

Lake Bloomington Association 2019 Strategic Plan

Vision

Lake Bloomington is a jewel of a lake that draws people together and provides a beautiful place to live with safe recreation and enjoyment for residents, neighbors, and the community at large.

Mission

The Lake Bloomington Association's mission is to work together to improve the quality of life of the residents, the environment of the lake, and relationships with the surrounding community.

Focus

1. Develop Community Spirit
2. Maintain Membership
3. Promote Safety
4. Protect the Lake
5. Improve Surroundings
6. Facilitate Collaboration

Goal 1: The Lake Bloomington Association (LBA) will contribute to the ongoing development of a vibrant community spirit by hosting social events and conducting communication activities.

Initiatives:

- Hold monthly board meetings.
- Continue to maintain an active website and Facebook page.
- Produce quarterly newsletters to be distributed to all association members.
- Update the LBA By-laws.
- Host social events throughout the year including:
 - A Fourth of July celebration, with fireworks and a pontoon parade.
 - An annual Winter social
 - An annual Spring dinner
 - A Fall dinner and annual LBA meeting

Goal 2: The LBA will engage existing membership and encourage new members to join.

Initiatives:

- Maintain an accurate membership database.
- Develop a new program to solicit for annual membership dues.
- Establish a new Area Captain Program. Area Captains will contact all new residents with membership, safety, and other lake living information.
- Conduct a survey of residents' needs and be a forum for other member communication.

Goal 3: The LBA will educate members and the public to promote safety and to help maintain a safe recreational and water resource for all.

Goal 4: The LBA will participate in the protection and improvement of the quality of the Lake's ecosystem.

Initiatives:

- Host a spring clean-up around the lake and participate in the planned North Park work day.
- Collaborate with Friends of Everbloom and contribute to their ongoing initiatives.
- Develop a Chlorine Tablet program to promote timely chlorination of resident septic systems.

Goal 5: The Lake Bloomington Association will improve the physical surroundings of the Lake and support the investment made by homeowners of the Lake community.

Initiatives:

- The beautification committee will ensure that flower beds are planted and maintained
- Install new and consistent address signage around the lake.
- Collaborate with the city on improvements to the surrounding areas of the lake, including the development of a dog park at North Park and renovation of Association Park.

Goal 6: The LBA will foster a strong, collaborative relationship with Lake Bloomington stakeholders including the City of Bloomington, the McLean County Board, Friends of Everbloom and the Lake Camps.

Initiatives:

- Continue to provide a liaison to the city and ensure that a city representative is invited to all LBA activities.
- Initiate an ongoing relationship with the McLean County Board.
- Continue to be supportive of the needs of Timber Pointe Outdoor Center and East Bay Camp, and support the Timber Pointe Yacht Club.