

PLA Monthly Regular

Board of Director's Meeting September 2, 2015

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
 Sheila Heiser, Barb Wolverton
 Nikki Torrey, Jean Capper
 Susan Barnard, Cynthia Kadzban
 Pat Pomaranski

Committee Heads

Jon Phillips, Marilyn Acker
 Tammy Messner, Jeff Sternberger
 Bruce Peabody, Chuck Reed, Mary Reed
 Jewelee Franklin, Mary Fairgrieve
 Steve Szilvagy, George Punches
 Barb Wolverton, Roger Cody
 Jaimie Meister, Pat Pomaranski

Minutes

Order of Business	Person Responsible	Report, or <i>To Do</i> list	Action Plan
Call to Order, Introductions	Taylor	Attending – Taylor, Backie, M. Punches, Pomaranski, Mueller, Heiser, M. Reed, G. Punches. Guests: Al Garbrecht, Cindi Sternberger, Susan Halloran and Roz Jaffe. Taylor called the meeting to order at 7:04.	No quorum.
Secretary's Report	Backie	Backie asked for input on the June minutes.	Without a quorum, action could not be taken on the minutes.
Treasurer's Report	McNeil	Taylor reported that the financials are approximately \$60,000 to the good at this time.	No action due to lack of quorum.
Petunia Parade	Phillips/Messner/Acker	M. Reed reported that the committee will meet next week, Wed. 9 th for year-end review. Sept. 23 rd is the roll-up date. Taylor asked Reed to remind the committee about a thank you for the waterer. Phillips will co-chair the committee next year.	
Newsletter	Capper	Taylor reported for Capper.	Articles are due Sept. 20 th .
Fundraiser	Taylor	Taylor reported the net from the Fund Raiser was \$19,780, which is down from \$21,000 last year but about the average. Is the event getting stale? Should we look for a new location? A deposit of \$500 is due for the Little River to reserve the date – June 25 th . Discussed the possibility of auctioning some of the big ticket items on line through Facebook. Taylor is working with Barb Wolverton on thank you letters. Backie and Heiser volunteered to help.	Members agreed a deposit should be made to save June 25 th date. Taylor will do so.
Website	Taylor	Taylor noted that subscriptions for the web site are down. He believes it's due to the confusion of membership notices, fund raiser solicitations and renewals going to out too close together.	Invoices and solicitations will be staged: MS Creative will sent out web site invoices in Nov.; memberships – Dec.; solicitations for Fund Raiser in Feb.
Membership	Wolverton	No report.	
Lake Issues, Explore the Shores	M. Reed, M. Punches	M. Reed said the lake was surveyed on July 22 nd and treated on July 28 th . On Aug. 22 nd the treated areas were resurveyed and the results were good. May not have to treat again. At the end of Sept. there will be a complete survey. Phragmites and purple loosestrife will be treated. Oak wilt is now in the area and is a very devastating disease. Portage Lake Watershed Forever applied for a large grant for rewriting the lake management plan. Taylor mentioned that the plans for the Langland Park grant are being refined. Revised plans will go	

		first to Parks & Recreation Comm., then be presented to the public.	
Banners and Christmas Decorations (part of Christmas in Onekama)	C. Reed	M. Reed reported the Christmas decorations will go up when the summer banners come down. It's early but it's cheaper to do it at the same time.	
Fall Festival	Sternberger	Sternberger reported that Fall Festival will take place on October 10 th . Vendors are signing up. Halloran queried the group about whether or not to do the scarecrow contest. Group thought it was a good idea. Discussion of whether to ask local businesses for support. Board felt this is an event where we give back to the community, so no solicitation. Will explore a vintage car or boat display.	Taylor will put the vendor ad on Facebook. Taylor will advertise the event using the Facebook ad feature.
Winter Fest	Meister	Taylor noted that Jamie Meister will chair.	
Concerts	G. Punches	G. Punches reported that the stage and banner have been taken down. Attendance and donations this year were very good, so the expense will be small. Three concerts were held in the OCS Cafetorium, due to weather. G. Punches will see about getting gift certificates for the janitors who assist. George and Margaret Punches are retiring from the committee.	Thanks to George and Margaret for 15 years of building the concerts up to the significant event they are today! A new chair is needed for the committee.
Facebook Pages	Taylor	Taylor – 4643 likes and reaching 80 – 100k people monthly. Now promoting events on Facebook - \$25 for 5 days of promotion before event.	
Onekama Scholarships	Taylor	Taylor said that we didn't advertise the beer tasting and pig roast as fund raisers for just the scholarships, so the money can be used for other school-related projects. \$3,700 – 3,800 was raised this year, with sales tax being paid on both events. Taylor noted that he's asked the school to let us know their wishes for the year, so we can plan ahead.	
Publicity	Backie	Backie reported that she's working on PR for Fall Festival and Christmas in Onekama. A suggestion was made to mail or email local churches with information about events and to ask them to let parishioners know about the events.	
Onekama Days	Taylor, Szilvagy, Peabody, English, Mueller	Taylor noted that the Lions have asked for cost sharing of \$1,000 on the tent used for the beer tasting and pig roast. Discussion about the fireworks – move to Friday, so rain date could be Saturday? Location of fireworks for maximum visibility? Would Village and Township help support if the Lions can't? Roz Jaffe will talk with Frank English about scheduling the two remaining fundraisers.	
Christmas in Onekama	Pomaranski, Fairgrieve, Franklin, Sternberger	Pomaranski said the event will be held Nov. 21. The committee will meet soon.	
Old Business	Taylor	Donations - Taylor noted it's getting harder and harder to get donations.	Taylor will send out data for discussion at next meeting.
Old Business	M. Punches	Requests for support – M. Punches submitted a proposed procedure for dealing with funding requests that come to the Board throughout the year.	
Old Business	Taylor	PLA Annual meeting – Taylor noted that we have 3 months in which to schedule the annual meeting.	
Old Business	M. Punches	Candidate slate - M. Punches submitted a slate of candidates for 2016. The slate will be sent to the membership by the end of October. Mailing will include the Celebration of Lights envelope. Do we need to accept the slate?	Taylor will check to see if we need a vote to accept the slate of candidates.
Old Business	Taylor	501C3 status – Taylor would like to work on this project as Past President.	
Old Business	M. Punches	Need a home for the float base. Taylor suggested we return it to McGoff's. They may be able to use it.	
New Business	Taylor	Budget 2016 – Taylor noted that we need to have	

		the 2016 budget finalized for the Dec. BOD meeting. McNeil will present actual vs. budget figures for 2015..	
New Business	Taylor	Requests for letters of support – PLA is sometimes asked to write a letter of support, usually for grant purposes. These requests may have a very short turnaround. How can we deal with them? It was suggested that there be a small executive committee that can weigh in on these requests, so the burden doesn't fall on the President alone.	
Public comment, adjournment		No public comment.	Meeting was adjourned at 9:15 p.m.