educating the public was an important issue with the previous study. The top three ways for MKLPA to share information with its members and the public were newsletters, 84.6%, newspaper articles, 42.8%, and email at 29.2%.

Most did not want to volunteer or felt they did not have the skills to assist the MKLPA. The majority, 77.6% felt they did not possess the skills to assist the association, while 68.9% did not want to volunteer for a role in the MKLPA.

The research team analyzed two recent sources relative to lake associations. A web site of Wisconsinlakes.org points out the value of lake associations and lake districts and noted that lake associations are proactive in solving the problems with the lakes. A quote from the site noted:

“Often ‘problems’ of one kind or another are the reasons folks start lake organizations. However, lakes need protection on a pro-active basis. It is very difficult to reverse the effects of long-term pollution, shoreline destruction, or careless development practices. As the saying goes, an ounce of prevention is worth a pound of cure.”

The site also acknowledges the functions a lake association can perform and the advantages of a voluntary lake association over a lake district. Many of the functions listed are similar to the goals of MKLPA. There are distinct advantages of having a lake association. Another quote stated:

“A voluntary association can have genuine advantages over a lake district because they may be able to act more quickly than government bodies on some issues. Some folks may be more willing to support a voluntary organization rather than forming a new unit of government, particularly one with taxing power. However, if your lake management goals are ambitious, the more stable funding of a lake district may be essential. On the other hand, voluntary lake associations are sometimes frustrated by low participation and monetary support.”

It is critical that lakes have an association to handle the problems that arise and to be proactive in preventing issues from damaging the water quality.

Another recent article in the Milwaukee Journal Sentinel pointed out that Eurasian Water Milfoil is not the only invasive water plant that affects the quality of the water. There is an invasive algae, Starry Stonewort that is being spread quickly through Michigan inland lakes and has now been found in Little Muskego Lake in Waukesha County. Scott Brown, executive director of Michigan Lake & Stream Associations describes the algae as a “connoisseur of clean water.” This invasive species affects water clarity and habitat for fish and other plants.

The third major secondary research conducted came from the opinions of the current MKLPA Director team. The research team asked the current MKLPA Board of Directors to provide their opinions relative to how respondents will answer the survey questions. The directors feel that shoreline owners are aware of the MKLPA, and that these shoreline owners became aware through these most popular methods: word of mouth, local paper, brochures, and boat landings. Most of the board feels that shoreline owners are not aware of the MKLPA website.

Many shoreline owners are not members due to the lack of better education. The board feels that better education with meetings, either small group or neighborhood meetings, will help promote the association and the stewardship efforts it accomplishes. Some felt that a decal or signs for members’ boats or docks would illustrate pride in belonging to the organization.

The current membership fee is appropriate according to the MKLPA Board. All of those who responded stated the current membership fee is fine and affordable. With the fees contributed, the officers feel respondents will acknowledge the following goals be implemented: clean water, fishing issues, monitor lake quality, and monitoring and controlling aquatic invasive species.

The directors feel the MKLPA should communicate with its members via email to be environmentally sensitive and to control costs. All said yes to this while one noted, “We need to do both for

a few years until we know we can actually get to folks via email.” Another director stated, “We also should not give up printed copy because, at least for the foreseeable future, there will be a group that prefers hard copy, and we shouldn’t abandon this group, many of whom are our longtime supporters.” It’s unanimous that the MKLPA Board wants to be greener and cut costs for the association.

The annual events and meetings are used to educate and to raise funds for the MKLPA. The current director team feels most of the respondents have not attended the annual events: Annual Meeting, Public Information Meeting, Pig Roast, and Silent Auction Fundraiser. The top reasons why the officer team felt this way was respondents have other interests or lack interest in the association. One director felt that many of the respondents are happy with how the lakes are being watched and monitored. Others acknowledged that these events need to be better advertised and move the locations.

The directors feel most respondents are aware of the newsletter *Lake Views*. All but one of the directors who participated in this secondary data said that the respondents see value in the newsletter as well. One was not sure. **List of ideas** shared on the newsletter included:

- *Keep the newsletter current, topical, and timely with short articles and pictures should always be referring people to the website.
- *I hope the survey helps here.
- *Let’s see what their wants are.
- *Really don’t know.
- *Same as improving the website, more fishing information, photos, names of people doing things positive for the lakes, etc.

Some great ideas were shared on how the MKLPA could broaden its appeal to shoreline owners. These ideas would help increase membership and assist in educating the shoreline owners and public about the efforts of the association. **A list of ideas** shared were:

- *Perhaps provide a DNR letter from Secretary to lake folks saying how DNR is unable to care for the lakes and how important it is for lake shore owners and others to help in protecting the lakes for future generations.
- *Involve more shoreline owners in monitoring the lake.
- *Education, education, education – knowledge will help them appreciate the lake issues.
- *We need a good marketing manager for this one.
- *Have a more concerted effort to recruit new members, neighbor to neighbor ask. Once we have them as members we have to make certain we keep them. Follow up surveys to membership may assist in making certain we are fulfilling their needs.

*Almost hate to say this but another outbreak of some major problem (like EWM) would get people focused anew on the lakes and its issues. Most of the shoreline owners lead busy active lives with many priorities and often times the lake does not rank high on the list. People get involved (i.e. change priorities) when: 1) sense a problem or threat to their well-being or interests, 2) have a great love of or personal interest above the average interest, 3) are dissatisfied with the status quo, and 4) are personally invited by someone they know to get involved. That being said, we can improve our general communications and attempt to address the first three issues (just above) as to why people get involved. I think the Howard Young Foundation mailings do a good job of addressing these issues to at least some of the more senior members of the community that are probably more concerned about the availability of health care. Finally, I think the personal invitation, which I'm sure is how most board members became involved, is our best hope to get others involved.

It is evident that the current directors have a sincere passion to maintain and improve the quality of lakes and to educate the shoreline owners and public on what can be done to enhance the lakes of Minocqua and Kawaguesaga. The DECA research team applauds the efforts of the MKLPA Directors in improving the quality of the lakes and attempting to research what the current needs are.

B. Description of Primary Research Conducted

The research team used written surveys mailed to current and past members of the association and to property owners on Lake Minocqua and Lake Kawaguesaga. This judgment sample allowed the most accurate data to be provided as water quality has the biggest impact on property owners on the lake, from those who benefit economically, and those who benefit from its use.

The team mailed 887 surveys from a mailing list provided by the MKLPA. The questionnaires were mailed out on the following days: Friday, November 21; Monday, November 24; and on Tuesday, November 25. The mailing included a self-addressed postage paid envelope to encourage participation and to promote a prompt return. The surveys asked participants to complete the survey by December 10, 2014; however, the research team accepted several questionnaires after this date. A total of 7 questionnaires came back due to mailing addresses being changed and with the 6 months of forward mailing service expired. The post office provided the new mailing addresses for the team, and the team then re-mailed the surveys to those people providing an additional amount of time for them to complete. When the research team determined that no additional surveys would be returned, it began to tabulate the results.

C. Description of Involvement of Chapter Members and Business People in the Project

The Creative Marketing Project DECA member team include Jenna Balocca, Sylvia Kauth, Anthony Neri, Jayson Phillips, Jeremy Phillips, Jacob Spears, and Christina Vedder. The team relied heavily on the support and guidance from DECA Advisor, Shawn Umland. Mr. Umland's guidance allowed the team to stay on task and to not fall too far behind deadlines. Demko Elm, DECA member, helped the team by proofreading the project.

The project idea was brought to Mr. Umland's attention by MKLPA Director Member, Mark Pitman. In a meeting held on August 25, 2014, Mr. Pitman secured Mr. Umland permission to seek out a group of students to conduct this research project and to present the data to the MKLPA Board Team. On October 16, 2014 Mr. Pitman came to the Marketing II – In Charge class to present the project idea. After realizing the benefits the project could provide the community, the students mentioned above volunteered.

There are many others who assisted the team in completing this research project. First, Mr. Pitman, along with the MKLPA Board, assisted the project by guiding the students to a perfected survey. Second, the MKLPA provided students with the previous research project to review and with personal opinions used for the secondary data. The MKPLA provided the team with mailing labels, MKLPA envelopes, and stamps for the self-addressed postage paid envelopes mailed back to the students at Lakeland Union High School. Third, Lakeland Union High School aided the project by duplicating the surveys and by mailing out the surveys and the self-addressed postage paid envelopes.

The research team assisted with all phases of the project. It created the survey, worked closely with Mr. Pitman, folded, stamped and mailed out the surveys, and analyzed the data once it came in. The research team benefitted with some excellent publicity provided by the *Lakeland Times*. The article written educated people in the area that a research project is being conducted and to make potential respondents aware that a survey might be mailed to them.

Though a very time consuming and lengthy project, the creative marketing research team would like to thank all parties who assisted us with this outstanding educational and beneficial project.

III. FINDINGS AND CONCLUSIONS

A. Presentation of Findings; Data to Support Findings

A total of 368 surveys were completed and mailed to the students at Lakeland Union High School. This represents a 41.5% return rate. Though the research team was hoping for a 50% or higher return rate, the surveys analyzed provide valid data. From the surveys tabulated, the research team broke the data down between members and non-members.

Current Members

1. Do you own property on lakes Minocqua or Kawaguesaga?

Yes **99%** No **1%**

If yes, what lake/s? **Please check all that apply.**

63.1% Minocqua **12.8%** Minocqua Thoroughfare
28.7% Kawaguesaga **1.0%** Tomahawk Thoroughfare
.5% Jerome Lake

2. How many years have you owned property on lakes Minocqua/Kawaguesaga

0% less than one year. **9.2%** 1 - 5 years **18.8%** 6 - 10 years
16.0% 11 - 15 years **9.6%** 16 - 20 years **46.4%** over 20 years

3. Are you aware of the Minocqua/Kawaguesaga Lakes Protection Association?

Yes **100%** No **0%**

4. How did you become aware of the Minocqua/Kawaguesaga Lakes Protection Association? **Please check all that apply.**

62.2% word of mouth **33.1%** local paper **26.8%** brochure **2%** DNR
2.3% local TV station **3.3%** local radio **1.0%** Facebook **2%** Internet
11.4% boat landings **14.0%** Other. Please state: Word of mouth and mailings top comments.

5. Are you aware of the website MKLPA, www.minocquakawaga.org?

Yes **64%** No **46%**

If yes, will you comment on your thoughts about the value of the site to you or what you would like added to the site that would improve its value. **Please see Appendix B for comments.**

6. Are you currently a member of the Minocqua/Kawaguesaga Lakes Protection Association?

Yes **83.8%** No **16.2%**

If no, please state what would need to change to make membership more appealing to you?

7. Do you think the annual membership fee of \$40 is:

Too much **2.0%** Too little **15.6%** Appropriate **82.4%**

Please state what you feel an appropriate annual membership should be: Most common were \$25, \$50 and \$100.

8. Where would you recommend the MKLPA focus their efforts? **Please check all that apply.**

40.8% Clean Boats – Clean Waters **27.1%** Fishing Issues

56.7% Monitor lake quality **88.6%** Monitoring and control of invasive species

34.1% Shoreline restoration **6.0%** Other. Please state:

9. In order for MKLPA to be more environmentally sensitive, as well as control costs of communication, would you like to receive future communications, electronically via e-mail?

Yes **54%** No **46%**

If yes, please provide your e-mail address:

10. Have you ever attended the following annual events? Please check all that apply.

40.8% MKLPA Annual Meeting **27.1%** MKLPA Public Information Meeting

56.7% MKLPA Pig Roast and Silent Auction Fundraiser

28.9% If none of the above, why not?

11. The newsletter that is published by the MKLPA is titled "Lake Views."

Do you perceive value in receiving the publication?

Yes **88%** No **12%**

Can you recommend ways the publication could be improved? **Please See Appendix B.**

12. The MKLPA has multiple committees that are mainly staffed by members of the Board of Directors. The Board would love to have more interested individuals participate in its committees and activities.

If you are you interested in lending a hand, would you like to have someone contact you?

Yes **12%** No **88%**

If yes, please provide your contact information: This is in a separate document for confidentiality.

13. Please provide any comments that may assist the MKLA in meeting the needs of lake property owners.

Non-Members

1. Do you own property on lakes Minocqua or Kawaguesaga?

Yes **85%** No **15%**

If yes, what lake/s? **Please check all that apply.**

64.7% Minocqua **13.7%** Minocqua Thoroughfare
19.6% Kawaguesaga **2.0%** Tomahawk Thoroughfare

2. How many years have you owned property on lakes Minocqua/Kawaguesaga

0% less than one year. **12.7%** 1 - 5 years **14.5%** 6 - 10 years
27.0% 11- 15 years **11.1%** 16 - 20 years **34.7%** over 20 years

3. Are you aware of the Minocqua/Kawaguesaga Lakes Protection Association?

Yes **100%** No **0%**

4. How did you become aware of the Minocqua/Kawaguesaga Lakes Protection Association? **Please check all that apply.**

54.8% word of mouth **53.2%** local paper **41.9%** brochure **1.6%** DNR
1.7% local TV station **0%** local radio **3.2%** Facebook **0%** Internet
24.2% boat landings **24.2%** Other. Please state:

5. Are you aware of the website MKLPA, www.minocquakawaga.org?

Yes **49%** No **51%**

If yes, will you comment on your thoughts about the value of the site to you or what you would like added to the site that would improve its value:

6. Are you currently a member of the Minocqua/Kawaguesaga Lakes Protection Association?

Yes **83.8%** No **16.2%**

If no, please state what would need to change to make membership more appealing to you?

7. Do you think the annual membership fee of \$40 is:

Too much **17.0%** Too little **2.0%** Appropriate **81.0%**

Please state what you feel an appropriate annual membership should be:

8. Where would you recommend the MKLPA focus their efforts? **Please check all that apply.**

63.1% Clean Boats – Clean Waters **54.4%** Fishing Issues

73.7% Monitor lake quality **80.7%** Monitoring and control of invasive species

31.6% Shoreline restoration **12.3%** Other. Please state:

9. In order for MKLPA to be more environmentally sensitive, as well as control costs of communication, would you like to receive future communications, electronically via e-mail?

Yes **26.3%** No **73.7%**

If yes, please provide your e-mail address:

10. Have you ever attended the following annual events? Please check all that apply.

8.7% MKLPA Annual Meeting **5.3%** MKLPA Public Information Meeting

36.8% MKLPA Pig Roast and Silent Auction Fundraiser

57.9% If none of the above, why not?

11. The newsletter that is published by the MKLPA is titled “Lake Views.”

Do you perceive value in receiving the publication?

Yes **79.3%** No **20.7%**

Can you recommend ways the publication could be improved?

12. The MKLPA has multiple committees that are mainly staffed by members of the Board of Directors. The Board would love to have more interested individuals participate in its committees and activities.

If you are you interested in lending a hand, would you like to have someone contact you?

Yes **0%** No **100%**

If yes, please provide your contact information:

13. Please provide any comments that may assist the MKLA in meeting the needs of lake property owners. **Please See Appendix B for Comments.**

B. Presentation of Conclusions; Rationale to Support Conclusions

Both members and non-members participated for the benefit of Minocqua Kawaguesaga Lakes Protection Association. The majority of people that completed the questionnaire, 99%, own lakefront property. Of the current association members, 63.1% stated they own property on Lake Minocqua and 28.7% own property on Lake Kawaguesaga. Of the non-members of the association, 64.7% own property on Lake Minocqua and 19.6% own property on Lake Kawaguesaga.

Property owners have owned their lakefront property for many years. Of the current members, 46.4% have owned lakefront property for over 20 years while 34.7% of the non-members have owned lakefront property for over 20 years. Most who participated in the study owned their property for at least 6 years or more.

Every respondent is aware of the MKLPA. Every person who participated in the research responded “yes” when asked if they are aware of the MKLPA. Because of the variety of communication tools the association capitalizes on, 100% of the respondents have heard of and knew of the association.

There are a variety of educational techniques that are informing property owners about the lake association activities. Word of mouth, the local paper, and the brochure have proven to be the most effective. The research showed word of mouth to be the most popular method as 62.2% of the current members and 54.8% of the non-members chose this option. *The Lakeland Times* proved to be an asset to the association as 33.1% of the current members and 53.2% of the non-members selected this method. The MKLPA's brochure assisted in educating property owners, with 26.8% of current members and 41.9% of non-members became aware of association activities through brochures. Boat landings, mailing of communications, the annual newsletter, and current members have assisted in educating people about the association.

Most of the respondents know of the MKLPA website; however, a better job needs to be done to show those interested that this site is available for updates and education. Of the current members, 64% knew about the website while only 49% of non-members knew about the site. Many comments have been given about the site. **Please see Appendix B** for the list.

Most who participated in the study are members of the organization and feel the membership fee is appropriate. Those who answered the questionnaire, 83% are current members. According to the current members, 82.4% felt the current \$40 membership fee was appropriate amount for them to pay while 81.0% of non-members stated the \$40 fee was appropriate. It is expected that those who are members would feel that the fee is too little, 15.6%; whereas, those who are not members felt the fee is too much, 17%. Common membership fee suggestions were \$25 and \$100.

The MKLPA accomplishes many goals, and there were many activities recommended by respondents where the association should spend its efforts on. First was the monitoring and controlling of invasive species. Current members at 88.6% and 80.7% of the non-members selected this focus. Monitoring lake quality, cleaning boats, shoreline restoration, and fishing were the next most popular recommendation chosen by the respondents.

Many would like to have the association be more environmentally sensitive by sending communications through email. However, most would like to continue the current method of mailing through the post office. Only 54% of the current members and 26.3% of the non-members were willing to receive the association's communications through email. A separate list has been provided to the MKLPA of respondents' emails. For security purposes, the email addresses will not be placed into this document.

There are many events that take place throughout the year to help support and get the word out about MKLPA for members and people of the community. Many of the participants had attended the Pig Roast and Silent Auction Fundraiser for both members (56.7%) and non-members (36.7%). The MKLPA annual meeting was well attended by members at 40.8%. Over half of the non-member stated that they have not been to any of the events overall at 57.9%. The most common reasons respondents gave for not attending are "not convenient times" and "Part-time members so they are not in town for the meetings." For a complete list of reasons, please see **Appendix B**.

MKLPA sends out a newsletter titled "*Lake Views*;" the majority of those surveyed showed both members and non-members perceived value in receiving the newsletter.

Most respondents don't want to help out the association with their time. Most members of MKLPA, 88%, would not be interested in lending a helping hand with the committee and activities that take part throughout the year, and 100% of the non-members surveyed said they would not be interested in lending a helping hand mainly because of age and not living in the area.

V. RECOMMENDATIONS

A. Recommendations Resulting From the Study

The Minocqua Kawaguesaga Lakes Protection Association has done an outstanding job of meeting the needs of its members and to maintain water and shore line quality. From the data provided by respondents, below is the **list of recommendations** the research team developed.

1. Encourage current members to continue to talk about MKLPA to people who are unaware of MKLPA.

2. Write articles about MKLPA's involvement with community events and service projects to be printed in local newspapers would promote and advertise MKLPA to a large percentage of the population.
3. Continue the quality brochures, revising when needed. Mail brochures to those people who are interested in joining with an application.
4. Continue to represent the association at boat landing to communicate goals and activities.
5. Appointing or hiring an individual to rejuvenate and always update the Lakes Association's website and Facebook page. The website must assure that viewers are easy to navigate throughout the page. The rejuvenated website needs to provide transparency for the organization and include articles about education, projects, and pictures of activities. The association needs to research if they wish the web link to allow interested participants to apply and pay online.
6. Place website address and Facebook page on all MKLPA literature.
7. Continue the membership fee of \$40.
8. Continue all MKLPA's efforts to improve water quality, fishing, and to enhance shorelines.
9. The top effort of the association needs to be the monitoring and controlling of invasive species and lake quality.
10. Sending emails on various topics and decisions will help educate members.
11. Marketing the Annual meetings and the MKLPA Pig Roast and Silent Auction Fundraiser due to high involvement.
12. Researching more and new events to acquire involvement from part time residents and more participation in the events.
13. Sending *Lake View* via email to those members who wish to receive it that way. Keep sending the newsletter regular mail to those who like that delivery method.
14. Adding "Additional Problems Section" in *Lake Views* with the lakes other than invasive species.
15. Provide those who are members with either a boat, dock or vehicle decal each year.
16. Provide publicity in the local paper and place the research project results on MKLPA's website.
17. Conduct a study like this every 3-5 years and to possibly do the study on line.

B. Projected Outcomes From Implementing The Recommendations

The research team understands that any recommendations must be presented and approved by the Officer Team of MKLPA. Many of the recommendations are already in place and should continue. Some of the recommendations may take time to plan and implement. Below is the **list of outcomes** for recommendations made by the research team.

1. Continuing to talk about MKLPA and its benefits to the lakes and property values will educate current and potential members about the activities being conducted and to encourage higher membership and participation.
2. Continuing to use the local media and brochures will educate the community about the benefits of the organization, encourage the community to participate and join the organization, and potentially inform the DNR of the activities being conducted to encourage a team approach with water quality. Increased publicity may allow the public to donate to the causes of MKLPA and prompt the DNR to aid the organization with grants.
3. Editing brochures should be done at least once a year to promote newer goals and objectives and to keep pictures current. This will attract new people and keep current members. Plus, mailing brochures to interested people may assist in increasing membership and active participation.

4. Maintaining visibility at boat landings will educate those who use the water about the association's efforts. This will continue to prevent the spread of invasive species maintaining water quality. Donations and increase membership may be increase due to boat landing efforts.
5. Obtaining a professional or amateur to update and revise the current web page will encourage more hits, improve the opportunity to educate the public, promote membership, and enhance the image of the organization. A link that allows potential members to apply online and pay with a credit card will increase membership and participation due to convenience. This will also allow members or the public to make annual donations to MKLPA. Updating the website on a regular basis will show all the benefits achieved of the organization. This will show transparency to the public and members as it show money is being used to accomplish the goals of MKLPA.
6. Placing the association's web-site and Facebook page on all literature produced will allow interested parties to self-educate and become more interested in joining and participating with a variety of MKLPA activities.
7. Keeping the fee at \$40 will make joining affordable. This may influence some to join and to become more active in the organization once they are members. Those who want to contribute more are welcomed to do so.
8. The MKLPA accomplishes many important activities to maintain water quality, shore protection, and fishing quality. Continuing to conduct these activities will maintain the water quality and maintain property values.
9. Monitoring and controlling of invasive species in the lakes will assist in keeping the water quality at a level that pleases its users. It will improve fishing and keep property values at a higher level.
10. Sending emails to those parties interested in being alerted to meetings, activities, and ideas will educate members and non-members on dates of activities and meetings. This will keep people informed and assist in recruiting people to attend meetings and to attend activities to assist the association with its goals.
11. Marketing the Annual meetings and the MKLPA Pig Roast and Silent Auction Fundraiser due to high involvement from residents will increase participation, money raised, and communication among members and non-members.
12. Researching more and new events may attract new members and continue the communications needed to keep members and non-members informed and motivated on the goals of the association.
13. Sending the article *Lake View* via email to those members who wish to receive it that way will save mailing costs that can be used for other marketing strategies to educate and recruit new members. Sending the newsletter by regular mail will continue to keep those who don't have the technology informed and motivated.
14. Adding "Additional Problems Section in *Lake Views* will inform readers that there are more issues in maintaining water quality. This may assist in getting people involved in various project or activities.
15. Providing a boat or vehicle decal may provide members with the chance to show their pride and involvement in the association and its activities. This may recruit others to join.
16. Providing public relations on the results of the study in the local paper and on the MKLPA's website will educate the public on the mission of the association and the goals it accomplishes in maintaining water quality and tourism in the area.
17. Conducting a study every 3 to 5 years will provide the association with the goals and activities its members feels it should be working towards. This will continue to educate the public, members, and non-members about the association's efforts and promote additional people to join the organization.

C. Plans for Implementing the Recommendations

The MKLPA will be responsible for the planning and the implementing any of the recommendations stated above. Below are some plans for implementing the recommendations.

1. To meet on a quarterly or on an as needed basis to establish and plan for the goals and activities of the association.
2. To seek volunteers or the *Lakeland Times* to write and publish news stories.
3. To seek volunteers to update the brochure every year. If one can't be found, the association should research the many local publishing businesses to assist with this project.
4. To acquire a few members to update the association's web page and Facebook page. If none are found, the MKLPA may want to hire a professional or high school/college student on an as needed basis to implement activities, stories, and pictures. The association may wish to use GoDaddy.com as this is an affordable web page development site.
5. To seek a volunteer/s to update emails to keep people informed on association goals and activities.
6. To develop a committee to research the effectiveness of current activities and other potential activities to keep members interested in participating and donating to association's events/causes.
7. To provide a promotion asking members to design annual boat and vehicle decals. The association needs to make this an annual contest and publicize the winner, providing a prize. *The Lakeland Times* and the *Lake View* should be provided a picture to allow free publicity in the recruitment and celebration process.
8. The MKLPA should contact the local paper to publish the results of the project in the paper's outdoor sections. Placing the results of the project on the MKLPA web site will educate members and any interested party seeking information about the association about MKLPA's mission, goals, and activities.
9. The association may want to meet with the LUHS Marketing Department within 5 years in order to use the current data to develop goals and objectives of MKLPA.

D. Evidence that the Project Has Been Presented to the Appropriate Business/Officials.

The research team plans to schedule a time to present this project to the Board of MKLPA in late March. During the presentation, the team will provide each board member with a copy of the project, present the findings and recommendations, and answer any questions the Board may have about the collection and implementation of the recommendations.

It was an honor to have conducted this project on behalf of the MKLPA. It provided the research team an excellent learning experience and an opportunity to help the Northwoods that has supported vocational education.

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VIII. APPENDIX

APPENDIX A

Picture of Lake Minocqua and Lake Kawaguesaga



APPENDIX B
Comments Provided By Current Members and Non Members

Comments Provided By Current Members

Question #4: How did you become aware of the MKLPA? Other:

- I received a letter.
- Annual Pig Roast.
- We are members.
- MKLPA meeting.
- Helped at beginning to start.
- Condo meeting.
- Neighbors- and mailing at time association was started.
- Newsletter.
- Mailings.
- Mailings.
- Mailings.
- Personal friends(Morwins).
- First meetings.
- Husband an early board member.
- Saw the guys/gals pulling milfoil.
- Do not remember but we have been members for some time.
- Can't remember.
- Belonged from the beginning.
- Noisy neighbors.
- Sally Morwin- she and her husband were and are acquaintances.
- Was a member and still will be.
- Neighbors.
- I think a mailed flyer came to me when I first became the owner of the cabin.
- Kevin McFerrin (Former co-owner of our property).
- Can't remember.
- Mail contact.
- Letter from MKLPA.
- Newsletter.
- US mail.
- Been on board.
- Sally.
- They sent us information.
- Sally stopped by our house.
- My neighbor.
- Mailed to us.
- Friend of Sally.
- Mailing.
- Contact w/ Sally.
- Always known about it.
- Involved from the beginning.

Question #5: Comments or thoughts about the value of the MKLPA website:

- Yes, aware but have not visited the site.
- Is it better now?
- Aware of, but haven't used.
- I am aware there is a web site but do not use it. Instead depend on print communique.
- Information as to how our money is being spent.
- Very nice site.
- No, but will now look at it.
- Haven't been on it.
- To be honest, I have not used it.
- Never visited site.
- I read the newsletter.
- Don't often look at this site.
- Have not visited website but know about it.
- Include the control of spring removing of fish by netting and spearing.
- Pretty lame, not sure how to fix it.
- Have not used it.
- Never went on it.
- Have never been on the website.
- Haven't visited much, but glad it is available. Usually access it for activity dates.
- Do not view.
- Have not gone to this website yet.
- Do not utilize much.
- I don't use the computer unless I have to.
- Updated information.
- Excellent, very informative.
- Don't look at.
- We don't access it.
- Haven't used it.
- Do not use it.
- Excellent.
- If continues to provide information timely and appears to be improving all the time.
- The MKLPA but MKLPA does nothing to help improve conditions on Lake Jerome.
- Do not check it regularly.
- Haven't looked at it recently.

Question #6: Are you currently a member. If no, please state what would need to be changed . . .

- On & off.
- I think so??
- I'm not sure. I think so?

Question #7: Do you think the annual membership of \$40 is. Please state what you feel is appropriate.

- Too little - \$100.
- Appropriate- People can pay more if they wish. We do not want it too high to reduce the amount of membership.
- Too little -\$50.

- Too little - \$100.
- Too little - \$50.
- Too little - \$100.
- Too little - \$50-\$75.
- Too little - \$100.
- Appropriate - If we are making enough to generate enough to do what we need. Otherwise raise it.
- Too much - More would join if less money.
- Too little - Max \$50.
- Too little - \$50-\$100.
- Too much - \$25-\$30.
- Too much - \$20- \$25 per year.
- Too little - \$100.
- Too little - \$100.
- Offer extra donation as well and people will “round up.”
- \$50.
- There are a lot of organizations I belong to and wouldn't if they were more expensive.
- \$50.
- \$100.
- At least \$50 up to \$75.
- If it is what we need then it is fine - it is not too much.
- \$30.
- \$100.
- But would pay more if membership fee was raised.
- \$160.
- \$50 - \$100.
- Willing to pay more.
- Plus additional milfoil contributions of significance.
- \$30 - 35 might attract more members, but I think 40 is reasonable and I would pay up to \$50.
- What it takes.
- Too little - \$100.
- I give \$25 I'm over 90 now at the deadbeat home, owners on the lake should all give.
- \$50.
- Don't know.
- \$50 probably wouldn't create a deterrent.
- Willing to pay more if needed.
- \$100.
- \$50 - \$75.
- \$50.
- Too little - \$100.
- Too much - \$25.00/yr.
- \$40.
- Too much - \$25.
- \$50.
- \$50 to fall owners.
- \$100.
- \$50.
- \$75 or \$100.
- \$100.
- \$100.

- At least \$50.
- Depends on how many belong and costs.
- The formation of a lake district would allow ALL owners to share equally. The cost!!!

Question #8: Where would you recommend MKLPA focus their efforts? Other:

- Weed control in Jerome Lake.
- Put a start and stop time on personal watercrafts.
- More aggressive removal of the bad weeds.
- Restoring Dam: discussing for Dam Road residents.
- To form lake DBT.
- Add more members.
- Size of boats on the lake. Boat landings rated to 6,000 lbs but there are boats being launched above that.
- Inappropriate boating behavior. Lobby for better marking of hazards use USCG buoys.
- Boat rules.
- Pollution sources draining into the lakes.
- Native species.
- Too few fish.
- The amount of human garbage along the lakeshore is awful, should clean up.
- Size of motors.
- Hours for wave runners.
- Everything then do is so beneficial to use our local economy.
- Those big Master Craft surfing boats destroying the shoreline with their huge waves.
- Some bays need serious dredging attention. Filling in too quickly.
- Swimmers itch is a BIG problem for the lake enjoyment, i.e. snails to ducks to parasites.

Question #10: Have you attended the following events? If not, why?

- Has not worked with schedule.
- New member nobody to go with! :) I'm single and don't like going by myself.
- No real answer. I should but I haven't. I will :)
- Out of town.
- Scheduling.
- Available time.
- Just missed on timing.
- We're too busy on the lake.
- Summer resident.
- Unfortunately we are too part time.
- We live about 1.75 hours away.
- Wasn't around, seasonal user.
- Not in town.
- Too busy with other activities.
- Timing hope to attend sometime.
- Seasonal, Not there.
- Not in Minocqua at the time of the meeting or fundraiser. I live in Illinois.
- Not convenient for us to make it.
- Would help if held the meetings on holiday weekends for better attendance
- We prefer to read the newsletter.

- Not in the area at the time.
- We are only in Minocqua periodically throughout the year and have missed the events.
- Not in town very often.
- Always often obligations.
- Don't live in the area yet moving in May 2015.
- Only in Minocqua periodically.
- Out of town.
- Not in town a lot.
- Too busy at work in Milwaukee.
- Not in area (out of state).
- Timing.
- Would like to attend, poor timing.
- I own a business and usually are working when these functions are going on.
- Just never there during the events- seasonal owner.
- Not there at the time.
- Timing has not been right.
- Depends on if in Minocqua and how many guests we are taking care of.
- Timing, I travel a lot and live in Minocqua part time.
- Not available to attend.
- Part time resident.
- I wouldn't miss it!
- Not in the area.
- Not a permanent resident and have not been in town of the meetings.
- Not in town.
- Live in Illinois.
- Distance of travel.
- We happen not to be in the area on normal dates.
- Never up north at these times.
- Distance.
- Jim very busy.
- Usually not up North at these times.
- Occurrence over years.
- No interest.
- Summer resident- not there for the dates.
- Not convenient locations- out of towners.
- We have a second home and the dates have not been in our favor to attend.
- Work schedule, suggest email/ reminders.
- Live four and a half hours away.
- Not in the area enough.
- Scheduling.
- Too late or too early in season.
- Can't make due to health.
- Busy schedule.
- Not in Minocqua when some of these events are taking place.
- Don't get away at those times.
- Too little time when up north
- Wasn't available to attend
- Very busy with family activities, second home, not always in town on these dates.

- We go to Minocqua to relax. We have and go to enough meeting back home. This is our get-away from it all.
- Part time resident.
- Have not been in Minocqua when they occurred.
- Not there at the time.
- We don't live in Minocqua full time.
- Too busy.
- Live far away, Seasonal residence.
- We don't live in Minocqua.

Question #11: Can you recommend ways *Lake View* could be improved?

- It was stated that the cost of postal communication was quite high. E-communication could direct more funds during the charter.
- I think it's very well done.
- Would be good to email it to save costs.
- Online blog for current questions/concerns.
- I like that is informative but brief.
- I like all the local news and info on the work being done.
- Do not receive.
- Keep making it simple- suggestions what we can do.
- It is more than "*Lake Views*" it is more like Save our Lakes- the changes are serious- few fish, many weeds.
- Survey on issues- I feel county too involved should be left to DNR.
- It has be improving & they're doing a fine, thorough job.
- Historical tidbits and highlight properties.
- It's already done quite well.
- It could be via email to save money.
- Let us know more about the students' involvement. We see them on the lake when boating and would like to know the day and life of the kids involved. How many hours? How many kids/students? After college how many return?
- Put info on website, put publication / Mailing costs toward focus in Q.8.
- Email only person in charge; does not answer questions clearly all the time.
- Send electronically investigate standard class postage or via email attachment or email alert with website link.
- Not really.
- Not really, we like the information provided.
- More information on issues other than invasive species. Although this is a very important issue. It seems to be the only issue reported on 90% of the time.
- Yes because WE CARE! We love the Minocqua area and want it kept beautiful.
- No.
- No- Outstanding.

Question #12: If you are interested in lending a hand, would you like someone to contact you?

- Carrie has limited available in the summer months in Minocqua.
- Not local yet.
- Now living in Sturgeon Bay. Still own Minocqua Property.

- I am 83 years old.
- Maybe in 2-3 years.
- Busy with young kids, maybe in a couple years.
- In future! When we retire.
- I would only be able to serve on committees that met occasionally, as my primary residence is in Illinois.
- Not available for this.
- I would be glad to help in future when we are in Wisconsin for longer periods during the year.
- Not at this time, for sure next summer.
- Already on board of directors.
- Work doesn't allow me to at this time.
- Not at this time.
- Not at this time.
- Not at this time.
- No comments at this time.
- Do not think we are there enough to be helpful, we are in and out spring summer fall.
- Limited time spent at house might be a problem.
- Not until I can retire and spend more time at the lake.
- Not at this time.
- I am in Boston for 6 months for the winter.
- I'm over 80 years old and do appreciate young folks more effective than I.
- I encourage younger folks to be involved and congratulate those for great help they offer. Rob Cheshrough.
- Not sure.
- Lives too far away.
- Getting too old.
- I am a Board member. Thank you for doing this survey.
- Maybe in a few years- part time resident.
- Our health doesn't allow it.
- Schedule unpredictable.
- Maybe in the future.
- Ages 84-88. Live in NJ.
- Already on board.
- Age 92.
- Health Reasons.
- We are only summer residents. Would help even more than we do depending on meeting dates.
- Been part officer for many years.
- Unable currently but can help in the future.
- I am on the environmental committee -John R. Gray.
- If could help remotely in planning, we would be interested.
- Possibly in the future if I make permanent residence.
- Not at this time.
- We are not always in residence, but could help behind the scene.
- Because we don't live in Minocqua full-time.
- Would love to but we aren't up there but a few weeks at a time at present.
- Only in Minocqua for a few weeks during the summer.

Question #13. Please provide any comments that may assist the MKLPA in meeting needs:

- They do a great job of updating us on lake issues and fighting off invasive species.
- Thank you for leading the cause!
- Identify non-member lakefront property owners, Find a Way to stop splitting or dividing waterfront parcels in order to minimize effects of additional septic systems, lawn runoff, and water traffic.
- I think you are doing a great job
- Great group of people!
- Question #8 - by not checking off certain items does not imply that I think they are not important. I noted those of highest priority.
- Keep up the good work!
- Thank you for everything you are doing to improve the lakes in our area.
- None- doing a great as is.
- Don't know the answer, but shocker at the low percent of property owners that support MKLPA.
- Since the beginning of the association. I have been impressed by commitment and dedication of the officers and board.
- I own a condo at the Pointe Hotel and Suites and only use it in the winter for snowmobiling. There should be designated hours for Jet Skis and water skiers. Try to provide some quiet time for fishermen! I like to fish but on other lakes because of Jet Skis and water skiers! Thank you!
- Please consider purple loosestrife control.
- Doing a great job.
- Thank you for the work you do!
- Keep up the good work.
- Keep up the good work and thank you to all the volunteer divers.
- Email newsletters would be great. Since we are out of town. Any local news or political decisions affecting lake owners could be included in the newsletter as appropriate. Thanks.
- MKLPA is doing an excellent job. Attempt to get more members to join especially MKLPA; too many summer residents do not contribute but benefit from this.
- More control of "no wake" zones. Have the township collect for the membership of MKLPA on the tax bills. Then you will get every lake property owner to be in it.
- Please make effort to become a DBT.
- Survey to find out what issues are important to members.
- You're doing it right now in asking the questions! Good Luck! Glad to hear DECA involved a great idea to get to students.
- Thanks for all your efforts.
- I think you do a good job.
- Other than an annual membership support our travel distance makes more involvement impractical.
- Try to become a sanitary district with TAXING authority.
- Doing a good job! We appreciate it!
- Keep up the good work!
- You are helping
- We do appreciate all your current efforts and information.
- Lake levels have been high lately and boat wakes have gone over my bank stabilization. Can MKLPA determine what a desired lake level is and petition/advise WI Valley Improvement to keep lake near desired level. (about 4-6 below what it was in Oct 14) ???
- Doing a good job with resources available. Shouldn't our DNR & Town of Minocqua be shouldering more costs & responsibility? They represent all property owners and taxpayers.

- If correspondence requires a response (\$) probably US mail is a good idea.
- Think you're doing a great job.
- Thank you for keeping our lakes so pristine and beautiful. Ron and Lois Pusateri.
- Some comments on lake levels would be helpful. Last two summer's high water has caused shoreline damage, tree loss. % of membership would be interesting.
- Thank you to all of you and for your commitment.
- None.
- Keep up the good work.
- Reduce use of fertilizers. Geese are also a large problem on lakefront properties not just Torpy.
- Sally and her board, I feel you are doing an outstanding job. Too bad more property owners don't share MKLPA's concord for our lakes and their interest.
- You are doing a great job. Thank you!
- We think the MKLA is doing a fine job. Maybe emphasize membership and benefit more.
- Good luck and God Bless You
- Keep up the good work.
- GREAT JOB!
- This is a very hard working and conscientious group. Thank you to all; they do protect our lakes.
- You are doing a fine job in meeting my needs as a property owner. Keep up the good work!
- We love the Minocqua chain.
- Maybe more PR? Flyers delivered house to house? BIG JOB!!!
- We do appreciate your efforts because the lake is beautiful and there do seem to be invasive weeds near our property.
- Thank you for all that you do! Jim and I will miss being her. Good luck in protecting the lakes-Brooke.
- We need more members to share responsibility!

Appendix B Continued
Comments by Non-Members

Question #1: Do you own property on lakes Minocqua or Kawaguesaga?

- We just moved from Lake Minocqua.
- Please remove me from mailings, (Max O' Neil).
- Except as a citizen of Wisconsin, I'm part owner of the lake bed and all the state land on the lakes.

Question #2 How many years have you owned property on lakes Minocqua and Kawaguesaga?

- 27 years before we moved.

Question #4: How did you become aware of the MKLPA? Other:

- Mailings.
- Visit our annual meeting, condo association!
- Mailings.
- Pig Roast.
- Mailings.
- When purchased property the real estate person.
- Mailing received.
- Mail, on your mailing list.
- Mailing from MKLPA.
- Mailings.
- 4th of July Parade.
- EWM treatment signs on the lake.

Question #5: Comments or thoughts about the value of the MKLPA website:

- It seems like it was put up and then forgotten about.
- Do not have computers.
- I don't use the site often enough to offer any suggestions.
- Current maps and information about EWM treatments and your lake plan.

Question #6: Are you currently a member. If no, please state what would need to be changed . . .

- I've just never gotten around to joining. I did try to join at the Labor Day Picnic, but there wasn't an opportunity.
- Was, but now have property on Big Arbor Vitae.
- We need to be and will be.
- Not sure.
- Not sure, have been in past.
- Have been a member, just lazy in responding.
- We contribute
- I just haven't renewed it this year.
- Information.
- Stop poisoning lake for weeds. Charge fee for non-resident users of lakes.
- Direct mail, floating boat key chains.

- Because we travel to and from Minocqua often in the warmer months, we often are unable to attend meetings.
- Our family does not use the lakes.
- Reduce membership fee.
- Cost, our taxes to be on the lake are too high already; we are normal working people, not multi-millionaires out of Chicago or Milwaukee. We've worked ourselves for what we have.
- If I owned property on the lake.
- Moving back to area.

Question #7: Do you think the annual membership of \$40 is. Please state what you feel is appropriate.

- Don't know.
- \$20-\$25.
- It's appropriate, but I think you would attract more members with lower fees.
- Collect from boaters who do not live on Min/Kaw using the landings. Ex. 4th of July. Solicit money from chamber; there is room tax, lake usage tax? St. Mathias Thrift Shop Generously donates to causes, check with them.
- Need more information
- \$50.00. What does \$40 cover, 2 tanks of gas.
- Don't care.
- Start at \$20 and provide levels.
- \$25-\$50.
- \$30

Question #8: Where would you recommend MKLPA focus their efforts? Other:

- Stop the spearing.
- Monitor and advise DNR of owner interests.
- Stocking; Minocqua needs to become a better fishing lake.
- Control of non-invasive species as well.
- No recreational vehicle after 5PM.
- Fish stocking.

Question #10: Have you attended the following events? If not, why?

- Live out of town.
- Uninterested.
- Lots of times their events are scheduled when we are not at our cabin.
- Unaware of events.
- Live out of the area.
- Sorry part time resident.
- Live out of state
- We are not in the area during these events.
- Out of town.
- Not a member.
- Too busy.
- Only at our lake home 18 days a year at this time.
- Time and lack of free time to attend.
- Not around seasonal, vacation cottage.

- Busy with other issues.
- We are not boaters or fishermen.
- Timing conflicts.

Question #11: Can you recommend ways *Lake View* could be improved?

- Have not read it before.
- Save money, PDF it.
- Don't remember getting it.
- None.
- Everything in an email would be a good way to save money.
- Provide helpful hints to help maintain lakes, shorelines, boats, fish, etc.
- Shoreline health topics, state mild topics. I think UW EX lake tides will give permission to reprint articles.
- Not now, have moved from the area. Discontinue future mailings.

Question #12: If you are interested in lending a hand, would you like someone to contact you?

- We're usually only at the cabin 3 or 4 weeks out of the summer.
- Next year in the spring.
- Do not live in Minocqua year round.
- We are seldom in Minocqua.
- Sorry, I'll do a Youtube movie if there's something important.
- Living out of town makes it difficult to help.
- Maybe in future when retired, summer weekends only use currently.
- We are 90 and 88 years old.
- Not at this time but would be great to be notified of future openings.

Question #13: Please provide any comments that may assist the MKLPA in meeting needs:

- More information to public.
- Please send membership information. Address on mailing label is incorrect 9672 Manitou Court Minocqua.
- I support your efforts, Thanks!
- Lake property owners are not the problem! Our concern is with boaters using and abusing the lakes with their disgusting littered garbage, motor oil and gas, invasive species, complete disregard with beer cans, batteries, and urine, etc. They pay no fees nor lake property taxes and yet abuse the privilege to be on the lakes, leaving the property owners with the task of cleaning up an absorbing the expense and aggravation.
- Stop aeration of permanent piers, no poison!
- Information on new piers and accessories
- While we are not MKLPA members, we contribute annually to their endeavors.
- Thank you for all your hard work.
- Keep up the good work; we will possibly sell soon.
- I made a donation for a friend a couple of years ago. Please remove my name from mailing list.
- More chemical use on Milfoil.
- Time limit on water skiing, no skiing before 8AM no skiing after 7PM.