

## **Memorandum of Understanding**

### **03/05/2019**

In order to better conserve, care for and connect people to Walloon Lake, the Walloon Lake Association (WLA) and Walloon Lake Trust and Conservancy (WLTC) agree a merger of the groups is desirable. This merger would provide streamlined governance, increase staff efficiency, enhance community impact, improve communication, align programs, combine the talents of staff and volunteers and foster more effective relationships with people who care about the lake.

The Walloon Lake Association (WLA) and Walloon Lake Trust and Conservancy (WLTC) agree that the merger of the two groups represents a union of two equal organizations, and that the philosophy and goals of each organization shall be preserved and given equal importance. Understanding that both boards may have their own organizational culture, process and decision making background, both boards will adhere to the highest level of conduct starting from a desire to learn and with mutual respect, seek to maintain a spirit of goodwill and shared purpose. Both groups recognize the importance of connecting people to the lake, and agree that serving members shall remain a high priority.

All programs and activities as listed below shall be retained and funded, for the fiscal years 2019 and 2020, at least at the 2018 level or previously planned 2019 level, post transition. After fiscal year 2020, the funding level for these same programs shall be determined by a vote of the Board of Trustees of the new organization in accordance with the existing bylaws, at a level that is consistent with the philosophy, goals and strategic plan of the organization.

It is further agreed that beyond 2020, the annual Fund Development plan will be reviewed and approved by the Board of Trustees in accordance with the existing bylaws.

These programs and activities include, but are not limited to all of the following:

#### Events and Outreach

1. Board dinner/season kick-off
2. Education events for members
3. Wander Walloon events
4. Walloon Rangers
5. Annual Safety dinner
6. Annual Government Affairs event
7. Annual Meeting of the Membership
8. Volunteer recognition
9. Celebrate Walloon

#### Programs and Services

1. Invasive species control
2. Forestry management
3. Water quality monitoring
4. Vernal pool monitoring
5. Mobile boat wash w/Michigan State University Extension
6. Installation and maintenance of safety buoys

7. Website upgrades as proposed by the Communications and Outreach Committee
8. Swimmer's Itch Initiatives
9. Cottage Rental List
10. Walloon Marketplace

#### Publications and Communications

1. Annual Member Directory
2. Guardian Fund annual solicitation
3. Wallooner Newsletter
4. Little Traverse Bay Band Lawsuit updates

#### Fund Development

1. Point of Entry (POE) events
2. Charter Primary Guardian Thank You dinner

#### Membership Recruitment Campaign

1. Lake ambassador program
2. Membership outreach materials
3. Gift/legacy programs

#### Existing Commitments for 2019

1. Bow Tie Birthday Gala funds distribution
  - a. \$5,000 Clean Boats, Clean Waters campaign
  - b. \$8,000 New Hydrolab for water quality monitoring
  - c. \$25,000 Swimmer's Itch: Merganser trap and relocate permit + program
  - d. \$5,000 Preserve Guide redesign with family passport
  - e. \$7,000 Vernal Pool survey + monitoring with Michigan Natural Features Inventory
2. Land Protection Projects
  - a. \$30,000 Hayden Parcel/North Shore Preserve Expansion (endowment)
  - b. \$300,000 Zeman Parcels/ Voran Family Preserve (donation)
  - c. \$150,000 TOMMBA Project (\$75,000 endowment/fundraising)
  - d. Norcross North Shore conservation easement donation
3. Sarah Naperala - Accreditation Consultant 2019 contract - \$1,500

#### New in 2019

1. Planned Giving Walloon Women's Brunch
2. Junior Membership Level
3. Marine Manners Pamphlet
4. Annual Report

#### Special Projects

1. \$56,585.60 in WLA Savings Account to go towards a future water-quality or safety focused projects.

#### Financial Policies

- The Spending Policy of the Walloon Lake Trust Endowment Fund is 4% of the Fund Balance, calculated every December 31st, utilizing a 3 year rolling average.

- The Endowment Investment Management Policy -- see Attachment A.

Other

- Prioritize accreditation as critical next step in becoming a certified Land Trust by continuing to assign resources and time in this endeavor.
- Continue to work towards the goals and objectives outlined in the WLTC Strategic Plan, see attachment B.

**SIGNATURES**

\_\_\_\_\_  
President, Walloon Lake Association

\_\_\_\_\_  
Date

\_\_\_\_\_  
President, Walloon Lake Trust and Conservancy

\_\_\_\_\_  
Date