

September 6, 2023 6:00PM Onekama Township Hall

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

Roz Jaffe - President
Evie McNeil - Treasurer
Jean Capper - Secretary
Al Taylor - Past President

Board of Directors

Susan Halloran
Kathy Loynes
David Maylen
Carey Stark
Diane Wemlinger

Committee Heads

Faye Backie, Brian Devilling
Mary Fairgrieve, Theresa Gimpel, MaryJo McElroy,
Nancy Dabrowski, Paul Mueller
Nikki Schneider, Justin Sedelmaier
Carrie & Greg Cagnassola

Minutes

- Call to Order & Welcome. Present: Roz Jaffe, Evie McNeil, Al Taylor via phone, Kathy Loynes, Mary Jo McElroy, Susan Halloran, Theresa Gimpel present. Unable to connect via zoom / technical issues.
- Additions to Agenda. None.
- Consent Agenda: June minutes, email votes for guardian helmet caps and event stage, & August Financial Report. Susan Halloran moved to accept the consent agenda; Kathy Loynes seconded. Motion carried with no dissent. Al Taylor mentioned that minor adjustments still need to be made to financials for Onekama Days.
- Correspondence. None

OLD BUSINESS

1. Newsletter. Deadline is 9/10 to send articles to Jean Capper. Roz plans to do an article about Onekama Days and one about Volunteer Appreciation event. The newsletter team is discussing a format change for the January 2024 edition to be more of an "annual report."
2. School & Scholarships Update. Money was donated to Guardian helmet caps to prevent head injuries; a nice article in today's Manistee News Advocate. One scholarship to a graduating senior has been paid. Al commented that OCS students appreciate the opportunities that the PLA provides to earn money for their projects.
3. Welcome Committee. Diane Wemlinger reported that packets are ready. Folks should let Diane know if they learn about new people to the community.
4. Petunia Parade Update. Mary Jo McElroy reported the following:
 - a. Petunia roll up day is Wednesday, September 27; Onekama Village has been notified
 - b. Anticipating getting pumpkins from Greg Miller this fall
 - c. Decision to replace sweet potato vine in the planters with a yellow/green variegated vinca
 - d. Marti Zemer will be an apprentice to Jewelee Franklin next year to learn her role in organizing volunteers to plant and weed
 - e. 2024 planting day will be Wednesday, May 22
 - f. Discussion about replacing petunias in plot 29 (in front of Rotary Park) with a perennial low plant that is drought tolerant and deer / rabbit resistant; considering candy tuft
5. The June social event seemed to be a great success. Portage Point Inn did a wonderful job and folks appreciated it.
6. Onekama Days:
 - a. Car Show. Mary Jo reported that the car show had gross revenue of \$4700, expenses of \$1200, and net profit of \$3500. She proposed that the \$3500 be set aside for the Frank English Scholarship at West Shore Community College to be paid out in April 2024, April 2025, and April 2026. The amount would be \$1500 per year and augmented by sales of 50/50 raffle tickets in the upcoming years. That will still leave a considerable amount to be allocated to other PLA projects or expenses. Linda English agrees with this proposal. Kathy Loynes made a motion to proceed with placing the net revenue into a reserve account, to be paid out as described above. Susan Halloran seconded the motion which passed without dissent.

- b. Beer Tasting and Pig Roast. Beer tasting exceeded its budgeted revenue by \$500; the pig roast came in on budget. Profit will be used to support OCS projects and scholarships. The beer tasting will need new mugs / glasses in 2024 since the supply has been depleted. In 2024, it may be considered to allocate profit from the pig roast only to school projects.
 - c. Fireworks. Fund raising was short by \$1700 for fireworks this year despite strong business support. Paul Mueller is looking into alternatives to traditional fireworks such as drone displays.
 - d. A meeting is scheduled on September 26 to discuss Onekama Days and ways to improve in 2024.
7. The Volunteer Appreciation Event was last Friday. About 40 to 45 people attended. A few changes were suggested for next year e.g., having signup.com ready to go as early as May. The "hold the date" cards were distributed to volunteers at the petunia planting and car show.
8. Summer Concerts. Revenue was short about \$2K this year due to rain during two concerts. The PLA has donated \$10,000 toward the new event stage which is anticipated to be ready next June. Brian Devilling suggested that we may need to be prepared to use Venmo for donations. The concert committee is being revamped. Customers have asked for some new bands. Elvis impersonator is still a crowd pleaser when combined on same night as Michael Trixx.
9. PLA Branding will be a winter project. Roz and Al are hoping to line up a consultant this fall; there are a few recent retirees in the community with experience who could be helpful with this.
10. Grants. This idea is not dead, merely delayed. Carey Stark and Theresa Gimpel would be great on this committee. The process needs to be simple versus complicated.
11. Lights and Banner Update. Roz was contacted by Curt from Amor/Johnson. Justin Sedelmaier is aware of what needs to be done.
12. Membership revenue is down \$1000 this year. Faye Backie is working to get dues paid; she reported that she will be resigning from this role at the end of the year, so we need to find someone else to do it.

NEW BUSINESS

1. Fall Festival. Susan Halloran and Al reported about planned activities including face painting, a petting zoo, hayrides, bouncy house, etc. Adult volunteers are needed since there is an away game that day for football and most kids will be gone.
2. A nominating committee is being formed; Al Taylor and Jean Capper have already agreed to serve on it but need one more person. The slate of officers and board members needs to be presented on October 4. That will be followed by voting in November. Roz Jaffe will serve as President for another year. Most important is to find someone to serve as Vice President in 2024 with the expectation that person would carry on as President in 2025 and so forth.
3. State of the Budget. The balance sheet is strong with \$91K in accounts. \$13K will be allocated to the event stage and the guardian helmet caps.
4. Christmas in Onekama. Theresa Gimpel reported on the artisan craft show. 25 vendors have submitted requests to participate; 2 of those are non-profit organizations (Portage Lake Garden Club and Jr Clío). It is a juried show; applications are being reviewed; when accepted, they will be asked to pay their reservation fee. Susan Halloran suggested that a gift wrap station might be a nice offering by a non-profit organization.
5. Celebration of Lights. Al reminded the team that donation envelopes need to go out with the ballot in November. Kathy Loynes mentioned that a meeting of the committee for Celebration of Lights is scheduled to meet on September 21.
6. Near and Farr Friends. A three-part program will be offered this fall. The topic is Adult First Aid / CPR / AED. It consists of an in-person meeting on September 28 to hear about 911 services and top emergency events with adults; an online American Red Cross course costing \$37 (able to be reimbursed through a donation from Onekama Township); and an in-person meeting on November 16 for demonstration of CPR and AED usage. If well accepted, this could be repeated.

OTHER BUSINESS

1. The next meeting will be held on October 4.
2. The November meeting will be moved from November 1 to November 8.

ADJOURN. Susan Halloran made a motion to adjourn. Al Taylor seconded and the meeting was adjourned.