



June 28, 2023

To Those Who Care About Geneva Lake:

Geneva Lake needs your help! As phosphorus and other nutrient levels in Geneva Lake continue to rise, this significantly increases the occurrence of algae blooms and creates an environment that can be harmful to fish, other aquatic life, animals, and us.

As you may know, phosphorus comes from many sources, but one of the biggest sources is residential properties on and near the lake. Property owners can take an important role to help reduce lake phosphorus levels, which is why the Conservancy has expanded its "Keep It Blue" program, asking you to pledge the following:

- Kick the fertilizer and lawn chemical habit, which may contain phosphorus, nitrogen, and other chemicals harmful to the lake.
- Prevent leaves, lawn clippings and other lawn waste high in phosphorus, from entering the lake and ask your lawn service and neighbors to do so as well. See included Fall Leaf Clean Up letter.
- Stop soil erosion on your property by caring for oaks and other native trees and planting native plants along the shoreline to help hold the soil in place and prevent it from entering the lake.
- Do not wash your car, boat, or pets where soap products from phosphorus can enter the lake.
- Monitor construction sites on your property and on neighboring properties to be sure soil and other materials are not running off into the lake. If a nearby construction site is not using silt fencing and allows soil to runoff into the lake, call your local municipality to report it.

Please help us prevent additional phosphorus pollution by signing the attached pledge and returning it to the Conservancy office. In return, we will send you a "Keep It Blue" lawn sign to use on your property, demonstrating your commitment to help create a healthier future for Geneva Lake.

More information on each of the bullet points above as well as information on phosphorus levels and their danger to Geneva Lake is on our website at genevalakeconservancy.org

Working together, we can lower phosphorus levels, protect our property values and recreational use of the lake, and ensure a healthy, scenic lake for future generations to enjoy.

Sincerely,

A handwritten signature in black ink that reads "Kevin M. Brunner".

Kevin Brunner, Chair