

# IT'S ALL

# ABOUT THE

# LAKE

12th Edition

August 2022

This picture pretty much sums up our summer. At 5 o'clock, we lock the doors, the fuel barrel, the ice chest and re-stock the coolers. All while yelling at the kids to "Hurry up, we're burning day light" and throw on our swim suits to sneak in 1-2 hours of boating during the weekdays when the water is nice and calm. How lucky are we?!?! As the days start to get shorter, the sun is a little lower as we load onto the boat, inciting my inner panic. Summer CANNOT be over! I will always be a kid at heart, wanting to "go to the lake" and NEVER, EVER wanting summer to end. With all of the amazing events and activities that go on, who could blame us Lakers for never wanting to leave!??!

Summer 2022, you did not disappoint. I'd like to thank each and every person that puts on an event, volunteers their time or secretly cleans-up behind the scenes. There are still plenty of good folks out there in this world and I believe that our community is truly blessed. Love all our great events? Want them to continue? Then STEP UP and HELP! Let's make Holiday Lake's 61<sup>st</sup> year even better!

By the time this newsletter reaches your mail box, Shane and I will have started our Winterizing Season. You will see our price list on the mailing page. We encourage boat owners to make appointments ahead of time as we try to accommodate everyone's schedules. Our indoor storage is filled and out outdoor storage is almost filled. Thank you to those who have reserved space or inquired. We also offer house-checking services in the winter months.

As always, we are looking for ways to improve our business and provide services for our lake and the surrounding area. The food trucks have been a huge hit this year and we are planning on offering more of the same next year. If you have any ideas or suggestions, do not hesitate to share.



## Labor Day Weekend

Food Trucks at Gator's!

Look for Ads on the Holiday Lake Facebook Page for any changes

Friday, September 2

Garcia's Pollo Y Carne Asada  
Noon-?

Possibly Tropical Sno in the afternoon/evening.

Saturday, September 3

Garcia's Pollo Y Carne Asada  
8am Breakfast, 11AM Lunch

Fire on Wheels Pizza

11AM Selling by the slice along with call-in orders  
Starting at 5PM Call-in orders only.



Cecil the Tortoise rocking out at Holipalooza with Lake besties Payton Wilson & Brennan Gentz



Paper (snail-mailed) editions of "It's All About the Lake" go out to all current lot-owners, 1 copy per lot/owner.

To view the latest edition online or share with your friends and family, please go to [www.gatorenterprise.com](http://www.gatorenterprise.com)

Has your mailing address changed? Please email me so I can update my records at [jenidegeeter@netins.net](mailto:jenidegeeter@netins.net)





# Holiday Lake Rocks

By: Andrea Rahe

What a great summer for Holiday Lake Rocks! Thanks to Gator Enterprise for sponsoring the Golden Rock Event over the 4th of July Holiday weekend. We will also be having another Golden Rock event over the Labor Day weekend thanks to many generous people/family sponsors around the lake, again THANK YOU!

Gearing up for next year I would like to put together another 'Winter project' for anyone that would like to volunteer. I am planning on a fun BINGO inspired rock game for Memorial Day weekend, more information about how to volunteer will be available on the #HLR Holiday Lake Rocks page, so keep an eye out!

Don't forget to hibernate those rocks when the weather gets colder. We will have a bucket for rocks at Gator Enterprise, LLC or feel free to keep them warm in your cabin. Just please remember if you keep the rocks, to hide them again in the spring!

Thank you to everyone that continues to paint, hide, and find rocks. Make sure you like the #HLR Holiday Lake Rocks Facebook page to post pictures of the rocks that you find and keep up on all of #HLR Holiday Lake Rocks events!



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## 4th of July Golden Rock Hunt



### IT'S ALL ABOUT THE LAKE

Are you a business owner or know of a business owner that would like to advertise in "It's All About the Lake"? This newsletter is mailed out 3 times a year to all current property owners and also shared on our website: [www.gatorenterprise.com](http://www.gatorenterprise.com). Our advertisers have had great results and we feel that it is important to Support Local! Please contact Jeni at Gator Enterprise, LLC if you would like to get on the advertiser list for 2023 or email: [jenidegeeter@netins.net](mailto:jenidegeeter@netins.net)

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Shane and Jeni from Gator's are available to check on summer-only properties throughout the winter months. Property owners can schedule weekly, bi-weekly or monthly checks. We also get calls to check on things like thermostats, septic alarms and check for flooded basements after a big rain. We can even let repair people in or water your plants! If you find yourself in need of assistance this winter, please stop in or call Gator Enterprise, LLC. 641-522-7313 or stop in to discuss options.



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# Holiday Lake History

submitted by Blake Wilkinson

## History of Holiday lake as published in the 1978 Holiday Lake Directory 1962—1977

In January of 1962, A.N. Wilson, a Belle Plaine contractor, revived a dream of Dan Mason. Mason, who was a State Senator in 1932 from nearby Brooklyn proposed to the Iowa General Assembly that a state-owned lake be built where Holiday Lake now is.

On January 4, 1962 plans and specifications for a dam were approved and a permit to collect and store water was issued by the private developers to proceed with plans for a lake, six miles north of Brooklyn, Iowa, which is known as Holiday Lake. The developers were: A. N. Wilson, D. A. Wilson, both contractors of Belle Plaine, Iowa; L.H. Wilson, land developer, Trenton, Missouri and J. A. Clark of Des Moines, Iowa. Then followed the plans to secure options to purchase land from Thomas P. Ryan, O. V. Osborne, C. M. Thomas, H. C. Powell, Martin Schmitz, W.L. Showalter and Leslie Showalter. Thus Holiday Lake, a private recreational area was born.

Clearing of timber was started in the Fall of 1961 and grading operations in the Spring of 1962. Some 25 men worked hard and long under the supervision of Mr. A. N. Wilson. Extensive surveys were conducted by developers and government engineers to establish the lakeshore line and to determine if the project was feasible. During the construction work the men found Indian arrowheads and/or war hatchets. An unusually large find was made by a Holiday Lake road building crew north of the Kent Chapel on the entrance to Holiday Lake. In addition to the arrowheads, the surveyor crew found stone scrapers, a six-inch long spearhead and a three-pound hammerhead. The scrapers were apparently used for cleaning animal skins. Although arrowheads were scattered all over the area, there were no discoveries which indicated that it might have been an Indian burying ground.

Dams were built to impound the water for two small lakes and the large lake, this dam is 1250 feet long and the depth of water is 40 feet at the dam. The two smaller lakes, known as "Andy's Lake and Bozo's Lake" are for fishing only and the main lake for water sports as well as fishing. In May of 1962 the lake was stocked with hundreds of pounds of fish, all varieties. Water for the lake area comes from springs and run-off from surrounding hills. Following heavy rains in April the lake reached its maximum level at 11:00 p.m. on April 13, 1965 and water began to go through the spillway for the first time.

The holiday Lake area is approximately 755 acres, 122 acres of water, 18 miles of graveled roads, 3 boat ramps, a large swimming beach and bath house, parks and playground area for the use of all lot owners and their guests. There are at this writing 400 homes, 90 families who live at the lake permanently.

In 1973 the Brooklyn Mutual Telephone Company installed under-ground telephone lines. Electricity is supplied by T.I.P. Rural Electric of Brooklyn, running water is supplied by the Holiday Lake Water Company. Brooklyn Volunteer Fire Department is available, also the Poweshiek County ambulance service.

*Continued on next page....*

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# Holiday Lake History ...continued

In July 1966, Mr. Andy Wilson held the first meeting of the lot owners at the maintenance building for the purpose of electing representatives from each unit to serve on the governing body of the lake area. From this Board the Holiday Lake Owner's Association was born. ON August 1, 1967 the Association was organized into a non-profit corporation called "Holiday Lake Owner's Association, Inc."

In June 1973 Andy met his death in a fatal accident while working on the roads at the lake. In December 1973 the Holiday Lake Owner's Association, Inc. purchased the Maintenance Company on contract from the Wilson Family. The Association is the legal governing body that represents Holiday Lake to all – including the County, state and Federal agencies. Holiday Lake Maintenance Company is a wholly owned subsidiary of Holiday Lake Owner's Association. Through this ownership by the Owners' Association provision is made for the maintenance of roads, lake, dams, beach, park areas, garbage collection and disposal, and all other areas or facilities of Holiday Lake to which all lot owners in Holiday Lake have the common use there of.

The sand beach located at the west end of the dam is a popular spot in the summer and a place that Holiday Lakers dream about in the middle of the winter. Highest population of the lake is probably on Fourth of July weekend when the annual Fireworks display is held on the top of the dam. Almost as beautiful as the fireworks are the many lights of boats parked on the Lake in front of the dam to watch this event.



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## Holiday Lake Betterment Committee

The core working group continues to meet monthly to bring project ideas to the table. We have respectful discussions, then present ideas to the board and schedule workdays.

Weeding of flower beds have slowed due to the heat, but with that comes the necessary watering. Therefore, this activity occurs weekly.

Flowering plants and Mulch completed the existing bed at Dock Park. The Flagpole received a couple Memorials – honoring loved-ones. Bullet landscape edgers were set in a circular fashion and completed with mulch. Both beds have now been completed.

The North Entrance will again have some new decorative features added to the landscape. 3-tier poles were set this past week. Ornamental grasses will be planted and Solar Lights added to this space.



Hosted the first JUNK-N-THE-TRUNK community event activity in June.



BOZO Bears were established in BOZO Park in July. There are 6 in all, however, 1 seems to have been BEAR Napped. They are to be hunted and re-hid for others to find. The Bears will go in hibernation soon. Kiddos may now go on a Safari Hunt in the month of August!

A FUN WALK has been scheduled for Saturday, Sept. 3 [Labor Day weekend] All ages are encouraged to join in the event. 3 routes are planned.  $\frac{1}{2}$  mile, 2 miles, 4 miles. This is not a timed event, simply for fun. Golf Carts to the rescue [if needed] Participating gifts.

A BUDGET for next year was requested by the Holiday Lake Board on any special projects the Committee wished to embark on where a large amount of funds might be required. This was submitted per request. Project ideas:

Add 1-2 GAZEBO type structures at Powell Park [submitted Proposed budget Board funds]

Plant trees that add color to west end of the Community Center

ALL Residents are WELCOME to attend meetings and work sessions! Please indicate if you would like to be added to the Instant Messenger list for work-sessions. All work sessions are non-committal, but help as you are able!

You may also follow the group on our FB page:  
[holidaylake-bettermentcommittee](https://www.facebook.com/holidaylake-bettermentcommittee)



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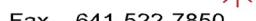
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RE/MAX Brooklyn wanted to send out a Big Thank You to all who took a Balloon ride on the 4th of July celebration!! We were able to donate back to the lake \$500.00! Two big shade trees were purchased to plant up at the Beach for all of us to use! So Thanks to all who helped and took a Balloon Ride!

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**2nd Annual Pet Costume Parade held at Powell Park over the Fourth of July weekend!**



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Shannon Schmit, Traci Shirkey and Sandy Heck are taking on the task of live trapping the feral cats around the lake and taking them to the Iowa Humane Alliance in Cedar Rapids to get neutered or spayed. They also tip their ear and give a rabies shot all for \$35 per kitty.

If you have any cats in your neighborhood here at the lake that are feral, please reach out to one of these ladies! They are only trapping the cats that are known to be feral and not pets. Some are being relocated to farmers in the area. It's a win-win for everyone!! Donations to this endeavor would be appreciated and can be made at the lake office. If you would like to be a hands-on volunteer, they'd love the help!

Camden and Kalor Tuttle, grandson's of Sandy Heck, wanted to do a Lemonade Stand during the Poker Run, it was their first time. The boys wanted money for a GO Cart, but then decided to donate it all!!! What big hearts they have!! They donated \$100 to the Fish Committee and the rest to the lake feral kitty fund. They couldn't have done it without all you wonderful lake friends!!



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# A New Sport at Holiday Lake



By Heidi Sunkle & Jeni DeGeeter

As many of you may know the Disc Golf course is coming to life!!! This would not be possible without the design expertise of Chad Myers, son-in-law of Larry and Trudy Myers, lake property owners. Chad and his son, Brandon have spent countless hours designing the course and lending their expertise.

The new course is located at the far West end of the lake; simply follow Woodland Hills south towards Wesley Drive to the new silt pond. Or as some of the locals call it, Moon Pond.

There are currently four baskets, ready for your enjoyment! There is a large brush pile located where the next set of tees will be placed, once that is cleaned up and path cleared, we will begin the process of finishing out the course with hopefully 5 more holes. The tee baskets, signs, directions and rules are being worked on and will be put in once ready. But don't let that stop you, you can take your family and enjoy the relaxing sport of Disc Golf anytime!

Rules that are in place thus far: - Please be careful and play at your own risk - Please be careful with your Discs as no one is allowed in the pond whether by yourself or a flotation device or vehicle. If your Frisbee goes into the pond, you will need to have another one to continue.

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We hope everybody had a great summer! Unfortunately the last few summers have been hard on our turf. Many long stretches of hot and dry weather. Fortunately we have a couple of ways to combat this. Fall is when we begin aeration and overseeding. Aeration can help your lawn recover from the summer while overseeding can incorporate more drought resistant grass varieties into your lawn!

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The  
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### Holiday Lake

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Holiday Lake – History

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# Holiday Lake's A-Team!

Maintenance Manager Rick Hudson, along with part-time employee Stan Garcia, are the guys that keep our lake grounds in pristine condition. Besides all of the mowing in the summer and snow plowing in the winter, countless tasks are performed like maintaining the beach area, cold patching potholes and servicing equipment. They are always on the move, fixing and making improvements. In the summer months, two seasonal workers are added to the staff. This year they were high school students Gaige Holland and Brayden Hepke.



Audrey & Chris Brickman are the gals to thank for the super-clean bathroom facilities we have around the lake. They tirelessly scrub and restock the bathrooms at the camp grounds, beach, park and south boat ramp. Saturdays they spend their day managing the Compost area....when conditions cooperate!



July 1963  
Brooklyn Chronicle

## Look Ahead To Lake Area Upkeep

How many land developers build a \$10,000 maintenance building without pressure from land owners and before most of the lots are sold?

A.N. "Andy" Wilson, one of the co-owners of the Iowa Recreational Development Co. which is developing Holiday Lake, figures he has already invested \$35,000 in the maintenance department, which is actually a miniature public utility.

Wilson says his department will dustproof the roads in the summer and keep them cleared of snow in the winter. "I think this is one of the most important features of the whole project," he declared.

Four men are permanently employed by the maintenance department. During the summers, up to 11 others will be employed part-time.

The department is already equipped with a tractor mower with a front end loader, an oil distributor, a water tank truck, a motor grader, a dump truck with a snow blade that is attached in the winter and four jeeps. A used fire truck will be added later, Wilson said.

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Lake resident Ann Spinler, who goes by the pen name Ivy Green, has been busy! Zora and Her Stars, a book about the “Year of Covid” was released this spring. This book is a great representation of the emotions that many went through during the pandemic.



 The Sonny’s Adventures series continues with a new book! Sonny and Little Duke go to the wildlife center with Old Man Jack to get a baby owl’s wing fixed that Old Man Jack found in his yard, hurt. WOW!!! Was Sonny’s Excitement when he got to the Center. All different kinds of animals, all being cared for here. Then Sonny meets Clyde the Pony!!! What a surprise. Little Duke and Sonny, Wally the Catfish, now have a new best friend to add to their list.

You may come across these books in one of our little libraries around the lake, or you can purchase your own through retailers like Amazon and Barnes and Noble.

## New Little Library Alert

There is a new little library located at the home of Don & Shannon Schmit, 5043 North Lakeshore. Be sure to stop by and check it out, along with the other little libraries, located at:

5034 North Lakeshore

4148 Shady Lane

1065 Lakeshore



# Fish Committee Update

By Committee Member Barry Knowles

First and foremost, the Fish Committee would like to thank everyone for participating in this year’s Poker Run. There were 540 entries with a profit of \$11,928.00. All profits will be turned into fish for all to enjoy for years to come. Thank you!

Fund raising has helped this committee out tremendously, including the new introduction of Muskie and the re-introduction of Wiper. Please remember that these fish are catch and release only at the moment to allow healthy growth and an opportunity to gain precious pounds in the early stages of life. Thanks for your cooperation.



Anglers, enjoy the fall feed! Looking forward to seeing everyone at the ice derby.

Tight Lines,  
Barry

The Holiday Lake Fish Committee  
Annual Ice Fishing Tournament  
is tentatively set for  
**Saturday, February 4, 2023**  
pending board approval.



The 4th Annual Kite Festival on the Dam  
is also tentatively scheduled to follow  
the Ice Fishing Tournament...weather  
pending, of course!



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BBB Accredited  
Satisfaction Guaranteed  
"We Work Year 'Round"

## Fall Fishing Tips

By Fish Committee Member Barry Knowles

Fish are cold-blooded, so their metabolism slow as the water temperature drops. Slow, steady retrieves will become more and more effective the cooler it gets.

The colder it gets, the less interested large fish become in chasing small baits, and become more focused on capturing an entire meal in one gulp.



# DINNER IS DONE

DELIVERING TO HOLIDAY LAKE RESIDENTS  
ON THE FOLLOWING DATES:

Thank you for your Business!

See you next year!

[WWW.CHILLEDFREEZERMEALS.COM](http://WWW.CHILLEDFREEZERMEALS.COM)

## VACATION BIBLE SCHOOL 2022



Hosted by: Kent Union Chapel Church

## Have the right insurance coverage?

Be super sure with a  
**SUPERCHECK**



**Jamie Hoffert**  
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Brooklyn, IA  
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Mobile | 641.891.0478  
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# UPCOMING EVENTS

All Dates and Times are Subject to Change. For additional information or inquiries on specific events, please contact the Holiday Lake Owner's Association Office. 641-522-7686

Office Hours: Tues—Fri 8AM-3PM, Sat 8-Noon

RIZ Meetings are the First Wednesday of every month starting at 6PM at the Community Center.

Board Meetings are the second Thursday of each month, starting at 6:30PM at the Community Center.

Betterment Committee Meetings are the 3rd Thursday of each month, starting at 6:30PM at the Community Center.

## FUN WALK

Saturday, September 3,

Open to all Ages!

Registration: 7:30-8:00 am

All activities start at the Campground.



3 routes to choose from: 1/2 mile, 2 miles, 4 miles; or do all 3!



Gifts for 1st 50 Registered Adult Participants.

Participation gifts for kids.

Sponsored by: H.L. Betterment Committee

## HOLIDAY LAKE END OF THE SUMMER VENDOR/CRAFT SHOW

Saturday, Sept. 3, 2022

9am-3pm at the Community Center

Also: Pie Sales for Kent Chapel

Get there early!!!!

## Annual Pancake Breakfast

Sunday, September 4

7:30AM At the Community Center



Saturday, October 22

Annual Trunk-or-Treat

Starting at 3PM

Beach Parking Lot & Community Center



ADULTS: Decorate your Golf Cart, ATV or Car trunk & hand out candy!

KIDS: Come in costume and trunk or treat for candy!

Mark  
Your  
Calendars

## Rockin' on the Water



Sponsored by Gator Enterprise, LLC

Saturday  
June 17, 2023  
from 3-5 PM



## Music Festival on the Community Center Lawn HOLIPALOOZA

SAVE THE DATE: August 19, 2023

## Community GAME NIGHT

~ Everyone Welcome ~

1st Tuesday of each Month

Community Center ~ 6:30 PM

~ Doors open at 6:00 PM ~

## Left Center Right



The Original

QUARTERS REQUIRED FOR PLAY  
75 CENT'S EACH ROUND



Meet NEW Friends!  
Regular Attendance NOT required.  
Bring your own Beverage of Choice.  
Bring snack to share if desired. [optional]  
Have FUN!

Sponsored by: H.L. Betterment Committee

## Compost Pile

Open Saturday through November 12 from

8AM—2PM

Materials accepted will be branches no larger than 3 inches in diameter and any biodegradable material (yard waste).

CLOSED DURING WET/MUDGY CONDITIONS

Just A Girl With Tools  
Jennifer Juett  
319-361-7070  
Interior Painting  
Light Construction

A new adventure for your littles was started this summer...a hidden treasure chest! Craig and Deb Freesemann, along with their grand children filled a little treasure chest with goodies! Find it and enjoy the fun inside. Re-fill and hide with new surprises (no food or candy) or return to 2121 S Lakeshore Drive or Gator's and we'll fill and hide again! Here are some pictures of the kiddos that found it in July!



Kinley, Cohen & Corah, grandchildren of Deb and Craig Freesemann



Jerry Cook, grandson of Jeff and Carmen Suhr was the first to find the hidden treasure!



Ivie, daughter of Tim & Gretjin Morrison found it!



Deb Hinton's Grandsons, Oakley & Bentley Stechcon, found it!



Lilli Rahe, daughter of Dustin and Andrea found it at Dock Park!



Luna, daughter of Zosh and Maria Zeutenhorst found it on her 6th Birthday!



5 year-old Eli Ditzler, son of Colman and Sallie Ditzler found it! Maybe His Sister, Ava, hopes to find it soon!



## S&S Upholstery

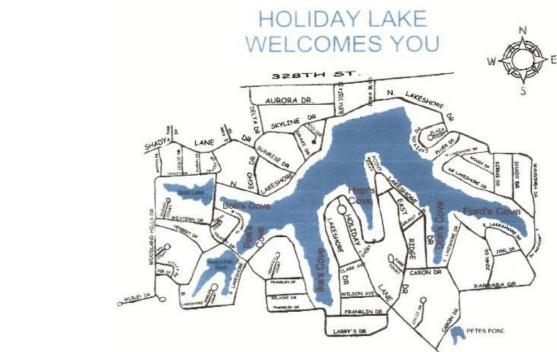
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Boat Lift Awning Repair.

*Why buy new when*

# Holiday Lake

101 Buena Vista Drive, Brooklyn, IA 52211 • 641-522-7686



## Holiday Lake Welcome Packets

The Welcome Committee, a division of the Betterment Committee, has been busy putting together an informational packet for new residents (and current) to help with Utility information, phone #'s, committees, that you might care to join, events and dates etc. Also included, is a lake map with parks, restroom locations, brush dump, campgrounds and much more. These will be available for purchase at the lake office.

Chair- Pat Link • Co-Chair Shannon Schmit • Co-Chair Joy Krull

## New to the Lake?

The Holiday Lake Welcome Committee would like to Welcome you! Stop in or call the office at 641-522-7686 to request a visit!



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**Upholstery**

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# IT'S ALL ABOUT THE LAKE

Gator Enterprise, LLC  
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Brooklyn, IA 52211

## In this issue:

- Summer in review
- #HLR
- Upcoming 2023 Events
- Happy 60th Holiday Lake!



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Shane DeGeeter, Owner

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Entrance of Holiday Lake

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- Marine
- Golf Carts
- Power Sports
- Welding

Fall/Winter Hours  
Mon-Fri 9-5  
Saturday 9-12  
Or by Appointment

## 2022 Marine Winterizing Prices

**Basic Outboard** 2 or 4 cycle.....\$95  
Fogging Oil, Anti-freeze, Fuel Stabilizer, Gear Lube

**Basic Inboard** (V-drive, Direct-drive, etc).....\$225  
Fogging Oil, Anti-freeze, Fuel Stabilizer, Check Drive Fluid

**Service+ Outboard** 4 cycle.....\$170-\$250  
Basic Outboard PLUS Oil Change w/ New Filter, Grease

**Service+ Inboard** (V-drive, Direct-drive, etc).....\$390  
Basic Inboard PLUS Oil Change w/ New Filter, Grease Drive Shaft

**Basic I/O Stern Drive**.....\$140\*  
Fogging Oil, Anti-freeze, Fuel Stabilizer, Gear Lube

**Jet Ski 2-stroke**.....\$80  
Fogging Oil, Anti-freeze, Fuel Stabilizer

**Jet Ski 4-stroke**.....\$175  
Oil Change, Fogging Oil, Anti-freeze, Fuel Stabilizer

**Service+ I/O Stern Drive**.....\$240-\$295\*  
Basic I/O PLUS Oil Change w/ New Filter, Grease

\*Volvo and Similar larger Outdrives + \$25

Stop in or Call to set up an appointment and we can winterize your boat while you close up your lake property for the season!

\*Price does not include tax.

Both the Repair Shop and the Bait Shop will  
be Open through the winter months!



ATV/UTV's

Boats

Golf Carts

Lawn & Garden  
Equipment

*Have you recently purchased a new UTV and need a horn, mirrors and turn signals installed to make it Road legal? We can do that!*