

Portage Lake Association

Board of Directors Meeting - Minutes – May 1, 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
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 <i>To Do Plan</i>	Action Plan
Call to Order	Al Taylor	Board members Taylor, Burger, Heiser, McNeil, M. PUNCHES, Backie, Peabody, P. Mueller and Burchard were present. Also attending: M. Reed, Cody, Wolverton, M. Fairgrieve, Phillips, and G. PUNCHES.	Taylor called the meeting to order at 7:00pm.
Secretary's Report	Faye Backie	Peabody made a motion to approve the minutes as corrected, Burchard seconded.	The April minutes were approved as amended.
Treasurer's Report	Evie McNeil	McNeil discussed the budget. Year-to-date income is \$8,386.92, primarily the donations for the Petunia Parade. \$3,831.92 expenses were primarily for liability insurance, postage and mailing expenses. PUNCHES made a motion to accept the Treasurer's Report, Backie seconded.	The Treasurer's Report was accepted by the Board. McNeil will send out the report via email.
Petunia Parade	Al Taylor	Phillips said the committee met on April 16. They are exploring a new option for watering. It appears a Village employee will assist with watering early morning before work. The planting date is May 22 with a rain date of May 23. Taylor noted that we will use some of the petunia funds to pay the Village employee.	
Newsletter	Mary Fairgrieve	Fairgrieve reported that the paper distribution worked well. 500 copies were printed and disappeared quickly. Taylor noted that when a message is put on the web site about the <i>Newsletter</i> , people do go to it. The next issue will have articles about lake levels and fishing, which is popular.	1,000 copies will be printed for the next issue. The next deadline will be June 12 – 15. M. Fairgrieve will need help distributing the <i>Newsletter</i> .
Fund Raiser	Al Taylor	Taylor reported that donations are going well. The committee is picking some items rather than asking for donations. An auctioneer is lined up and the raffle license will be obtained by the end of May.	
Website	Roger Cody	Cody noted that he and Al have talked with Sarah at MS Creative several times during the month. There are 68 paid associates and 80 possible businesses (from the last year's Fund Raiser) to be contacted. There is a tentative contract but it needs a little tweaking. We will pay \$50/hr. for general work, \$75 for new web work.	M. PUNCHES, Backie, Cody and Taylor will review the draft contract.
Facebook Pages - 1, Onekama and PLA	Al Taylor	Taylor mentioned that we get 7 – 8,000 visits a week, sometimes more. He has run out of pictures. Backie mentioned that she has some old photos of Onekama from an earlier PLA calendar. T. Gerhardt is probably also a good source for old photos.	
Membership	Barb Wolverton	Wolverton noted that there are currently 235 paid family	

		memberships. Renewal forms have gone out.	
Lake Issues	M. Reed	M. Reed reported that there was a meeting with the new Lake Manager on April 24. Herb Lennon is compiling a notebook of data from the '70's to date. The Watershed purchased a unit that maps the bottom of the Lake. All information will go into a central database.	The spring newsletter will come out with spring taxes. It will highlight the dates of treatment.
Banners and Christmas Decorations	Chuck Reed	Taylor noted that new banners have been purchased. 3 people are on the waiting list for banners and there are 2 for the auction.	
Fall Festival	Jeff Sternberger	No report.	
Concerts	George Punches	G. Punches said that the concerts are all set. He will need help with the stage and bucket brigade. There was a discussion about the possibility of procuring a sound board to enhance sound.	
Onekama Scholarship	Leann Burger	Burger reported that \$1,000 scholarships were awarded to Parker Sternberger and Emily Barnard.	
Publicity Committee	Faye Backie	Backie noted that she's working on getting PR out to various outlets.	
Explore the Shores	Mary Reed	M. Reed mentioned that we won't hear about the Township's grant request for Langland Park (the turnaround) until October .	
Christmas in Onekama	Jewelee Franklin, Jeff Sternberger, Judy Blackmore, Mary Fairgrieve, Marilyn Acker, Pat Pomaranski	No report.	
PLA Working Committees	Al Taylor	No report	.
Fireworks	Paul Mueller	P. Mueller reported that the contract has been signed for \$5,800, which is only \$100 more than last year.	Taylor noted volunteers are still needed for June 9 and July 14 pancake breakfasts.
Onekama Days	Al Taylor	The pig roast will be Saturday, Aug. 3. The Lions say we should expect 300 people or more. Peabody and Burger will co-chair the event. Saco's will help provide sides. Saco's may also be able to help obtain beer. We also need to be cognizant of the fact that Ludington Beverage contributes to Onekama Days. Taylor also reported that the Lions will split the \$850 cost of the Fife and Drum Corp for Onekama Days.	
Budgets for Committees	Bill Fairgrieve, Evie McNeil	No report.	
Address Lists	Faye Backie, Barb Wolverton, Mary Lynn Burchard	No report.	
Citizen of the Year Award	Margaret Punches	M. Punches reported that the ballot went out with the membership mailing. The Harbor Commission, Al Taylor and Jon Phillips are the nominees.	Cody will pick up PLA mail until the COY selection is announced.
Dues	Al Taylor	No Report.	
New Business	Al Taylor	1) PLA logo - Taylor noted that MS Creative is looking into registering the logo. Board members remembered that when the logo was designed, the intent was for it to be used by	2) The July Board meeting will be held Wednesday, July 10 at 7pm.

		<p>other non-profits. The Village and Township would support the logo as the “brand”.</p> <p>2) July Board Meeting – is scheduled for July 3. Change?</p> <p>3) Support of new businesses? – Taylor asked if the Board is in agreement of supporting new businesses through our Facebook pages. Members agreed.</p> <p>4) Logo apparel. Taylor mentioned that people are asking about logo apparel. The O’Keef’s Reef web site needs updating.</p> <p>5) Banners. Taylor also mentioned that people are asking for smaller versions of the banners. Concern was expressed about the potential price undercutting the value of the large banners. Taylor thought a smaller banner would still cost approximately \$90+ . C. Reed is checking to see if we own the banner logo.</p> <p>6) Consumers Power Tree trimming/cutting – R. Cody noted that Consumers is going to do another program of tree trimming/cutting in the area.</p>	<p>4) Logo apparel – M. & G. Panches will ask O’Keef’s Reef to update their pages. If you have any apparel requests, please order. The items an serve as models for the updating.</p>
Public comment		None.	
Adjournment			Meeting adjourned at 8:46.