

PLA

Board of Director's Meeting April 2, 2014

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:

Al Taylor - President
 Diane Bess -Vice President
 Evie McNeil Treasurer
 Faye Backie- Secretary
 Margaret PUNCHES – Past President

Board of Directors

Frank English, Paul Mueller
 Leann Burger, Sheila Heiser
 Barb Wolverton, Bruce Peabody
 Nikki Torrey, Jean Capper
 Jennica Mathieu, Cynthia Kadzban

Committee Heads

Jon Phillips, Marilyn Acker
 Jeff Sternberger, Chuck Reed
 Mary Reed, Jewelee Franklin
 Mary Fairgrieve, George PUNCHES,
 Roger Cody, Pat Pomaranski

Minutes

Order of Business	Person Responsible	Report, or <i>To Do</i> list	Action Plan
Call to Order, Introductions	Al Taylor	Introductions	Attending: Taylor, McNeil, English, Capper, Burger, Mueller, Torrey, Mathieu, Kadzban, Cody
Election Results, BOD and Committee Directory	Al Taylor	52 ballots out of 237 returned, Officers reelected – Taylor, Backie, McNeil. Bess elected VP. New BOD members - Wolverton (3yr), Torrey (1yr), Capper (2yr), Mathieu (1yr) and Kadzban (1yr). Relected BOD members - Burger (1yr), English (2yr), Peabody (1yr), Mueller (1 yr)	A quorum was achieved. All the officers were reelected. There was a 22% turnout. Welcome to Barb Wolverton; Nikki Torey, 8th grade teacher and supporter of PLA through the sale of coupon books; Jennica Mathieu, owner of Onekama Shirt Shop; Cindy Kadzban, retired and a cyclist (not a biker); Jean Capper, part time resident hoping to become a full timer. Bruce Peabody is on leave due to wife's illness. Frank English and Paul Mueller are not splitting a position, they each have their own. Check out the committee list and volunteer!
Secretary's Report	Faye Backie - Jean Capper	Additions/corrections to March minutes.	Accepted, Frank English's motion, 2nd by Evie McNeil, no nays.
Treasurer's Report	Evie McNeil - Al	Monthly Report – March Balance Sheet	Dues are coming in-3000 in March. \$505 for Petunias. We had one big expenditure, the Explore the Shores grant of \$5000 along with routine expenses. Accepted-motion by Leann Burger, 2nd by Frank English.
Petunia Parade	Jon Phillips//Marilyn Acker		Taylor reported. We have committed to doing petunias. Need to talk to Bobby about watering. He will be gone in June for 2 weeks. He will have a sub Frank says, so no worries. Should be able to make donations through the PLA shopping cart. An envelope will go out in May.
Newsletter	Mary Fairgrieve	Newsletter recap.	550 went out via mail and we have 50% hit rate on the 700 emails sent out.
Fundraiser	Al Taylor	Update dinner, less is more concept	Not a dinner-will be like last year with food for 1 hour. \$31 per plate. Oleson's donating sheet cake. Diane Bess (absent) has stepped up to be the chair in waiting.

Website	Roger Cody/Al Taylor	Update on use reports, discuss on line payments	<p>Ability to pay online up and running. Last quarter we had 3,000 unique visits with 15,000 page views. Traffic spending time on pages. Most popular pages include Portage point Inn, the fishing report and the township.</p> <p>New visitors up 9% over last year.</p> <p>Most popular pages are consistent over time.</p>
Membership	Barb Wolverton	99 memberships renewed so far, 4 new members - Jennica Mathieu, Cindy Kadzban, Mike & Mary Carey, and Ann Burkel.	Give membership forms to new Officers and Board members. Jean did so.
Lake Issues, Explore the Shores	Mary, Margaret	Update on state of the lake – Village Park engineering done, bids reviewed for construction	<p>Village was given check for \$5000 as the PLA matching fund for park project</p> <p>Explore the Shores, state of the lake – SAD - special assessment district-phragmites gone, for the most part, SAD is less for off lake property - \$15 per year; on lake \$200. There will be two special meetings for the public.</p> <p>Explore the Shores-the engineering for the steps has been done – and bids requested. Hoping to start this spring. Will include steps plus mobie mats and clean and sift the sand.</p> <p>Discussion about PPI - grants have been slow - not sure what is happening with sewer. Not sure it will open in 2015. Inn will not be open in 2014, hoping to open the Marina this summer.</p> <p>There are issues with The Village sewer - present system would have to be expanded, they will need another holding pond.</p>
Banners and Christmas Decorations (part of Christmas in Onekama)	Chuck Reed	Sold 6 banners for total of \$600 and have at least one for fundraiser. 8 new banners ordered and 6 that will be sold will be repaired in May	<p>We'll keep one banner for auction at the banquet.</p> <p>Tina Hall does the repairs, she is not back yet.</p> <p>Al said there has been interest in small flags- Jennica may be able to handle this.</p>
Fall Festival	Jeff Sternberger		No update
Winter Fest	Al Taylor		Maybe- will need volunteers and a set date from Osborne. The Fair Board wants this and will be hosting 3 snow mobile races, which may be a good draw.
Concerts	George Punches	Concerts set, we did get \$500 grant for one of the concerts. Concert cards will be prepared for May PLA mailing, community distribution and for community brochure	All set.

Facebook Pages	Al Taylor	Update	Facebook is getting between 2,000 – 3,000 hits per day. Break down in demographics-1735 from Manistee, 265 from Onekama. 67% women; 33% men 34% 55 and above (big change from last year when this was 75%).
Onekama Scholarships	Leann Burger	Update	Interviewing the applicants on 4/14. 5/13 is the awards banquet. Jean will be on committee next year.
Publicity	Faye Backie	Update	Faye is busy with publicity.
Onekama Days	Al Taylor, Steve S, Bruce P, Frank E, Paul M	Plans are underway for Onekama Days – working with Lions and there will be 4 fundraiser breakfasts for fireworks and marching band. Craft beer tasting will go from 3-7pm, pig roast from 5-7pm. New designer glasses being worked on. 2 pigs have been ordered and we may need some additional shoulders if we serve more than 170 folks. Fireworks quote came in same as last year. Higher water in Portage Lake may present some challenges for the fireworks.	Frank will be back active starting on the 14th- need chairpersons for the breakfasts. Paul will follow through with the fireworks- same price as last year. There will be a craft beer tasting. The time for it will be extended and there will be a new design for beer mugs. Jennica may be able to help . She and Al will talk. Possible other activities, bigger car show; demonstration of water sports equipment such as stand up paddle boards; kite skiing and a community wide yard sale.
Christmas in Onekama	Pat, Mary, Jewelee, Jeff	School is reserved for Nov 21, 22, invites have gone out to crafters, working on getting some help from Boy Scouts in set up, need to know what school is going to do.	A group of residents has decided that they're going to make donations to the school's "Giving Tree" instead of exchanging gifts.
New Business	Al Taylor	E. Sorenson tapestry – WS hospital will display the unit and list it for sale and will help us advertise it in local and regional publications.	Need to get the tapestry protected and then it will be displayed at hospital.
	Al Taylor	Retreat Timing – retreat is a planning and strategy session that guides us for the next 1-2 years. What is a good time to have this? It is about 4 hours of time, and key community members are also invited to give input	Consensus was weekends were better. Al to send out some suggested dates.
	Al Taylor	Township has reapplied for Langland Park grant. Do we want to renew our commitment of \$5k for matching funds?	Township has reapplied for the grant-lost out twice, will hear in December. Will we renew our commitment? Frank English made motion to renew our commitment, we will pay upon receipt of the grant. 2nd by Paul Mueller. No nays.

	Other new business	Update PLA on dune removal.	<p>Frank English noted that DEQ representatives will be here at the Turnaround on June 2 to consider the request to remove the dunes to the west. It's a lake access issue – it will give people the ability to pull up in parking lot and view the lake.</p> <p>Don't know what the DEQ will say as they are designated as critical dunes.</p> <p>Michigan Charter Boat Association to write a letter. Frank English suggested that they emphasize the demographics of the area.</p> <p>More pictures are needed of the time when the lake could be viewed from the parking lot</p>
Public Comment, Adjournment			Adjourned at 8:15