

Lake Bloomington Association 2021 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. Protect the Lake
4. Improve Surroundings
5. 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. Expand the use of Facebook with regular information about Lake activities and ongoing social and club events.
- Produce quarterly newsletters to be distributed to all association members.
- Acknowledge deaths of lake residents & share positive lake news.
- Encourage family participation and appreciation of our natural surroundings through guide-led Nature Walks.
- Host social events throughout the year including:
 - A Fourth of July celebration, with fireworks and a pontoon parade.
 - An annual Winter social (postponed until 2022)
 - An annual Spring dinner (postponed until 2022)
 - 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.
- Solicit for annual membership dues in the first quarter.
- Membership Committee will contact all new residents with membership, safety, and other lake living information.
- Continue to be a forum for member communication.

Goal 3: 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.
- Collaborate with Friends of Everbloom. Contribute to their ongoing initiatives.
- Continue the Chlorine Tablet program to promote timely chlorination of resident septic systems.
- Collaborate with the City of Bloomington and McLean County Soil and Water to educate our residents on ways to contribute to improving the quality of the watershed.

Goal 4: 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
- Work with the city to maintain the flagpole and ensure flags are replaced as needed.
- Continue to install new and consistent address signage around the lake.
- Develop a plan for Association Park improvements.
- Create Trail Maps for members to enjoy hikes around the lake.
- Collaborate with the city on improvements to the surrounding areas of the lake, including the installation of signage to direct visitors to the inner loop, boat launch, marina, etc.

Goal 5: 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.
- Promote our city's involvement around the lake to positively contribute to city/member relations.
- Continue our ongoing relationship with the McLean County Board.
- Work with McLean County to add safety markings on the Ron Smith Highway shoulder.
- Continue to be supportive of the needs of Timber Pointe Outdoor Center and East Bay Camp, and support the Timber Pointe Yacht Club. Participate in Camp projects throughout the year (Wednesday workdays, Timber Pointe/LBA garage sale, etc.)