

# PLA Monthly Regular

## Board of Director's Meeting March 2, 2016

03/02/16

7:00 PM

Farr  
Center

**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:

Diane Bess - President  
Julie Lapinski - Vice President  
Evie McNeil Treasurer  
Faye Backie- Secretary  
Al Taylor – Past President

### Board of Directors

Frank English, Paul Mueller  
Pat Pomaranski, Al Garbrecht  
Barb Wolverton, Mary Fairgrieve  
Nikki Torrey, Jean Capper  
Susan Barnard, Cynthia Kadzban

### Committee Heads

Jon Phillips, Tammy Messner  
Jeff Sternberger, Chuck Reed  
Mary Reed, Susan Halloran  
Roz Jaffe, Steve Szilvagy, Margaret Panches, Jamie Miester  
Pat Pomaranski, Bruce Peabody,  
Marilyn Acker

## Minutes

Order of Business	Person Responsible	Report, or <i>To Do</i> list	Action Plan
Call to Order, Introductions	Bess	Bess called the meeting to order at 7:00pm. Attendees: Bess, Lapinski, McNeil, Backie, Taylor, English, Barnard, Fairgrieve and Phillips.	
Secretary's Report	Backie	Backie presented the February minutes. Date of the meeting was corrected. Taylor made a motion to accept the Feb. 2016 minutes as corrected; English seconded.	The February 2016 minutes were accepted.
Treasurer's Report	McNeil	McNeil presented the February monthly report, including deposits that had been made in March, to reflect donations in memory of Kim Matthews. She also noted that funds had been moved from the PayPal account and that Ludington Beverage will not pay the 2014 \$500 donation. English mentioned that they will pay the donation for 2015 and 2016. Backie made a motion to accept the report; English seconded.	The February Treasurer's report was accepted.
Public Comment	Bess	No public comment.	
Petunia Parade	Phillips/Messner	Phillips reported that the petunias have been planted (at the greenhouse). May 25 <sup>th</sup> will be the planting date; May 26 <sup>th</sup> the rain date. Sept. 24 <sup>th</sup> will be the roll up date. Taylor expressed concern about Consumers Power tree trimming.	Phillips will check with Consumers Power to see when they will be trimming trees in the area.
New Business	McNeil	McNeil stated that PLA has received \$1,500 toward the Petunia Parade in memory of Kim Matthews.	
Newsletter	Capper	Bess reminded members that the next due date is March 15 for the April <i>Newsletter</i> . Discussion about putting articles on the web site. Taylor noted that when he mentions the <i>Newsletter</i> in the Facebook page, people access it on the web site: Jan. – 525, Apr. – 950, July – 1656. He suggested that we could pick one or two articles and see what happens. He noted that currently there are 3 panels on the home page for events and notices; 3 more could be added.	
Fundraiser	Taylor/Bess	Bess said that the next meeting is Tuesday, March 8 <sup>th</sup> , from 1:00 – 3:00 at the Alpine Motor Inn. The Committee is working on the theme and food choices.	
Website	Taylor	Taylor said the website has leveled off at about 65K – 70K page views, of which 48K are unique page views. The top 10 page views haven't	

		changed much over three years. The Township information is the highest viewed. They pay \$750 per year and update information an average of 8 times a month. Should we be charging more? We need 50 more business members to break even this year.	
Membership	Wolverton	We have received \$5,000 in memberships.	
Lake Issues	Reed	No report.	
Banners and Christmas Decorations (part of Christmas in Onekama)	Reed	No report.	
Fall Festival	Sternberger/Halloran	No report.	
Winter Fest	Meister/Taylor	Taylor mentioned Bear Lake High School's "Snowcoming" event. He talked to Jamie Meister about doing something similar. If we get someone to work with her, Meister will co-chair. Barnard will help and Bess will contact another Board member to participate.	
Concerts	Szilvagy	Taylor – all concerts are set. There is one contract to be signed. There will be eight bands, including a concert on July 4 <sup>th</sup> .	
Facebook Pages	Taylor	Taylor said there are 2 Facebook pages – the PLA page which has 977 members who can post to the pages. The 1, - Onekama, MI page has 5,600 followers. The pages are very successful when compared to other similar pages.	
Farr Friends	Fairgrieve	Fairgrieve reported that Farr Friends have had an average of 15 attendees. Thursdays are booked through March from 2:00 – 4:00pm. Some attendees feel that meeting twice a month in the summer may be enough and more outside activity would be preferred. An advisory committee will be convened to plan events including some speakers and technology training for phones and computers, etc. It may be possible to hold some events at the school – Nikki Torrey is contact.	
Publicity	Backie	Have created a poster for the Farr Friends.	
Onekama Days	Taylor, Szilvagy, Peabody, English, Mueller	Taylor will write an article for the <i>Newsletter</i> , highlighting the fireworks issue.	Taylor will write an article for the <i>Newsletter</i> .
Christmas in Onekama	Pomaranski, Fairgrieve, Sternberger	No report.	
Welcome Committee	Fairgrieve/Lapinski	Lapinski noted that they have received some job descriptions from Committee Chairs but need more to discuss with new members.	Send volunteer needs to Fairgrieve and Lapinski.
Scholarship Committee	Jaffe	Taylor mentioned there is some confusion about when applications should be available to students.	Taylor will contact Jaffe.
Old Business	Taylor	Welcome Sign Update – no update.	
Old Business	Taylor	OCS Volunteer Program Needs – Only 3 people have responded to the request.	
Old Business	Taylor/McNeil	2016 Budget & Implications – on agenda by mistake.	
Old Business	Taylor	501(c)(3) changes - Taylor noted that Sara Alden will be our attorney for the 501 (c)(3) application	
Old Business	Bess/Taylor	Grant Committee – Bess said the Retreat attendees discussed the desire for a Grant Committee. Taylor said we'll need two committees. One to set up guidelines for grants and one to award them.	
Old Business	Barnard/English/Beth McCarthy	Barnard noted that she's talked to McCarthy. Many things have been tried over the years. Most of the funds received are from people who live out of town. There doesn't seem to be a problem changing the date.	Festival of Lights will be held on Sunday, November 20 <sup>th</sup> .
New Business	Phillips	Storage unit – The current storage unit will be torn down, so we now have a larger unit behind	Phillips will investigate shelving options and

		the grocery. It's 12' x 20'. It was suggested that shelving needs to be added and any paper stored there should be in plastic bins raised off the floor.	report next month.
New Business	Bess	Board meetings – Bess asked members to think about holding only 10 meetings/year, skipping March and July, which traditionally have low attendance. An emergency meeting may be called as needed. Will discuss at next meeting.	
New Business	Bess/Taylor	Annual membership meeting/picnic – Discussed holding a community picnic on July 4 <sup>th</sup> before the concert in the park.	
New Business	Fairgrieve/Pomaranski/ Backie	Sorenson Tapestry – Fairgrieve presented a proposal by the ad hoc Tapestry Committee (attached). Concern was expressed about money that has been spent and the time frame for disposal or fund raising. Several members felt that the value of the piece is its historical value and that since there was no memorial for Sorenson, funds could be raised that would benefit the art community. English made a motion that the Committee move forward with their plans. Barnard seconded	The ad hoc Tapestry Committee will move forward with their plans to raise funds. Fairgrieve will write a piece for the Portage Pt. Summer Resort Corp. <i>Grapevine</i> , the PLA <i>Newsletter</i> and the web site. A tab will be created on the web site.
Special Agenda Items		None.	
Public Comment, Adjournment	This public comment is for any of the special agenda items that are covered.	Bess adjourned the meeting at 9:15.	