



Sun Valley Iowa Lake Association

VIEWS & NEWS



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Summer 2025



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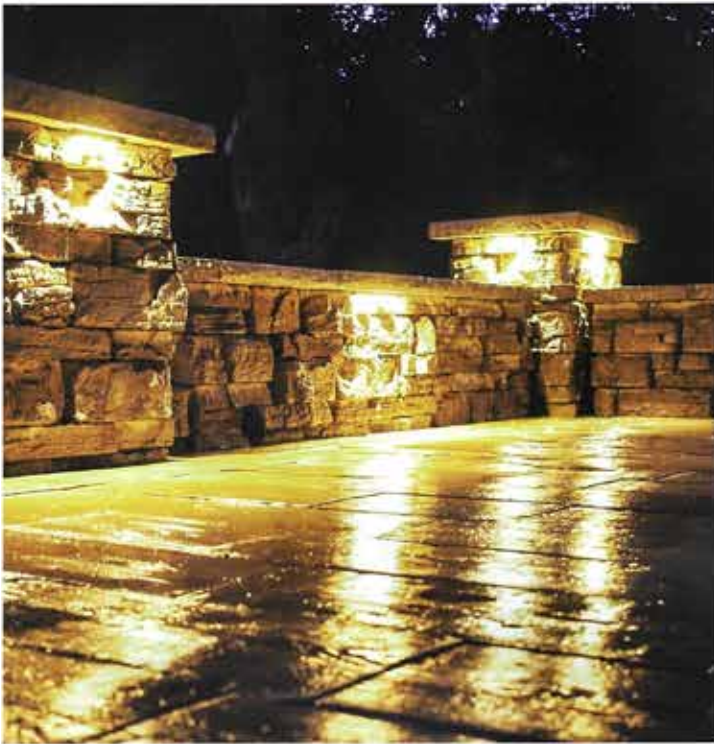


Sun Valley Lake

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President's Perspective

I am writing to you on 5/14/2025. It has been a busy and successful day for SVILA.

As the newly elected President of the Association, it gives me great pleasure to report two important items beginning with the communication from the Ringgold County District Court granting us an appropriate and outstanding order in our case everyone is familiar with. Managing this case has been a top priority for the Board and will likely continue in the future. Special thanks to Joe Happe, David Brown, Bill Breckenridge and our legal team at Brown Winick for getting us to this point.

I am also pleased to report we have defeated the legislation that was introduced in the Iowa Senate, via an amendment that was attached to an unrelated bill. If passed, this amendment would have benefited people who want to make the lake public and, in my opinion, it would have resulted in additional litigation. Thanks to all who helped defeat this amendment. The fun never ends.

After becoming President, the Board agreed with the below priorities that will become our focus. They will not be stagnant; items will be added and deleted as needed. Hopefully many will be completed as we move through time, but some will never be totally "completed" as they are necessary for a successful organization. Our plate is full, and we will make sure items added are at least as important as these.

Board Priorities:

- Manage the litigation and any legislation attempting to harm our lake
- Implement procedures and processes to improve the invasive species protections for the lake
- Manage the transition of the lake manager from Gene Smith to Jason Eckhoff, especially as related to safety and water quality
- Support the lake manager in his recurring and non-recurring tasks
- Maintain working relations and coordination with critical partners and committee chairs
- Provide oversight and management of the assets of SVILA
- Maintain appropriate internal controls and produce accurate and timely financial statements
- Prepare and conduct a member survey
- Scan the written, important documents of SVILA, providing a digital, retrievable copy of each
- Ensure office staff follow existing financial procedures, are trained and given relevant and meaningful tasks that improve their skills and help members
- Continue to develop a Road Use Fee policy
- Maintain and improve our infrastructure where appropriate including our roads, buildings and grounds
- Allow members to vote electronically in future elections
- Maintain positive working relationships with the DNR and work with them on catch limits

Dave Kramer has confirmed his willingness to expand his volunteer role and take on the title of Engineering Coordinator. He is already a great asset to the lake, and this will only help the lake further.

Bill Breckenridge has confirmed he is willing to continue in a volunteer role as the Insurance Coordinator for the association. We appreciate all Bill has done for the lake as the previous President of the association and his willingness to continue in this volunteer role.

Lastly, I will end with a request that you consider positively impacting your community by volunteering to help when and where you are able. If you are not able to volunteer, please recognize the effort of all the volunteers who help make this community a better place. We have more than a few less-than-ideal situations that pop up from time to time, but we are making efforts to improve where we can in a thoughtful, reasonable way.

Pat Goodman





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A MESSAGE FROM THE LAKE MANAGER

Hello Sun Valley Lake friends, Welcome to Summer 2025!

My name is Jason Eckhoff, and I am the new Manager at the lake. I have been part of this beautiful community for the last 18 years. For the last year I have served the lake as the Assistant Manager. I'm excited to continue serving the lake in my new role.

With warmer weather the lake becomes alive with activity. It's fun to watch everyone make their way to the lake on the weekends with their family and friends.

Lake Patrol is out in full effect. You will see some new faces this year on the Lake Patrol boats. Please show respect and kindness in your interactions with them. It's a difficult job and they are there to keep everyone safe. Please reeducate yourself and your guests on the basic boating rules so everyone can enjoy the lake safely. Last year approximately half of the tickets issued were from guests of the property owners.



The Canoe Lane connector project is completed. This is a great asset for everyone who wants to make their way from the East side of the lake to the Golf Course, or Clubhouse without going on J20. Reminder: the connector is for walking/running, golf carts, ATVs, and UTVs, only, **no cars or trucks should use the connector.**

This year we are focusing on keeping our clean, beautiful lake safe from Zebra Mussels and other Invasive Species. I would like to thank the Invasive Species Committee members for their hard work and dedication to this ongoing threat to our lake. We have always had rules regarding Invasive Species; however, we are making it a priority with the increase in other lakes and rivers throughout Iowa. This is an ongoing process. The Committee and Board have implemented new rules and protocols to combat Invasive Species. All boats are either registered as a Type 1 or Type 2 boats. Type 2 boat owners who choose to use their boat on other waters will need to power wash their boats and trailers at the J20 boat wash using 140-degree water. After drying all compartments of the boat and trailer they will be inspected by a lake staff member or a committee member before relaunching the boat in Sun Valley. Other protections are still in the works for the upcoming seasons. With everyone's cooperation and help we can keep our beautiful lake free of Zebra Mussels and other Invasive Species.

Sun Valley Lake holds a special place in my family's heart. I am passionate about it and will do what I can to keep Sun Valley that special place where we all can enjoy spending our time with family and friends making lasting memories.

Jason Eckhoff
SVILA Manager
Lakemanager@sunvalleylake.com



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CONGRATULATIONS GENE!



Gene Smith is retiring...again.

He retired once in 2020 only to be persuaded to take on the role of Lake Manager at Sun Valley Lake in the Spring of 2022. We thank you, Gene, for your days...months... years of service!

Here's to spending time with family... traveling... fishing... boating.... and creating moments like this.



Happy Retirement, Gene!



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Meet the New SVILA Board Parliamentarian

Dear Members of Sun Valley Lake,

I am honored to introduce myself as the newly appointed parliamentarian to the Board of Directors at Sun Valley Lake. It is with great enthusiasm that I step into this role, eager to serve and support our esteemed community.

My name is Joel McCrea. My wife Julie, son, Jay, and daughter Jill have been part-time residents of Sun Valley Lake for the past 17 years--long enough to know the best fishing spots but not quite the secret to dodging every mosquito or gnat. This fall we will become full-time residents, and we're thrilled to trade city noise for Lake serenity (and maybe invest in some bug spray).

I retired in January after 32 years at WHO Radio in Des Moines, serving the last 24 years as the General Manager of WHO and eight iHeartMedia Des Moines/Ames stations. I served multiple terms on the Iowa Broadcasters Association Board of Directors and last summer, was inducted into the Iowa Broadcasters Hall of Fame. I currently serve on the Iowa Public Information Board, addressing open records and public meetings issues in our state.



As parliamentarian, I ensure that Board meetings follow procedural rules for smooth, effective decision-making. I am committed to maintaining order, guiding parliamentary procedures, and ensuring every member's voice is heard and valued.

My main goal is to collaborate with you. I am eager to understand your perspectives on the Lake and work together to achieve our shared goals such as preserving our Lake's natural beauty, ensuring safety, and fostering community spirit.

Running a News/Talk Radio Station taught me to navigate impassioned debates, from politics to whether pineapple belongs on pizza. (I'll let you decide!) I value your input and will make sure your viewpoints reach the Board for discussion.

At my first board executive session, I was amazed at the number of issues the board tackles, that we often take for granted as Lake residents. I am deeply impressed with the Board and the many committee volunteers who give their time for the betterment of the Lake.

Please share your questions, concerns, or ideas via email at parliamentarian@sunvalleylake.com or join us at our monthly meeting. I am here to listen, to learn, and to serve.

Thank you for your warm welcome. I am excited to contribute to the continued success of Sun Valley Lake.

Sincerely,
Joel McCrea, Parliamentarian
parliamentarian@sunvalleylake.com

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TIMELY REMINDERS

2025 SVILA FIREWORKS:
SATURDAY, JULY 5TH
(RAIN DATE: SUNDAY, JULY 6TH)



Mark your calendars/Hang this on your refrigerator!

June 25 – Ladies Night

June 28 – “Kyle Jackson” at Clubhouse

July 4 - Firecracker Cove Fireworks

July 5 – Association Fireworks

July 19 – Annual Poker Run

July 23 – Ladies Night

August 2 – “Flying Solos” at Clubhouse

August 27 – Ladies Night

August 28 – Bryton Stoll & David Baker with Pumptown (Annual Jimmy Buffet Tribute Festival)

August 30 – “Suede” at Clubhouse

September 20 - Fall Fish Fry

September 20 – “Kyle Jackson” at Clubhouse

September 24 – Ladies Night

September 27 - Fall Bass Fishing Tournament

October 11 – Gold Fish Races

Be sure you are logged into the Sun Valley Iowa Lake Association web page and the Sun Valley Iowa Lake Association (Members only Group) Facebook page to get all the official updates and news.



MAY 28 + JUNE 25 + JULY 23 + AUGUST 27 + SEPTEMBER 24

Watch FB for details.

All are welcome!

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Ringgold County Road Trip

Happy Hour 6.7

Owen Rist Performance 6.7

Kyle Jackson 6.28

Yoga on the Lawn with 7.4

Flying Silos 8.2

Suede 8.30

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JUNE 8 (SUNDAY) - PETER & BRENDAN MAYER

JUNE 19 (THURSDAY) - JESSE RICE

JUNE 27 (FRIDAY) - ERICA SUNSHINE LEE

JULY 13 (SUNDAY) - JOHN FRINZI & DOYLE GRISHAM

JULY 20 (SUNDAY) - SCOTT KIRBY

JULY 24 (THURSDAY) - MIKE NASH WITH JASON WALSMITH

AUGUST 18 (MONDAY) - PAUL THORN WITH HAROLD BOOTHE

AUGUST 28 (THURSDAY) - BRYTON STOLL & DAVID BAKER
WITH PUMPTOWN

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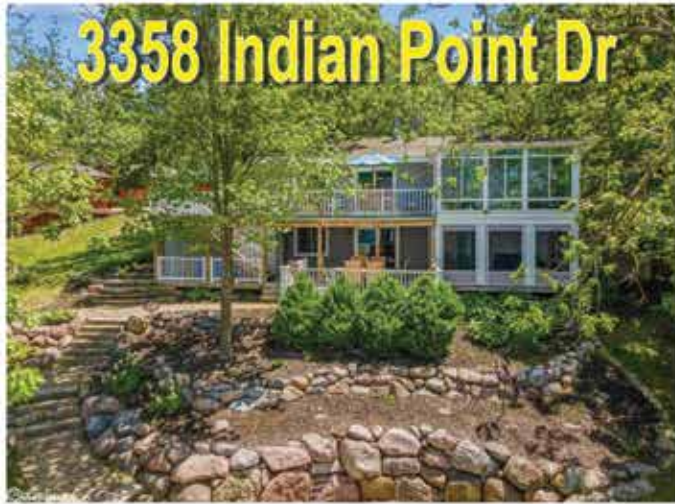


Jessica Brown
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- Lots For Sale:
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 - 3054/3056 Southshore Dr
 - 2994 Big Bend Rd
 - 1242 -1250 Hillsdale South 2
 - 1252 Indian Pt
 - 376 Redbird Ln

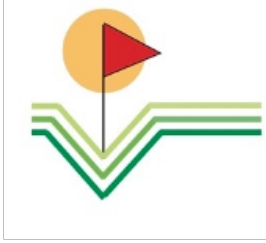


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Featuring one of our finest young Sun Valley golfers
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10-year-old Joel golfing in
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12-year-old Joel growing
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Meet Your Neighbors

Meet Paul and Luann (Lu) Jones ...They've been at Sun Valley Lake since 2012.

Lu and I have been blessed to have homes here since we purchased a home on Green Acres Drive in 2012. Seven years later in 2019 we moved to lot 1067 on Windmill Road; it's the brown A-frame near the beach. I'm originally from Omaha, Nebraska (GBR) and Lu is originally from Des Moines. Our time is currently split between our home in Clive and the lake with some winter vacations to warmer climates. We are both retired from Wells Fargo after careers totaling 67 years. We were ready to relax and enjoy life and the lake!



About 3 years prior to retirement, we started looking for lakes and lake homes. We looked at every lake you can imagine from Lake Okoboji to Lake of the Ozarks. Sun Valley was easily the best choice with its crystal-clear water, great fishing, and just a place to relax and unwind.

We really felt like lotto winners when we purchased a lake house, but the real lotto winners were our 4 children and 9 grandchildren! The grandchildren in order are Ava, Delaney, Drake, Genevieve, Truett, Wesley, Ruby, Jude and Aaron. What kind of grandpa do you think I am? The "kids" are all in their 40s and the grandchildren range from 4-18. Making memories with your children and grandchildren is the unmatched dividends of lake life. Playing cards, games, fishing, swimming at the beach /dock, or just time together walking or talking fill summer days with smiles.

The lake has rewarded us with great times. We do our best to give back in terms of volunteering when time allows. Lu has volunteered at the golf course and YMCA housing and Veterans Hospital in Des Moines. I served on the SVILA Board for 3 years and currently serve on the Fishing Committee and Environmental Committee.

The greatest takeaway from Sun Valley is family time but in second place are the people you meet or get to know better at the lake. Those friendships have been enhanced by sharing good times at the lake, helping each other with projects, and each of us introducing other community members to our circle. Sun Valley has filled our tank with great memories, friendships old and new. Hope you take advantage of the friendships this place offers because it's more than a lake, it's a community of friends. Have an awesome summer!

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CAPTURE THE MOMENT!



ENTER OUR 2025 PHOTO CONTEST!

Get ready to show off your photography skills in our 2025 Photo Contest! We're excited to announce five categories designed to highlight your creativity and unique perspective of our lake:

- Wildlife**
- Fireworks**
- Patriotic**
- Action**
- Weather**

Whether you're a seasoned photographer or just love snapping great shots, we want to see your best work.

One winner will be chosen in each category by our Technology and Communications Committee, and up to 10 honorable mentions will be awarded at the committee's discretion. Winning photos may be featured in future publications or on our website.

Stay tuned for more details, including how to submit your entries and key deadlines, on our official Facebook group. Don't miss this opportunity to showcase your talent and be recognized in our community. Start capturing those unforgettable lake moments today!



SUN VALLEY LAKE ELLSTON, IOWA



3144 DOGWOOD DRIVE



1296 BEE TREE LANE



3148 FAIRVIEW PLACE



1270 BEE TREE LN



3078 SOUTHSORE DR



3155 INDIAN POINT

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AND

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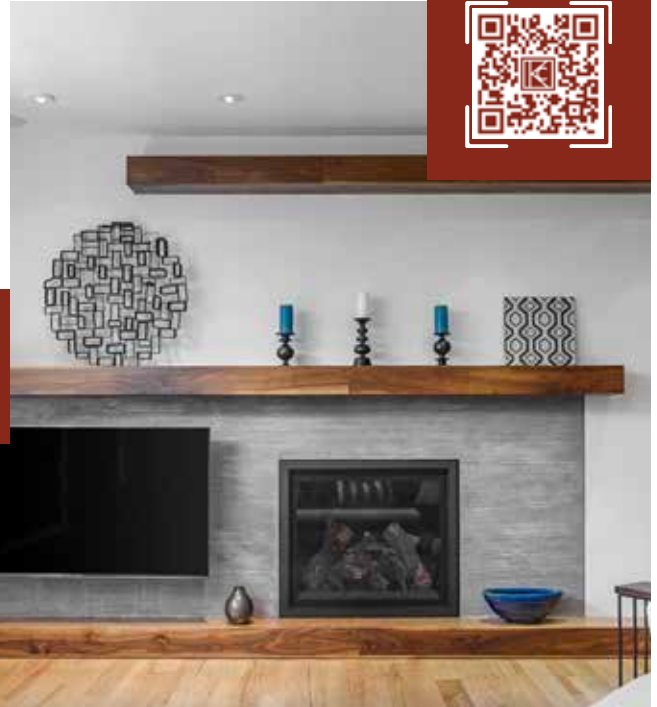
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Beautification Committee Update

By the time you read this, it will be summertime at the lake!

The Beautification Committee had a busy spring adding new light fixtures at the entrance sign to help brighten the area. (A huge thanks to Mark Evenrud for his electrical skills.) We would also like to thank Scott Dean for donating the proceeds from the Fun Run over Labor Day weekend. These funds have given us the opportunity to work on landscaping projects around Sun Valley. Thanks to all who participated in this event.

Look for the new lighted water fountain we added at the entrance to the association and restaurant. We were unable to grow shrubs in the area due to the lack of sunshine, so the fountain is a nice feature to help fill the area. Pots of flowers have been planted and placed at the entrance as well as on the back deck where we've also hung pots of ferns.

Looking ahead to future projects - we'd like to add some colorful plants around the beach house to help enhance the beach area. It would be helpful to raise the stone wall there as it is slanted, which makes it risky and difficult to work around.

One of our committee members, Deb Chapman, has stepped aside from the committee and we are sad to see her go. We want to make sure she is recognized and knows how much we appreciate her commitment and contributions to the committee over the years. She has been a real asset with a great vision, and her participation will be dearly missed.

I'd like to thank the Beautification Committee members, including those who have recently joined, who work tirelessly to enhance the lake that we all love so much.

Joan Van Nordstrand, Chairman



The 2025 Beautification Committee. Front row (L-R) Julie Brown, Phyllis Shoop, Joni Van Nordstrand, Diane Breckenridge, Shirley Evenrud. Back row: Connie Johnson, Debbie Burgraff, Lorie Oeltjenbruns, Polly Sorenson, Linda Wells. Not pictured - Jill Rodriguez



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8/31/25 | 9 AM | PRE REGISTER: \$20 | DAY OF RACE: \$25

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Email: _____ **T-Shirt (circle):** **XXL XL L M S Youth M**

In consideration of this entry being accepted, I hereby waive and release all claims for personal damages that I may have against the organizers, sponsors, its officers, employees or agents arising from or attributable to any and all injuries, damages, or liabilities which I may suffer while taking part in any activities connected with this event.,I attest and verify that I am physically fit and have sufficiently trained to participate in this event, I also give my permission for the use of my name and picture in any broadcast or promotional materials. By signing below,I agree that I have read this agreement and fully understand its terms and understand that I have given up substantial rights by signing it.

Participant Signature: _____

Questions: Scott Dean: 515-681-3165 / scott@FurnitureDSM.COM

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Fishing and Water Quality Update



Hope you all are having a great summer at the lake. Always a bit hard to write this in early May for distribution in late June due to publication time lines. Importantly, the committee and the board are VERY thankful to Eileen Wixted and her crew for creating a communication plan for invasive species. This plan has included 3 videos and fact sheet handouts. I realize that this has been a lot of work for Gene and the staff AND created some headaches for those of you who go to other lakes with your watercraft and toys. However, I hope you all realize how important it is to keep Zebra Mussels and other invasive species out of the lake. Compared to many other bodies of water, we are an isolated spring fed lake. The ability to keep these dudes out is directly related to our watercraft management. I think the treatment of the Naiad last year demonstrates how these species can take over and cause lots of issues. Consider that Naiad is a relatively common and mild problem compared to the mussels. Invasive weeds can come in on migratory waterfowl (particularly herons). However, the mussels are almost always transferred by contaminated watercraft. Treating the lake for this stuff is expensive, damages watercraft, and is a mess. So, the more we can work together and create a team approach to this issue, the better. We will continue to work through and make progress on the plan for these species. PLEASE call me with any questions or concerns and I will do my best to help.

Our lake consultants completed a fish shocking survey on April 23. Briefly, they collect approximately 800 fish and summarize species sizes and relative numbers. I am anxious to see the results and how they compare to the last survey done in 2023. Once we review these results, additional habitat and stocking recommendations will be offered and completed.

The Spring Bass tournament was attended by 18 boats on April 26. I am very thankful for Jeff Morse, who was Tournament Director, and several volunteers who helped. The volunteers included Paul Jones, Ed Schwery, Bob Eggers, and Joel McCrea. The overall winners were 1st place Evenrud and Miller, 2nd place Eltjes and Eltjes, and 3rd place Johnson and Graham. The large Bass winners were 1st place Eltjes and Eltjes and 2nd place Green and Green. We still need to work on the recommendations offered by our lake consultants and try to get this species up to some larger sizes. Following the tournament, Nick and Lynn offered a fish fry dinner at the clubhouse. This was well attended and raised money for stocking and habitat work. Thanks to Nick and Lynn and Ed and Wendy Schwery for their work.

By the time you read this, the Kids' Tournament (June 14) will be completed. I am very impressed by Darla and Pauli Turner and all the volunteers for their efforts for our kids and families. Hopefully, the weather was good, and I am sure all who attended had a great time. We have elected to have this event in early-mid June when the fishing is still good, and the water is still a bit cool for summer play in the water. We will have another fish fry event on September 20 at 6:00 pm at the clubhouse. Hope that you all can attend. We picked this weekend because the Hawks are away, and the Clones have a BYE. Finally, the Fall Bass Tournament will be on September 27. Please mark your calendars.

Thanks for reading,
Doug Massop, on behalf of the Fishing and Water Quality Committee



Our lake consultants completed a fish shocking survey on April 23 collecting approximately 800 fish and will summarize species sizes and relative numbers to help inform on stocking recommendations.

SPRING FISHING TOURNAMENT WINNERS



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DYLAN GRAHAM

MARK EVENRUD
SCOTT MILLER

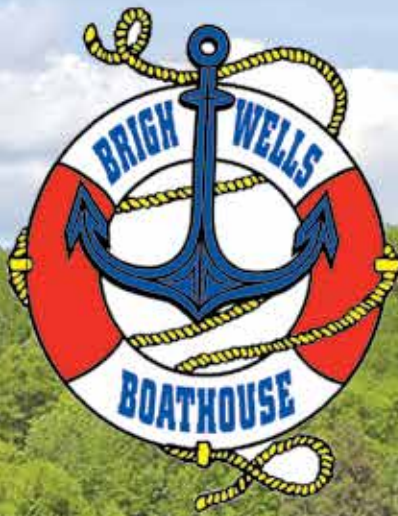
NICK ELTJES
SCOTT ELTJES



One example of the damage Zebra Mussels can cause.

Zebra Mussel





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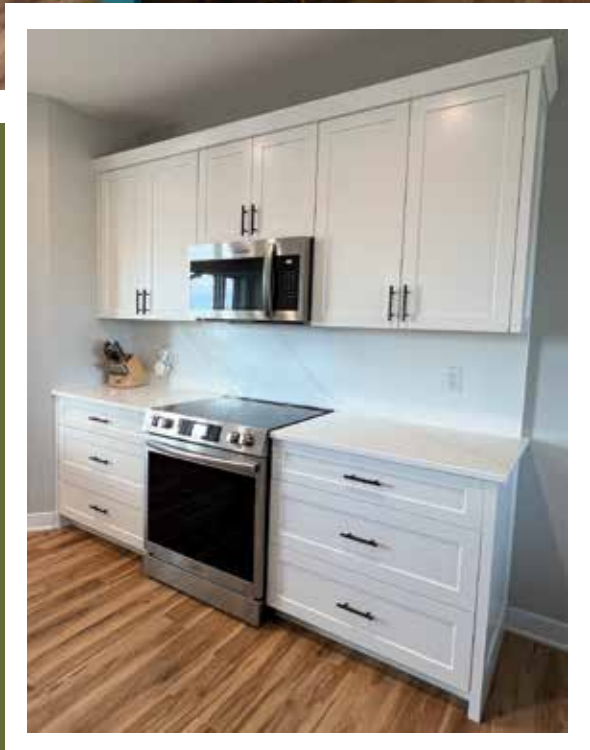
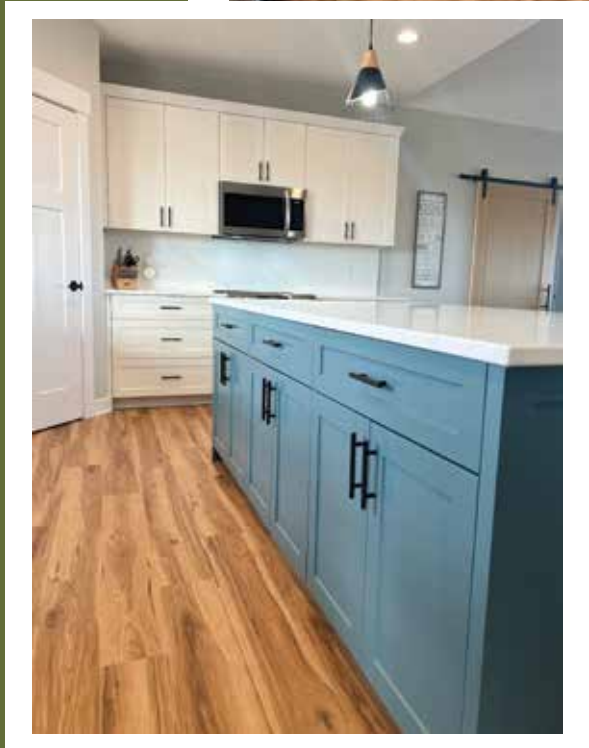
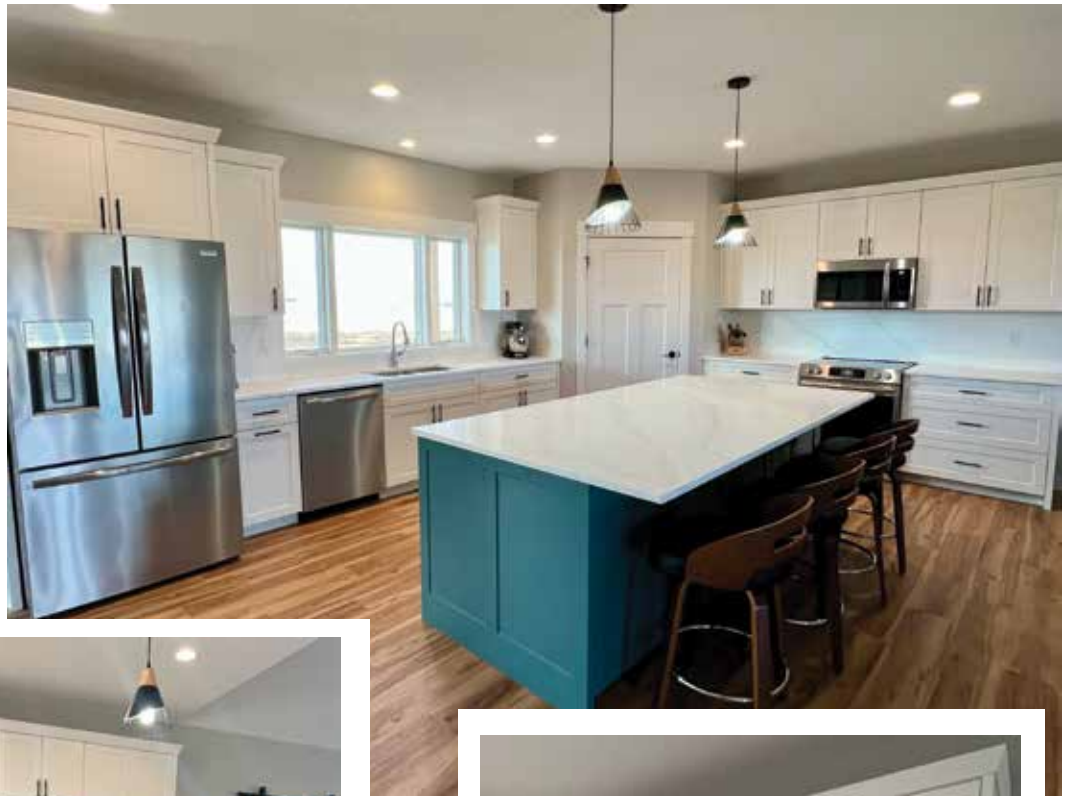
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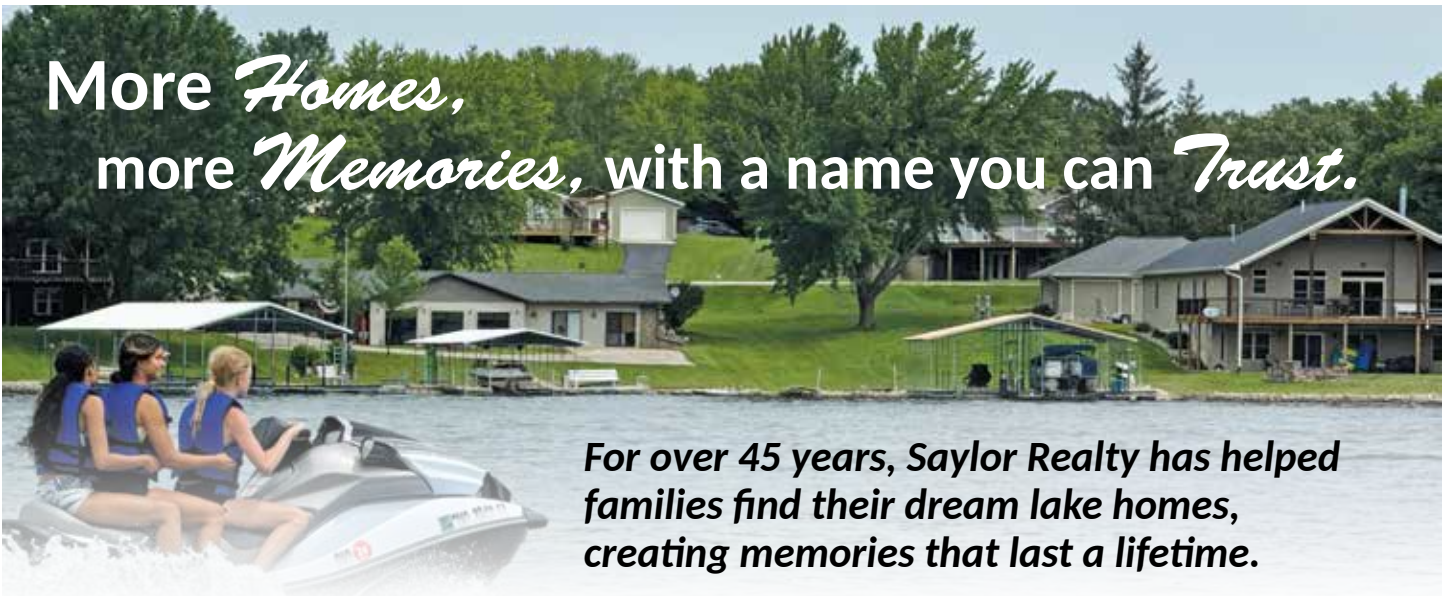


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