Lake Bloomington Association

2023 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.
  + Establish a “Meet Up” group through Facebook.
  + Produce quarterly newsletters (Lake Breeze) 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.
  + Coordinate Dock Concerts (June, July, & August).
  + Host social events throughout the year, including:
    - An annual Winter Social event
    - An annual Spring dinner
    - A Fourth of July celebration, with fireworks and a pontoon parade.
    - 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 spring and fall clean up around the lake.
* Collaborate with Friends of Everbloom, the Parklands Foundation, the Audubon Society, and the Ecology Action Center. ~~Contribute to~~ Support 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.
  + Establish beautification/gardens guidelines and ownership.
  + Work with the city to maintain the flagpole and ensure flags are replaced as needed.
  + ~~Continue to install new and consistent~~ Maintain address signage around the lake.
  + Collaborate with the city on improvements to the surrounding areas of the lake.
  + Seek and support city/resident cooperation directed at improving the condition and maintenance of interior lake roadways.

**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.
  + Establish a liaison to the two township road commissions which serve our lake community, Hudson Township and Money Creek Township.
  + Continue to be supportive of the needs of Timber Pointe Outdoor Center and East Bay Camp and support the Timber Pointe Yacht Club. Explore use of the camps’ recreational facilities.
  + Explore creation of recreational facilities (for example, pickleball courts/tennis courts) at North Park and former Girl Scout Camp.

Approved by a majority vote of the Lake Bloomington Association Board on March 3, 2022.