

Portage Lake Association Board of Directors Meeting - Minutes – November 6, 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, Jewelee Franklin
Faye Backie – Secretary	Sheila Heiser	Mary Fairgrieve, Roger Cody
Margaret PUNCHES – Past President	Bruce Peabody	George PUNCHES, Barb Wolverson, Pat Pomaranski

Order of Business	Person Responsible	Report, or <i>To Do Plan</i>	Action Plan
Call to Order	Al Taylor	Board members Taylor, Backie, Burger, Heiser, and Mueller were present. Also attending: Phillips, Fairgrieve, M. Reed, Franklin, Cody, and Phillips.	Taylor called the meeting to order at 7:00pm.
Secretary's Report	Faye Backie	Burger made a motion to approve the minutes of the October meeting. Heiser seconded.	The October minutes were approved.
Treasurer's Report	Evie McNeil	Taylor noted that we have \$56k income and \$44k expenses, leaving a balance of \$12 – 13K. We are waiting for payments from the Lions' Club for one breakfast and their share of the band for Onekama Days. Taylor also mentioned that he feels the scholarship funds should not be deducted from the beer tasting. Burger made a motion to accept the Treasurer's Report, Mueller seconded.	Taylor will follow up with the Lions and talk with McNeil about the scholarship funds. The Treasurer's Report was accepted by the Board.
Petunia Parade	Jon Phillips	Phillips said the barrels have not yet been picked up but Doug Callaway will do it. Discussion about approaching businesses for funding assistance. No decision.	
Newsletter	Mary Fairgrieve	Fairgrieve noted that the issue covers Jan. - Mar. Students will do a follow-up article on scholarship winners, would like articles on Winter Fest, lake information, and a calendar of upcoming events. Discussion of an article of PLA-supported projects and programs and costs.	Articles for January <i>Newsletter</i> due Dec. 15. Taylor will get distribution costs from Michelle.
Fund Raiser	Al Taylor	Taylor mentioned that we put in roughly 750 person hours and net \$19K. Should we discontinue or modify Fund Raiser?.	Taylor will call a meeting for the Fund Raiser Committee.
Website	Roger Cody	Cody reported that MS Creative has given us a plan by which we can do online payments. Utilizing PayPal, people would be able to pay either through PayPal or with a credit card. The one-time cost is in the range of \$450 – 550 for set up. Taylor, Cody and McNeil will meet with PNC Bank to hear their proposal. Backie made a motion that the Committee members be empowered to make the best decision regarding online payments and move forward with implementation. Burger seconded. Cody noted that MS Creative now has a full-time, on-site programmer, so web changes can be made quickly. We also have several real estate ads.	Board members approved the motion .
Facebook Pages - 1,	Al Taylor	Taylor mentioned that our users are 70% women and 30%	

Onekama and PLA		men. Approximately 300 are Onekama residents and 1,600 are from Manistee and beyond. .	
Membership	Barb Wolverton	Taylor noted that we have \$6,600 income which is approximately 188 members..	
Lake Issues	M. Reed	M. Reed reported that the committee will meet with the Lake Manager soon. They will decide what to do. Working on grants with other lake groups. Will have to decide whether to do another SAD. Will need education. Have applied for a SAW grant to study no-point source pollution. Since the grants will be awarded by lottery, the Village and Township will make separate applications.	
Banners and Christmas Decorations	Chuck Reed	M. Reed reported that C. Reed has been talking with the new owner from Hudsonville about both banners and Christmas decorations.	Christmas decorations will be installed before November 23.
Fall Festival	Jeff Sternberger	No report.	
Winter Fest	Al Taylor	Taylor said that Jaimie Meister will chair Winter Fest and has some ideas for activities but goal is to start small. The owner of Shirley's , Taylor and Peabody are on the committee. Would like additional members. The dates are Feb. 14 – 16, which is free fishing weekend. Not clear whether we will be able to coordinate with Osborn.	
Concerts	George Punches	Taylor reported that the committee has met and is evaluation bands. Question of whether to start in late June, since the 1st Monday of July is late this year..	
Onekama Scholarship	Leann Burger	Taylor noted that the second scholarship has been paid.	Taylor will discuss the accounting for the Pig Roast and Beer Tasting with McNeil.
Publicity Committee	Faye Backie	Backie reported that she's working on PR for Christmas in Onekama. She asked for assistance in putting up posters.	Taylor, Heiser and Franklin will assist with posters.
Explore the Shores	Mary Reed	M. Reed noted the Committee will meet in December. Don't expect to hear about the grant until December.	
Christmas in Onekama	J. Franklin, J. Sternberger, J. Blackmore, M. Fairgrieve, M. Acker, Pomaranski	Fairgrieve said all the trees have been sold. She also mentioned that students are going to do an "ugly Christmas sweater contest" during the Chili Cook-Off. Trees will be outside the Cafetorium. PLA will also sell beer glasses and shopping bags with Onekama logo.	Taylor and Cody will assist in picking up the trees on Nov. 8 th . Taylor will send out a note asking for crafters, not vendors. Franklin will talk with McNeil about getting info more quickly. Board members are asked to sell glasses and shopping bags.
Fireworks	Paul Mueller	Mueller noted that the Lions still owe us for one breakfast.	
Onekama Days	Al Taylor	Lions Club owes for marching band.	
Budgets for Committees	Evie McNeil	Taylor noted if there is no Committee input, McNeil will give same budget. Budgets will be finalized in January.	
Address Lists	F. Backie, B. Wolverton, M. L. Burchard	Taylor mentioned that MS Creative keeps the master list of members. They send it to Michelle at Bear Lake for snail mail. We have 200 PLA members and 400 Friends on our email lists.	All changes, deletions to the membership list should go to Barb Wolverton.
Citizen of the Year Award	Margaret Punches	No report.	
2014 officers, committee heads	Taylor	See new business.	

New Business	Al Taylor	<p>(1) Taylor noted that there is an issue with how to start the new Board membership so that members rotate off as we would like. He and Burger will work on the wording of the change to the By-laws. He plans to have the proposal out to the membership by the end of the week so it can be voted on at the December meeting.</p> <p>Taylor suggested the date of the December meeting be changed to Wednesday, Dec. 11th and be held in conjunction with the retreat..</p> <p>(2) Committee heads. No discussion.</p> <p>(3) Prioritization of our 2014 activities. Discussion of surveying membership utilizing Survey Monkey.</p>	<p>(1) Board retreat – Dec. 11, along with annual meeting. Taylor will contact the Portage Lake Bible Camp about using their facility. Meeting will be in the morning, probably starting at 9am until 1pm.</p> <p>(3) Cody will talk with MS Creative about utilizing Survey Monkey.</p>
Public comment		None.	
Adjournment	Al Taylor		Meeting adjourned at 9:08pm.