

# PLA Monthly Regular

## Board of Director's Meeting August 3, 2016

08/03/16  
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, Taylor, Backie, Garbrecht, Fairgrieve, Barnard, Heiser and Mueller.	
Secretary's Report	Backie	Backie presented the June minutes with minor corrections. Taylor made a motion to accept the minutes as amended; Garbrecht seconded.	The June 2016 minutes were accepted.
Treasurer's Report	McNeil	Taylor presented the Treasurer's Report. Total assets – \$66,569; savings - \$18,300. Membership dues are down by \$500 and donations to the petunias and fireworks are down.. Backie made a motion to accept the minutes; Barnard seconded.	The June 2016 Treasurer's report was accepted.
Petunia Parade	Phillips/Messner	Taylor mentioned that donations in support of the petunias are down. He's asked Perennial Smiles and Larsons to meet with Tammy Messner to discuss underwriting some of the costs.	
Newsletter	Capper	Bess noted that we got a nice note from someone who thought the <i>Newsletter</i> was very nice.	Articles for the October <i>Newsletter</i> are due Sept. 15 <sup>th</sup> .
Fundraiser	Taylor/Bess	Bess noted that there will be a meeting of the Committee in September to review the event. Proceeds from the Fund Raiser were \$19,871. This includes the \$500 we would have given the Casino to reserve a date for next year. Under consideration – a new venue and/or something less onerous to raise funds. Taylor mentioned that he and Bess are working on a fund raising team proposal. They will bring a proposal to the Board.	Fund Raiser Committee will meet in September for recap.  At September meeting the Board will discuss fund raising.
Website	Taylor	Taylor noted that the lack of advertising is turning around as he talks with advertisers about how much use the site gets.	
Membership	Backie	No report.	
Lake Issues	M. Reed	Taylor reported that the Eurasian milfoil has been treated. Beetles have been brought in to control the purple loosestrife. A new issue is an invasive cattail.	
Banners and Christmas decorations	C. Reed	Taylor noted there are two banners available for sale.	
Fall Festival	Sternberger/Halloran	Sternberger emailed that vendor apps have gone out. He is planning the same activities as last year.	

		Halloran has a face painter/clown that is available. Other ideas were discussed.	
Winter Fest	Jamie Meister	Taylor reported that Winter Fest is scheduled for the 3 <sup>rd</sup> weekend in February, which is free fishing weekend. Looking for volunteers.	
Concerts	Szilvagy/Taylor	Taylor noted that we should break even on concert costs. It was noted that the concert write-ups (Szilvagy's) have been good.	
Facebook Pages	Taylor	Taylor said that we're getting 300 new people/month. Our "engagement" is very good at 30%. The average age of "users" is going down. Have used the site to promote Jaffe's garage sale, Punch's farm sale. It's not clear that it helped a great deal.	
Farr Friends	Fairgrieve	Fairgrieve noted that the Farr Friends program on Aug. 18 <sup>th</sup> will feature Becky Kline and Ryker Johnson talking about family/Village history and bottle collection respectively. Fairgrieve is looking for someone to schedule fall dates.	
Publicity	Backie/Taylor	No report.	
Onkama Days	Taylor/Szilvagy/Peabody/English/Mueller	Mueller mentioned that he's still thinking of other places from which to do the fireworks. We'd need permits to set off fireworks from a barge. It might be possible to launch from the back of the Fairgrounds' track.	
Christmas in Onkama	Pomaranski/Sternberger	Taylor raised the possibility of doing an outside raffle during Christmas in Onkama. Further discussion needed. Bess noted that there's a challenge getting participants for the Chili Cook-off. She plans to meet with the committee to discuss ideas. Barnard said that the Celebration of Lights and carol sing has been rescheduled to Sunday, Nov. 20 <sup>th</sup> at 6:00pm.	
Welcome Committee	Fairgrieve, Lapinski/Backie	Fairgrieve noted that a few people have approached the Welcome Table at the concerts.	
501(c)(3) Update	Taylor	No report.	
New Business	Bess/Taylor	1) Christmas in Onkama – see earlier 2) Preliminary budgets, concert and petunias – Taylor said that in the past we've approved some budgets earlier to allow the committee to do their work. We may have to approve the PR budget to pay for our ad in the Shoreline magazine. 3) Impromptu discussion of fund raising - Board members suggested the possibility of doing some fund raising connected to the concerts. Maybe raffle off a car? Scale down, reach more people at reasonable costs, try something new.	
Public Comment, Adjournment	This public comment is for any of the special agenda items that are covered.	No comment. The meeting was adjourned at 8:35.	