

## Portage Lake Association Board of Directors Meeting - Minutes – August 1, 2012

*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.*

Al Taylor – President	Frank English/Paul Mueller	Tammy Messner, Jim Simon
TBD – Vice President	Leann Burger	Jeff Sternberger, Chuck Reed
Bill Fairgrieve – Treasurer	Mary Lynn Burchard	Mary Reed, Jewelee Franklin
Faye Backie – Secretary	Sheila Heiser	Mary Fairgrieve, Judy Blackmore
Margaret Punches – Past President	Roger Cody	Marilyn Acker, Bonnie Miller, George Punches

Order of Business	Person Responsible	Report, or <i>To Do Plan</i>	Action Plan
Call to Order	Al Taylor	Board members Taylor, B. Fairgrieve, Backie, Burchard, and Heiser attended. Also present were M. Fairgrieve and Pat Pomaranski.	Taylor called the meeting to order at 7:05pm. A quorum was not present for the meeting.
Introductions	Al Taylor	None.	
Secretary's Report	Faye Backie	Backie asked for comments on the minutes. B. Fairgrieve made a motion to accept, Heiser seconded.	No action.
Treasurer's Report	Bill Fairgrieve	Fairgrieve discussed the July report. Burchard moved to accept, Backie seconded.	No action.
Petunia Parade	Tammy Messner		No action taken.
Newsletter	Mary Fairgrieve	July <i>Newsletter</i> – 1,650 printed, 50 – 75 returned because the address lists aren't up-to-date. This issue cost less than last year because it was fewer pages. Will decide at the next meeting how many copies to print of the October issue. Mary would like some feedback on the <i>Newsletter</i> .	Taylor suggested we talk to Sarah at MS Creative Services for ideas.
Fund Raiser	Al Taylor	Not all costs are in yet; also some outstanding payments. Net profit looks to be same as last two years. Taylor has a tentative hold on the Casino space for Father's Day or the following weekend for next year.	
Web Site	Roger Cody	Soon will have 5 banner ads which change with each visit. Taylor, Cody and Backie are exploring a graduated pricing strategy. Site received 16,000 hits last year, so far this year 14,000. Fishing reports have been added. Manistee Convention & Visitors Bureau asked to connect our web site with other local communities for a "Regional Events" page.	Taylor will come back to Board with proposal.
Membership	Barb Wolverton	Membership appears to have gone up, although we've lost a few people.	
Banners and Christmas Decorations	Chuck Reed	Taylor reported that we made money on the auction of the banners this year.	
Winter Fest	Doug Calloway,	Taylor talked with Osborn about holding Winter	Taylor will get a committee

	Jim Simons, Al Taylor	Fest on the same weekend as Osborn's fishing tournament, February 15-16 (also "Free Fishing Weekend"). He's interested. Pat Pomaranski noted it's on Valentine's Day weekend and wondered if there was some way to tie it in.	together.
Concerts	George Punches, Al Taylor	Taylor noted that both average attendance and average donations are up this year.	
Onekama Scholarship	Leann Burger	Leann Burger will be looking for some help putting together a program to help 10 - 12 <sup>th</sup> graders understand how to apply for scholarships. The school will drive the project.	
Publicity Committee	Faye Backie	Backie is creating PR for the concerts and working with Taylor and Cody on the web site. Taylor mentioned that the Facebook pages have been getting a lot of hits both before and after the concerts (when pictures are posted).	
Explore the Shores	Mary Reed/Margaret Punches	Still waiting to hear about the MI Natural Resources Trust Fund grants which will be announced in October.	
Christmas in Onekama	Jewelee Franklin, Jeff Sternberger, Judy Blackmore	Mary Fairgrieve outlined the idea of "Onekama Originals" - container-grown evergreens, 2 ½ – 3 ½' high to be decorated by various groups and auctioned off. 1/2 proceeds to PLA, ½ to the organization. A gingerbread or edible house contest was mentioned as a possible new idea for the future. Taylor noted that he'd like to have one coordinator of the whole event. He'll explore. Taylor asked Marilyn Acker if she wanted more snowmen frames – PLA would fund. David Meister has offered to donate boughs for decorations, also cut trees.	
Fireworks	P. Mueller	Everything is on schedule.	
PLA Working Committees	Al Taylor	No discussion.	
Budgets for Committees	B. Fairgrieve	No discussion.	
Bike Racks	Mary Reed	No report.	
New Business	1. Citizen of the Year Award 2. PLA roles 3. End of Summer event 4. Mute swans 5. Other	1. Taylor would like volunteers to review the rules and update. Roger Cody volunteered at the June meeting. 2. Taylor noted that we need a Vice President as well as a definition of officer's roles. 3. Taylor has investigated the costs of a pig roast. Will get some members together to discuss the event and bring recommendations to the Board. 4. Taylor asked if PLA should help the DNR get the word out about their efforts to control/eradicate the mute swans, an invasive species. 5. Mary Fairgrieve noted that the Lion's Onekama Days pamphlet lists Onekama.net as the web site address. It does take one to Onekama.info. Pam Schroeder did the pamphlet.	4. Members felt PLA should assist the DNR with publicity about the mute swan program.

		Pam Schroeder asked if PLA would do the wine tasting during Onekama Days. Taylor asked Steve Szilvagyí if he'll arrange it. He committed \$500 for the hors d'oeuvres. The Onekama parade is Sunday. Let Margaret PUNCHES know if you can walk with the PLA float.	
Public Comment		None.	
Adjournment			The meeting was adjourned.