

Portage Lake Association

Board of Directors Meeting - Minutes – March 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 |
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| | 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 Wolverton, Pat Pomaranski |
| Order of Business | Person Responsible | Report, or To Do Plan | Action Plan |
| Call to Order | Al Taylor | Board members Taylor, Burger, F. English, Heiser, McNeil, Backie, M. Fairgrieve, and Burchard were present. Also attending: C. Reed, M. Reed and Phillips. | Taylor called the meeting to order at 7:06pm. |
| Secretary's Report | Faye Backie | Backie noted several corrections in the draft minutes. English made a motion to approve the minutes as corrected, Burchard seconded. | The February minutes were approved as amended. |
| Treasurer's Report | Evie McNeil | McNeil reported that there was no budget activity in February. She and Taylor are completing work on transitioning the budget to Quickbooks. Committee members asked for preliminary approval for budgets, so bills could be paid. (See Budgets below.) | |
| Petunia Parade | Al Taylor | Phillips mentioned that envelopes will be sent to T. Gerhardt to be included in the Portage Point Resort Corporation's Newsletter. An early April meeting is scheduled for the committee. McCloud is waiting for input on trailer modifications. Since we are no longer mailing the <i>Newsletter</i> , members discussed how to mail out petunia envelopes. Taylor suggested a full-color, tri-fold which would include information on donating to the petunia parade, the concert schedule and an application for membership. After discussion, English made a motion that we try the tri-fold this year. Backie seconded. Motion passed. | Solicitation for the Petunia Parade will be done with a tri-fold, full-color brochure mailed to the entire mailing list. Taylor will also solicit funding for the Petunia Parade on Facebook and the Web site. |
| Newsletter | Mary Fairgrieve | Fairgrieve reported that she is in the process of getting articles for the April <i>Newsletter</i> . Steve Szilvagy is assisting her and will try to format it, to see if he can do the <i>Newsletter</i> in the future. Fairgrieve noted that she will need help to distribute the <i>Newsletter</i> to local communities | Help will be needed to distribute the <i>Newsletter</i> to local communities. |
| Fund Raiser | Al Taylor | Taylor noted that the committee is meeting regularly. They have been discussing how to shorten the event. One option is to forgo dinner in favor of heavy hors d'oeuvres. They will drop the formal presentation and will delete lower end items in favor of purchasing higher end items. They are also considering an on line auction of some items. | |

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| Website | Roger Cody | Taylor presented a report from MS Creative which outlines income and expenses. Expenses exceeded revenues by \$85 in 2012 because of the “free posting program” offered new Fund Raiser donors as well as various updates to the site. Cost of being on the website will be raised to \$40/year. | |
| 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. | Get information on this year’s billings for web listings and compare to last year’s. Taylor |
| Membership | Barb Wolverton | No report. | |
| Lake Report | M. Reed | M. Reed passed out copies of the 2012 report given to the Township Board. We'll receive 5 final copies of the report. A new Lake Man-ager has been hired who will fill both Manager and Applicator roles. This will lead to better lines of communication. The company has the ability to map the plant population on the lake bed. Several local groups, including the Conservancy and watershed groups, have received a \$400k grant for education on identification and treatment of several invasive species in a four county area. Taylor noted that we have \$1,000 in our budget to support these efforts. | |
| Banners and Christmas Decorations | Chuck Reed | C. Reed reported that Michigan Decorations has proposed a new 4 year contract at the same price as last contract. He recommends that we renew the contract. F. English made a motion that the Light Chairman be empowered to sign the contract. Burchard seconded. Motion passed. Reed noted that he has ordered 8 new banners. 6 banners are available for the auction. | C. Reed will sign a new 4 year contract with Michigan Decorations. Taylor will make banners available via the web site at \$100 each. |
| Fall Festival | Jeff Sternberger | No update. Taylor mentioned that here has been a request to add more activities to the event. | |
| Concerts | George Panches | Taylor noted that the concerts are all set and the poster is ready to go. | |
| Onekama Scholarship | Leann Burger | Application forms are at the school. Due date is March 18. Committee meets on the 22nd and will interview the first week of April. and make a decision. Scholarship will be \$2,000; given at Awards Assembly later in April. | |
| Publicity Committee | Faye Backie | Backie mentioned that she and Taylor have been working on the Concert publicity. | |
| Explore the Shores | Mary Reed | M. Reed reported that letters of support have been requested. The Township is going to reapply for a Land Trust grant for Langland Park. Next meeting Jan. 16. Taylor noted that we have \$5,000 in the budget for support of Langland Park. | |
| Christmas in Onekama | Jewelee Franklin, Jeff Sternberger, Judy Blackmore, Mary Fairgrieve, | Taylor reported for Pomaranski. The building has been reserved and a quote on the trees came in at the same price as last year. Committee members are reworking the space layout. | |

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| | Marilyn Acker, Pat Pomaranski | | |
| PLA Working Committees | Al Taylor | No report. | Taylor reminded Committee Chairs to send him a list of their committee members. |
| 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 some decisions have been made. There will be a car show in the park, and a band will be procured for the parade. On Friday night there will be a PLA pig roast and PLA can do a beer tasting which Steve Szilvagyai has offered to coordinate. F. English made a motion, and Heiser seconded, that we have a beer tasting. Motion passed. There is also discussion of a concert in the park on August 2. | PLA will sponsor a beer tasting at the Fairgrounds on Friday evening to complement the Pig Roast. There will be a discussion on how proceeds will be split between PLA and the Lions on the beer tasting |
| Budgets for Committees | Bill Fairgrieve, Evie McNeil | Several Committee heads indicated that they will need to authorize payments before the budget is finalized. F. English made a motion that the Board make a preliminary approval of the budget, so payments can be authorized as needed. Backie seconded the motion. The motion passed. | The PLA budget has preliminary approval so committee chairs can authorize expenditures as needed. |
| Address Lists | Faye Backie, Barb Wolverton, Mary Lynn Burchard | The PLA membership list has been updated. | |
| Citizen of the Year Award | Margaret Punches | Taylor indicated that there will be an article in the <i>Newsletter</i> . A mailing will go out in end April | |
| Dues | Al Taylor | Wolverton will send the dues letter request out with the tri-fold flyer. | |
| New Business | Al Taylor | Taylor noted that PLA received a thank you letter from Dennis Zupin for our contribution to his medical fund. In all, \$3,000 was raised by all parties. | |
| | | Taylor mentioned that PLA has been contacted by Doug Calloway to provide PR for an event by the Michigan Longboarders Association. Concern was expressed about liability issues. | Taylor will explore the issues. |
| | | Taylor also noted that the Village Council received a request from Curtis Stedman to allow his band, Cousin Curtis to put on a free concert in the park July 6th. Taylor offered to investigate the band to see if it was suitable for a family event. They are and will be doing other concerts in the area. Curtis asked if PLA could help with advertising and collecting donations. Taylor will work with the band and the Village. | |
| Public comment | | None. | |
| Adjournment | | | The meeting was adjourned at 8:59. |