LONG LAKE ASSOCIATION

HISTORY SERIES No. 3

# THE ASSOCIATION

**Formation** — The Long Lake Association (LLA) was founded as a 501(c)4 non-profit organization on August 8, 1976. Residents formed the association to work together to foster and care for the lake. The original articles of incorporation established four objectives pertinent to this day:

⇒ To improve and maintain the high quality and beauty of Long Lake and the immediate area, through the cooperation of all property owners;

⇒ To promote activities that will improve fishing, swimming, boating and other summer and winter recreational activities;

⇒ To improve communications between all property owners by providing social and educational activities; and

⇒ To provide an effective organization responsive to the needs of all property owners and to provide a strong liaison to the local government bodies (townships and county).

Prior to this time, residents worked loosely together to promote the lake and community.

Hand-written notes in the LLA archives indicate that several long-time residents, Wally Petersen and Sven Johnson, are among the first to originate the idea of developing and incorporating a formal organization. Based on a very positive response in the early discussions, Wally, Sven and a group of lake leaders invited all residents to consider joining together to form a new association, and with that, LLA was born.

LLA's first board of directors included eleven individuals: Carl Boettcher, Peter Dohr, Charles Harwig, Joe Hanegraaf, Sven Johnson, Gertrude Lenz, Wally Petersen, Robert Roemer, Robert Rosenthal, John Stevens and Fran Whitburn. Many others have served on the board and as volunteers for the association over the years.

**Long Lake Journal** — The Association once published a newspaper-style annual update for residents, complete with advertisements for local businesses. Along with updates on board meet-

**Long Lake Journal was published in the 1980's and 1990's to keep residents informed on lake news.**

**LLA Annual Meetings—like this one from the 1980's— were held on the Gould's tennis court along South Long Lake Road. "Pull up your lawn chair or sit on the grass, we're talking Long Lake business!"**

ings, the Long Lake Journal included feature articles and reviews of resident's building projects. It seems property development around the lake has always been of great interest to residents.

**Annual Meetings —** For years the association's annual meetings were held on the property of Lee Gould. Due to rain, the 1978 annual meeting was held at the Saxeville Town Hall for the first time.

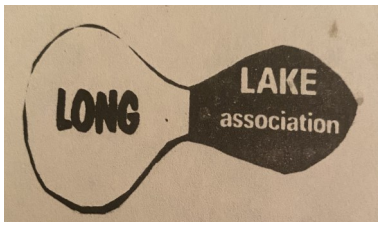
Discussion at annual meetings was always lively and the earliest meetings set long-standing policies. At the 1978 meeting, a petition was circulated that the Association *"not encourage any boating, skiing or sailing ordinances other than the state ordinances and that the we encourage the Towns of Saxeville and Springwater to enforce the state ordinances."* The policy was adopted and has remained in place for over 45 years.

**Milestone Lake Study** — Alerted to the possibility of ground water contamination from a nearby cucumber processing operation and potential pollution of the lake, LLA took immediate action in obtaining expert advice in 1992.

As reported by LLA Board Member, Roy Holly, the Association learned quickly that there was a sparsity of information as to the quality of Long Lake water and no basis for a management plan. To address the challenge, the board applied for a study grant from the Wisconsin Department of Natural Resources in 1992.

The grant application was approved in 1993 and LLA hired R.A. Smith and Associates to perform the first comprehensive study of the lake. It included water quality monitoring, a watershed inventory, a water and nutrient budget, a draft lake protection plan, and development of a homeowners information program.

The study established important baselines for the lake's water quality factors, inventoried land use around the lake, and defined sensitive areas for aquatic plant and fishery protection. This first study put into place nearly all of the core features of today's lake management plan.




**LLA Logo 1978**

**LLA Logo —** Most organizations are identified by a mark that can be easily recognized and that is used to paint a picture of the organization's values and character. Available records show LLA's first logo appeared on its newsletter in 1978. It was a uniquely simple and quaint first identifier, but it didn't last long. The association went without a logo for most of the 1980's and 1990's.

Records indicate the first version of the current water and sun logo was introduced in the early 2000's when the Long Lake Journal was retired in favor of a semi-annual newsletter. ◆◆◆