

PORTAGE LAKE ASSOCIATION
December 6, 2023

Regular Board Meeting
Minutes

- Call to Order & Welcome present Roz Jaffe, Jean Capper, Nikki Schneider, Diane Wemlinger, Theresa Gimpel, Dave Maylen, Joe Suchochi (new member), Mary Jo McElroy, Carey Stark, Susie Halloran, Kathy Loynes, Mark Miller (new member) , Al Taylor via Zoom
- Additions to Agenda
Website/Social Media
- Consent Agenda: November Minutes & Financial Report
Susie Halloran moved; Kathy Loynes seconded; motion passed with no dissent.
- Correspondence none

OLD BUSINESS

- First Aid/CPR
3 part program. Presentation at Farr Friends; then several people took RedCross CPR; Kaitlin demonstrated CPR and use of AED. Participants were able to request reimbursement from a grant from the Township. 9 people have asked so far.
- Christmas in Onekama Crafts
Went well. 40 vendors. Positive feedback. Signage might be improved possibly yard signs. Music. Ideas to address shoppers slowed down after noon. Met with Dan Meysar and Mary Bergren about possible changes.
- Celebration of Lights
Kathy-tree lights weren't working, but a great turn out and used luminaries. \$2635, about 20% more contributed than last year. Behring and Suchokis may do something in Farr Center after next year's Lighting of the Trees such as music and refreshments.
- Holiday Lights & Banner Update
John Wemlinger trying to get Village to kick in \$5000. Township has said they can't give any money to village, Al will research. PLA continue work on fundraising.
- 2024 Committee Chairs
- Will see who wants to stay with their committee assignments and recruit new.
- January Newsletter/Annual Report
Deadline 12/20. Doing well with business information. Roz is working on Annual Report.

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- Winter Meetings & Strategic Planning Session (Identity/Branding)

No January board meeting. Working on a later January meeting for strategic planning.

- 2024 Budget

Committee Chairs need to review and increase/decrease their budget lines.

Board needs to approve Petunia and Concert budgets tonight. Kathy Loynes moved and Diane Wemlinger seconded Motion to authorize the Petunia and Concert Committees to commit up to what they spent last year. Motion passed with no dissent.

NEW BUSINESS

- Onekama School

Nikki, Theresa and Roz met with superintendent today to talk about Christmas in Onekama and getting PLA getting more involved. Many opportunities to work with school. Nancy Dambrowski is going to chair the education committee.

- 2024 meetings: Consensus to stay with 1st Wednesday at 6pm. Continue at Township.
- West Shore Bank donation request. They want to make one donation for the whole year. Want to know where their name will appear, where banners will be. Roz Jaffe, Mary Jo McElroy, Al Taylor and Evie McNeill will work on this application.

- 2024 memberships

Faye Backie is retiring as Membership Chair and will be asked to create a job description. Will mail and email 2024 memberships.

Will be looking at alternative sites for weather related issues.

Evie McNeil received the storage unit bill, it will go up 9-10%. Coordinate with the Lion's? She also wants us to be aware of fraud issues. She's looking into how we can protect the PLA accounts with alerts.

Welcome to new Board Members. Their orientation will be held soon.

Website: Having trouble with our domain name and getting inquiry emails.

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Facebook: 1, doing well. Will sit down with Mary Jo, Jean, and Al to discuss social media questions.

OTHER BUSINESS

Greg Carlson has suggested we have a town theme for winter, such as gnomes.

Next Meeting: First Wednesday in February, also a meeting in January for Strategic Planning Session

Nikki Schneider moved to ADJOURN and Dave Maylen seconded. Meeting adjourned at 7:24pm.