

# PLA Monthly Regular

## Board of Director's Meeting October 2, 2015

**OUR MISSION:** *The Portage Lake Association is a group of volunteers who are dedicated to making the Portage Lake Area a great place in which to live, play and stay.*

**Officers:**

Al Taylor - President  
 Diane Bess - Vice President  
 Evie McNeil - Treasurer  
 Faye Backie - Secretary  
 Margaret PUNCHES – Past President

**Board of Directors**

Frank English, Paul Mueller  
 Sheila Heiser, Barb Wolverton  
 Nikki Torrey, Jean Capper  
 Susan Barnard, Cynthia Kadzban  
 Pat Pomaranski

**Committee Heads**

Jon Phillips, Marilyn Acker  
 Tammy Messner, Jeff Sternberger  
 Bruce Peabody, Chuck Reed, Mary Reed  
 Jewelee Franklin, Mary Fairgrieve  
 Steve Szilvagy, George PUNCHES  
 Barb Wolverton, Roger Cody  
 Jaimie Meister, Pat Pomaranski, Roz Jaffe

### Minutes

Order of Business	Person Responsible	Report, or <i>To Do</i> list	Action Plan
Call to Order, Introductions	Taylor	Attending – Taylor, Bess, McNeil, Backie, M. PUNCHES, Pomaranski, Heiser, Capper, Barnard, Kadzban, Phillips, Sternberger, Halloran and Fairgrieve. Taylor called the meeting to order at 7:03.	
Secretary's Report	Backie	Backie asked for input on the June and September minutes. There were no changes, other than the corrections mentioned by Backie. Capper made a motion to accept the June minutes; Bess seconded. Barnard made a motion to accept the September minutes; PUNCHES seconded.	June and September minutes were accepted. Backie will have them put on the Web site.
Treasurer's Report	McNeil	McNeil presented the September report. Backie made a motion to accept; Bess seconded.	The September Treasurer's report was accepted.
Petunia Parade	Phillips/Messner/Acker	Phillips reported that it was a good year and the committee is under budget. Bids are in for next year and Pleasanton Valley Greenhouses will be notified that their bid was chosen. Some discussion of using perennials (upkeep expensive).	
Newsletter	Capper	Capper noted that the <i>Newsletter</i> will be out next week. The <i>Newsletter</i> is published Jan., Apr., July and Oct.	Articles are due for January <i>Newsletter</i> by mid-December. Send Capper ideas.
Fundraiser	Taylor	Taylor reported the net from the Fund Raiser was \$19,780, which is down from \$21,000 last year but about the average. Is the event getting stale? Should we look for a new location? A deposit of \$500 is due for the Little River to reserve the date – June 25 <sup>th</sup> . Discussed the possibility of auctioning some of the big ticket items online through Facebook. Taylor is working with Barb Wolverton on thank you letters. Backie and Heiser volunteered to help.	Members agreed a deposit should be made to the Casino to save June 25 <sup>th</sup> date. Taylor will do so.
Website	Taylor	Taylor noted that the new web site has been cost neutral since we went to the new design. He plans to talk with MS Creative about making sure the site is mobile-friendly; checking what's being used and what's not; and storing things in the cloud – like Board agendas, minutes and Treasurer's report. M. PUNCHES asked if we'd received a quarterly report from MS Creative.	Taylor will ask MS Creative to give us a quarterly report.
Membership	Wolverton	No report. Taylor noted that the Board does not have to vote on the Board member slate.	
Lake Issues, Explore the Shores	M. Reed, M. PUNCHES	Taylor said the DNR has accepted the Explore the Shores proposal for a kayak launch at the DNR site. Now need to submit a grant proposal. Langland Park proposal – the gazebos will be	

		observation only; entrance to the beach will be at the north end of the parking lot. The DNR has approved changes; the Township staff will remove the dune.	
Banners and Christmas Decorations (part of Christmas in Onekama)	C. Reed	M. Reed reported the banners are coming down and the Christmas decorations are going up. Question about the Portage Lake Watershed Forever payment (for the installation of the banner). Marilyn Acker would like local businesses to decorate their windows for the holiday.	M. Reed will follow up on the PLWF payment for the installation/removal of the banners.
Fall Festival	Sternberger	Sternberger reported that Fall Festival will take place on October 10 <sup>th</sup> . There will be a pet parade at noon; 24 vendors have signed up. 1, Mama will sell pizza by the slice. If we want to have a car show for the event, we will have to spend \$100 to get in the Car Show Calendar.	
Winter Fest	Meister	Taylor noted that Jamie Meister has not committed to chair.	
Concerts	G. Punches	G. Punches has retired as head of the committee; Steve Szilvagy will take on the role. Committee members are Roz Jaffe, Bill Fairgrieve, Jim Spilka and Al Taylor.	Thanks to George and Margaret Punches for steering the concerts for the last 15 years!
Facebook Pages	Taylor	Taylor – The Facebook pages generated 1,500 votes for M-22 as the US’ best scenic drive. Taylor used the “promo” on 3 concerts. Saw an uptick in donations.	
Onekama Scholarships	Taylor	Taylor is meeting with the OCS Superintendent to discuss programs the school is offering.	
Publicity	Backie	Taylor noted that he will be picking up some of the PR responsibilities as Past President.	
Onekama Days	Taylor, Szilvagy, Peabody, English, Mueller	Taylor mentioned that the Lions and the PLA are having trouble raising money. Frank English says we’ll have to decide very soon whether we’ll be able to support the fireworks. Two more fundraiser breakfasts coming up.	
Christmas in Onekama	Pomaranski, Fairgrieve, Franklin, Sternberger	Pomaranski said that 19 crafters have committed to the event. No Ugly Sweater contest this year. Chili contest. M22 will do a dinner with a musician; BYOB. We will do the Celebration of Lights but no caroling.	
Old Business	Taylor	Committee Heads - for Petunia Parade – Phillips/Tammy Messner/Marilyn Acker. For Fall Festival – Sternberger and Susan Halloran. Beer Tasting – Szilvagy. Publicity – Backie/Taylor. Scholarships – Roz Jaffe. Citizen of the Year – M. Punches. Tapestry – M. Fairgrieve.	
Old Business	Taylor	Taylor noted that 2016 Budget will be finalized at the December Board meeting but several committees need to know what their budget is to start work. He proposes that we OK expenditures based on last year’s budget in the short term. Backie made a motion that we operate under the same budget as 2015 until 2016 budget is approved. Pomaranski seconded.	The Board members voted to have the 2015 budget be in effect until the 2016 budget is approved.
Old Business	M. Punches	Board member and officer nominations for 2016 – M. Punches mentioned that the ballots have been sent out.	
New Business	Taylor	Jetty project – the Village needs to repair the jetty north of the Village Park boat launch and has asked for financial assistance. It has been undermined by winter ice and should be repaired before winter. Repair costs are estimated to be \$25K - \$24K. Swidorski would do the repair. Township cannot, by law, help. Board members asked where the other funds will come from.	Taylor will find out how the Village intends to finance the repair project.
New Business	Taylor	Taylor said the cost of an ad in the Manistee County <i>Visitors’ Guide</i> will cost \$1,600 and require a 3 year commitment. There is another publication – the <i>Shoreline Guide</i> , that might be a better option.	Taylor will come to the Board with a proposal for the <i>Shoreline Guide</i> .

New Business	M. Fairgrieve	M. Fairgrieve made a proposal that the PLA sponsor "Farr Friends"- a way to bring community folks together at the Farr center around various interests – mah jong, author presentations, travelogues, etc.	
Public Comment/Adjournment		No comments.	Meeting was adjourned at 9:00pm.