

**PORTAGE LAKE ASSOCIATION**

May 6, 2026

6:00PM

**Regular Board Meeting**

Onekama Township Hall

***OUR MISSION: The Portage Lake Association provides opportunities that enhance the well-being of the community as a great place to live, play and stay.***

<b>Officers</b>	<b>Board of Directors</b>	<b>Committee Heads</b>
Cyndy Wangbichler, President VACANT, Vice President Evie McNeil, Treasurer Mary Jo McElroy, Secretary Roz Jaffe, Past President	Amber Sedelmaier Cindy Pons Diane Wemlinger Jane Foster Kathy Loynes Mark Miller Sally Koon Susan Halloran	Brian Devilling, Mary Jo McElroy, Mary Fairgrieve, Nancy Dabrowski, Paul Mueller, Carrie & Greg Cassagnola, Katy Castillo, Tim Mostowy, Jean Capper, Kathy Cyr, Lauralee Ryan, Joe Suchocki

<b>TOPIC</b>	<b>DISCUSSION</b>	<b>ACTION ITEMS / RESPONSIBILITY</b>
Call to order and welcome	Cyndy Wangbichler called the meeting to order at 6:05 PM. Thirteen PLA board members / committee heads attended. Attendees were Cyndy Wangbichler, Evie McNeil, Mary Jo McElroy, Susan Halloran, Kathy Loynes, Jane Foster, Joe Suchocki, Cindy Pons, Roz Jaffe, Diane Wemlinger, Amber Sedelmaier, Mark Miller, and Tim Mostowy. Ellie Brown, our branding consultant, was also in attendance.	
Additions to the Agenda	Roz Jaffe asked to add Freshwater Reporter ad and a question from Onekama Days to the agenda.	
Consent Agenda	The Consent Agenda consisted of April 1, 2026 minutes and April financials. Roz suggested a minor change to the minutes. There were no changes to the financial report. Susan Halloran made a motion to approve the minutes as amended and to accept the financial report. Kathy Loynes seconded. The motion passed without discussion or dissent.	Mary Jo to get April minutes posted at <a href="http://Onekama.info">Onekama.info</a> .
Correspondence	Evie mentioned a donation from Kable Landscaping in Freeland, MI.  Evie reported that she received a 50% refund from Onekama Village for use of the park in 2024 and 2025.	
<b>COMMITTEE / EVENT REPORTS</b>		

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<p>Onekama History Association</p>	<p>No report.</p>	
<p>Petunia Parade Committee</p>	<p>Units for hanging baskets will be set up on Main Street between Portage and Mill on Friday, May 8 as part of ONE day.</p>	
<p>Summer event</p>	<p>Donors have been generous this year. Co-chairs Susan Halloran and Jane Foster will meet next week to work on publicity. They will need volunteers to check people in.</p>	<p>Let Jane or Susan know if you can help with check in</p>
<p><b>STRATEGIC PLAN REPORTS</b></p>	<ul style="list-style-type: none"> <li>• <i>Build and Strengthen Community Collaboration</i> – Joe Suchocki reported on a collaborative project to replace the sidewalks on the north side of Main Street between Dyke Street and Fourth Avenue. He discussed the scope of the possible project, possible funding sources, and meetings with Village and Township leadership. He requested a letter of support from the PLA for the concept. Roz Jaffe made a motion to support the notion of the project via a letter from the PLA; Kathy Loynes seconded the motion. The motion passed. Joe also mentioned the possibility of a DDA.</li> <li>• <i>Expand Financial Resources and Build Reserves</i> – Roz reported that membership dues continue to come in; an email reminder will be sent to those who have not responded. Roz emailed a list of sponsors for the PLA this year to the entire board.</li> <li>• <i>Build an Engaged Board and Volunteer Force</i> – Cyndy reported that board and committee chair vacancies have been reviewed. Amber Sedelmaier and Joe Suchocki volunteered to co-chair Artisan Market this year.</li> <li>• <i>Strengthen and Diversify Communications</i> – Sally Koon volunteered to take on this component.</li> <li>• <i>Establish Effective Operational Tools and Systems</i> – Roz sent two documents about media sources / contacts for publicity and Onekama Area Clubs which have been placed on the Google Drive.</li> </ul>	<p>Cyndy Wangbichler will write a letter of support for the possible project</p> <p>Cyndy volunteered to write thank you notes to sponsors</p> <p>Cyndy asked those present to think about people who would be good board members for the future</p>

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<p><b>OLD BUSINESS</b></p>		
<p>Event honoring / in memory of Al Taylor</p>	<p>Event will be held on June 27 from 6 to 8 PM in Village Park.</p>	
<p>Banners and Lights</p>	<p>Tim Mostowy recapped the history of poles, lights, and Christmas décor. There are 8 poles we cannot touch which are owned and managed by Consumers Electric. The remaining 22 poles need to be inspected and assessed for their condition by a licensed electrician. Tim asked for sources of possible electrical contractors. Mark Miller suggested working with Wayne Miller’s contact person.</p> <p>Tim mentioned that the 22 banners are now hung on poles along Main Street.</p>	<p>Tim and Mark will get together to facilitate a discussion with the electrician</p>
<p>Freshwater Reporter ad and Onekama Days question</p>	<p>Roz asked about creating an image for an ad in the Freshwater Reporter.</p> <p>The Onekama Days Committee asked about the possibility of having a billboard to advertise Onekama Days. Roz checked with Lamar (major owner of billboards); the cost in summer months is \$1400 for 8 weeks. No action was taken.</p>	
<p>Branding Session</p>	<p>Ellie Brown facilitated decision making for a name change for the PLA. Votes in favor of changing the name were two to one. Nine possibilities were bantered about, resulting in the top three favorites:</p> <ul style="list-style-type: none"> <li>• Onekama Community Connection</li> <li>• Onekama Community Partners</li> <li>• Onekama Community Association</li> </ul> <p>Ellie then led the group through a discussion about brand strategy and creative direction in terms of characteristics, images, and colors. Three mood boards were presented.</p>	<p>Members of the board will receive a survey from Ellie this week asking them to vote on a new name</p> <p>Ellie will also send a survey about preferences for mood board</p>
<p><b>NEW BUSINESS</b></p>		
<p>Donation request</p>	<p>Doug Callaway is soliciting donations toward a wind fence for the pickleball court being built at the school. The cost is \$1700. Questions were asked and Evie will try to get the answers so we can discuss this further.</p>	<p>Evie to get more information about the wind fence</p>
<p>Board Vacancy / Appointment</p>	<p>The bylaws allow the PLA President to appoint a person to the board to replace Al Taylor. Cyndy Wangbichler suggested Joe</p>	

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	Suchocki, a former board member. Cindy Pons made a motion, seconded by Mary Jo McElroy and the motion passed.	
Fireworks	Tim Mostowy has volunteered to take on responsibility for the fireworks.	Mary Jo to send poster to Tim
Community Activities Day	There will be a Community Activities event on May 30 from 2:30 to 4:30 PM in the school cafetorium to "advertise" the various organizations in Onekama and what they do.	
Puzzle sales	MacBeth's, Anchored Designs, and Miller's Northwood Market will be selling puzzles on behalf of the PLA.	
Guidelines for Publicity Mechanisms	Mary Jo McElroy updated the document "Guidelines for Publicity Mechanisms" which explain the nitty gritty of tactics for advertising an event. Examples are the various print or online calendars, radio, newsletters, posters, etc. Mark Miller made a motion to approve; Amber Sedelmaier seconded and the motion passed.	Mary Jo will place the document on Google Drive and give access to committee heads
CD renewal	Roz Jaffe made a motion to renew the entire amount in a CD for three months. Diane Wemlinger seconded and the motion passed.	
<b>OTHER BUSINESS</b>		
Next meeting	The next meeting will be on June 3 at 6 PM.	
Adjournment	Roz Jaffe made a motion to adjourn, Cindy Pons seconded, and the motion passed. The meeting was adjourned at 8:15 PM.	

Submitted by Mary Jo McElroy