

PORTAGE LAKE ASSOCIATION

March 6, 2024

Regular Board Meeting

6:00PM

Onekama Township Hall

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	Board of Directors	Committee Heads
Roz Jaffe, President VACANT, Vice President Evie McNeil, Treasurer Mary Jo McElroy, Secretary Al Taylor, Past President	Jean Capper Susan Halloran Kathy Loynes David Maylen Mark Miller Carey Stark Joseph Suchocki Diane Wemlinger	Brian Devilling, Mary Jo McElroy Mary Fairgrieve, Theresa Gimpel Nancy Dabrowski, Paul Mueller Nikki Schneider, Justin Sedelmaier Carrie & Greg Cassagnola

TOPIC	DISCUSSION	ACTION ITEMS / RESPONSIBILITY
Call to order and welcome	President Roz Jaffe called the meeting to order at 6 PM. The meeting was available in person and via zoom. Present: Roz Jaffe, Evie McNeil, David Maylen, Mary Jo McElroy, Carey Stark, Al Taylor, Nikki Schneider, Joe Suchocki, Diane Wemlinger, Mary Fairgrieve, Nancy Dabrowski. Guest: Charlie Schwarz, principal at OCS	
Additions to agenda	Two additions to agenda: 1) update on Near and Farr Friends initiatives; 2) proposed Easter egg hunt.	
Consent Agenda	The Consent Agenda consisted of February 7, 2024 minutes and February 2024 financials. Joe Suchocki moved to approve the Consent Agenda. Dave Maylen seconded, and the motion passed without dissent.	
Correspondence	Roz received a letter from Manistee Register of Deeds informing us that they have a veterans' benefit called Honor Rewards, wherein veterans can receive discounts and incentives at community businesses.	
OLD BUSINESS		
Newsletter deadline March 10	The deadline for the next newsletter is March 10. It will be published in April. Joe Suchocki still plans to author an article about the June 23 event.	Send article to Jean Capper by March 10
Event List 2024	An updated list of 2024 events was emailed to all. A few typos were caught. This will be sent in mid-April with the annual Petunia Parade mailing.	
Park Event Stage Update	Joe Suchocki suggested that a shorter time and only two bands be present for the June 23 event. Brian Deviling was not present, but Roz will convey that thought to Brian. Brian and Al are working on plans.	
Holiday Lights Project Update	Roz reminded those present about the issues with the holiday lights and the cost from Consumers Electric of \$25K to resolve the issues. John Wemlinger sent an email suggesting that this scope be broadened beyond just the holiday lights to include streetscape and to engage other groups e.g., Onekama Village, Onekama Township, etc. Evie noted that there are many good ideas in the old master plan which have never been executed. Joe suggested that Chris Forth be involved since the Zoning Commission makes recommendations for lighting. If a solid plan is developed in 2024, this could be proposed in Village and Township budgets in 2025.	Roz to communicate to John Wemlinger

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Strategic Planning Session (Identity / Branding)	There is a meeting planned for March 12 with Doug and Michelle May to work on PLA identity and branding.	
PLA Publicity Guidelines	About 5 years ago, the Publicity Committee created a document that outlines the various mechanisms for publicity and how to get them done e.g., community calendars, email lists, posters, social media, etc. The document was updated in December 2023. The idea is that project or committee chairs would choose the best mechanisms depending on their event and implement them. Roz reminded everyone that the PLA logo needs to be put on materials.	Mary Jo to email out the 2024 version of PLA Publicity Guidelines
Hello Summer Cocktail Party	A cocktail party event is planned for 5 to 8 PM on Friday, June 14 at the Portage Point Inn. Small plates will be served with a cash bar. The food price has gone up. After some discussion it was decided to charge \$35 per person with no differentiation for PLA members versus non-members.	
NEW BUSINESS		
Proposed student lounge at OCS	Charlie Schwarz, principal at OCS, presented an idea championed by several of the students who suggested an alternative to half of lunch period spent in the gym. Their notion is to create a student lounge in part of the Media Center, open to K-12 students as well as clubs and community groups, for relaxation, socializing, etc. He brought a sketch of the area and discussed some of the needs e.g., carpet or rugs, ambient lighting, seating, tables, TV, locked storage, etc. He has obtained some funding through a MCCF grant, a youth athletic group, and is seeking some funds from the school. Joe Suckocki made a motion to allocate \$3000 toward the project (there is \$3600 in the budget this year for school projects). This will still allow funds to support the senior trip. Dave Maylen seconded the motion and it passed unanimously. It was also suggested that folks may have some items that could be donated instead of purchased.	Treasurer to allocate \$3000 of school project budget toward this request Contact Nancy Dabrowski as the PLA point person with the school re: any donations
Onekama Consolidated Schools May 10 th Community Day	There is a meeting planned for April 5 with the school, the Portage Lake Garden Club, the PLA, and a few others to discuss what the students and staff could do on May 10 th as their community service day. Cleaning up the park and assisting seniors with home maintenance were suggested. Nancy thanked everyone who helped with the reading day participation.	
Venmo account for concerts	Brian had asked for an electronic means for donations at the Monday night concerts. Venmo was suggested. Joe mentioned some security concerns. Carey Stark suggested setting up a separate bank account as a work around for accounting and security. Once the account is active, donors scan a QR code and make their donation directly into that account. The QR code could be on the buckets and on signage in the park. Diane Wemlinger made the motion to open a Venmo and separate bank account for this purpose. Joe Suchocki seconded the motion and it passed.	
Advertising plan	The 2024 budget has \$2200 for advertising. Three vehicles were pitched: 1) the Freshwater Reporter which offers five ads with design for \$1200; 2) Shoreline which is pricey but has offered a discount; and 3) Interlochen	

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	public radio which would run on air spots for \$25 each for a cost of \$500 this year. After discussion, Joe Suchocki made a motion to allocate the budget with \$1200 for Freshwater Reporter; \$500 for IPR, and the remaining \$500 to be determined. Dave Maylen seconded the motion. The motion passed with one dissenting vote.	
PLA Storage unit	The cost of our storage unit near the fairgrounds has gone up. Roz checked with the Lions, and they are not interested in extending more storage to others. The bill for 2024 has already been paid, so we have this year to figure out an alternative.	
Near & Farr Friends initiatives	March 7 meeting is Mark Fedder talking about historical newspapers in the area. April 18 is three presenters to begin community discussion about Aging in Place in Onekama. May 2 is Onekama Reads, championed by Bonnie Garbrecht. Mary Fairgrieve reminded us that there is still money available to pay for American Red Cross First Aid / CPR / AED online training.	
Easter egg hunt	Katy Castillo would like to propose an Easter egg hunt in the Village Park on Saturday, March 30. Evie McNeil made a motion to allocate \$200 toward it; Diane Wemlinger seconded the motion, and it passed.	
OTHER BUSINESS	League of Women Voters' Pictionary is on April 26. Next PLA board meeting on Wednesday, April 3 at 6 PM	
Adjournment	Al Taylor moved to adjourn which was seconded by Evie McNeil. It passed. The meeting was adjourned at 7:28 PM.	

Submitted by Mary Jo McElroy