

## Portage Lake Association

### Board of Directors Meeting - Minutes – April 3, 2013

*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		Board Members	Committee Heads
Al Taylor - President		Frank English/Paul Mueller	Jon Phillips, Marilyn Acker
TBD – Vice President		Leann Burger	Jeff Sternberger, Chuck Reed
Evie McNeil – Treasurer		Mary Lynn Burchard	Mary Reed, Jewelene Franklin
Faye Backie – Secretary		Sheila Heiser	Mary Fairgrieve, Roger Cody
Margaret Punches – Past President		Bruce Peabody	George Punches, Barb Wolverton, Pat Pomaranski

  

Order of Business	Person Responsible	Report, or <i>To Do Plan</i>	Action Plan
Call to Order	Al Taylor	Board members Taylor, Burger, F. English, Heiser, McNeil, Backie and Burchard were present. Also attending: C. Reed, M. Reed, M. Fairgrieve, Phillips and Tammy Messner.	Taylor called the meeting to order at 7:05pm.
Secretary's Report	Faye Backie	Backie noted several corrections in the draft minutes. English made a motion to approve the minutes as corrected, McNeil seconded.	The March minutes were approved as amended.
Treasurer's Report	Evie McNeil	McNeil presented the Balance Sheet (as of April 2) and Profit & Loss statements (year -to-date). English made a motion to accept the Treasurer's Report, Backie seconded.	The Treasurer's Report was accepted by the Board.
Petunia Parade	Al Taylor	Tammy Meisner expressed concern about approaching people multiple times for donations for the Petunia Parade. She also inquired about how money collected above costs was handled. Taylor noted that all money solicited is for PLA. Any additional funds go into the general budget. On years when costs exceed donations, the money comes from the general budget. She also noted that at least one more watering team is needed. Taylor mentioned that Phillips has spoken to Bob Blackmore. The Village and Fire Department are waiting to hear from the committee members, who are just returning to the area. Sacos is interested in landscaping the front of their store and want to tie in to the Petunias Parade. Taylor has talked to the Portage Lake Garden Club.	
Newsletter	Mary Fairgrieve	Fairgrieve reported that the <i>Newsletter</i> was published. The print version came out before the email. Articles for the next issue will be due mid-June for late June mailing. Taylor noted that he's working on an article about locally made products and there should be an article on lake issues.	
Fund Raiser	Al Taylor	Taylor reported that the committee is struggling with the dinner/hors d'oeuvres issue. He plans to do an online auction of Evelyn Sorenson's tapestry. Some donations have come in as a result of the Facebook pages. 2 banners were sold within 5 minutes and two more were sold after a subsequent posting.	
Website	Roger Cody	Taylor noted that a lot of work has been done on the site, addressing some of the issues that have come up. MS Creative has moved their office east of U.S. 31. 61	If you note any problems with the web site, contact

		businesses have paid for their listing on the web site. We have an agreement to split profits 60/40 PLA/MS C.	Cody or Taylor.
Facebook Pages - 1, Onekama and PLA	Al Taylor	We continue to build audiences to the two Onekama facebook pages we operate. We will try to use them to sell items as they become available (banners, auction items, etc) and will look to see if we can gather information from folks on PLA activities both current and future.	
Membership	Barb Wolverton	Membership renewals are going out shortly. Will include petunia solicitation and envelope, membership form, concert card and a PLA window cling.	
Lake Report	M. Reed	Funding for dredging the harbor has been approved. Permits have been applied for but it's not certain whether the state or the township will run the dredging project.	
Banners and Christmas Decorations	Chuck Reed	C. Reed noted that he will purchase new banners and have 6 repaired, two will be available for the banquet.	
Fall Festival	Jeff Sternberger	No update.	Taylor will talk with Sternberg about the possibility of additional events.
Concerts	George Punches	Taylor mentioned that PLA will help with publicity for a July 6 concert by the band Cousin Curtis.	Fairgrieve asked for more detail about the PLA concerts. Backie will supply.
Onekama Scholarship	Leann Burger	Burger reported that the interviews will take place on April 10th.	
Publicity Committee	Faye Backie	Taylor mentioned that PLA has the opportunity to do some radio advertising. Backie is working on an ad in the MNA supplement "Venture Northwest".	
Explore the Shores	Mary Reed	Taylor noted that the Township did apply for a grant for Langland Park for chemical toilets, a sand shower, parking lot and handicapper access to the beach.	
Christmas in Onekama	Jewelee Franklin, Jeff Sternberger, Judy Blackmore, Mary Fairgrieve, Marilyn Acker, Pat Pomaranski	Fairgrieve and Pomaranski are discussing the possibility of having an event for families.	
PLA Working Committees	Al Taylor	Taylor handed out a list of committee members.	Check the list and let Taylor know of any issues.
Fireworks	Paul Mueller	Taylor mentioned that the budget for fireworks has been increased by 5% in anticipation of an increased price.	
Onekama Days	Al Taylor	Taylor reported that 4 pancake breakfasts are scheduled to raise money for the fireworks - April 21, May 19, June 9 and July 14. Volunteers will be needed for 2 shifts – 8am – 10am and 10am- 12:30pm. The Lions will split the cost of the Fife and Drum Corp for Onekama Days. Overnight accommodation for the group must be found.	Need overnight accommodations for members of the Fife and Drum Corps.

Budgets for Committees	Bill Fairgrieve, Evie McNeil	Budgets have been completed and updated.	
Address Lists	Faye Backie, Barb Wolverton, Mary Lynn Burchard	No report.	
Citizen of the Year Award	Margaret Panches	Taylor mentioned that requests have gone out for nominations.	Make recommendations for Citizen of the Year Award.
Dues	Al Taylor	Wolverton will send the dues letter request out with the tri-fold flyer.	
New Business	Al Taylor	Taylor noted that the Fire Dept. has used a modified version of the PLA logo. Is it the Onekama "brand"? Arcadia also thinks of itself as a "two lake town". Do we need to do something to protect the brand?	Taylor will ask MS Creative to explore the question.
Public comment		None.	
Adjournment			The meeting was adjourned at 8:45.