

# PLA Monthly Regular

03/7/2012

7:00 PM

## Board of Director's Meeting. March 7, 2012

Farr  
Center

**OUR MISSION:** *The PLA is a volunteer organization that implements and supports improvements in the Portage Lake area that result in it becoming a great place to live in, play in and stay in.*

**Officers:**

Al Taylor - President  
TBD-Vice President  
Bill Fairgrieve Treasurer  
Faye Backie- Secretary  
Margaret Panches – Past President

**Board of Directors**

Frank English/Paul Mueller  
Leann Burger  
Mary Lynn Burchard  
Sheila Heiser  
Roger Cody  
Barb Wolverton

**Committee Heads**

Tammy Messner, Jim Simon  
Jeff Sternberger, Chuck Reed  
Mary Reed, Jewelee Franklin  
Mary Fairgrieve, Judy Blackmore  
Marilyn Acker, Bonnie Miller  
George Panches

### Agenda

Order of Business	Person Responsible	Report, or <i>To Do</i> list	Action Plan
Call to Order	Al Taylor	Present: Al Taylor, Sheila Heiser, George and Margaret Panches, Frank and Linda English, Chuck and Mary Reed	
Introductions	Al Taylor		
Secretary's Report	Faye Backie	Frank English moved, Margaret Panches seconded that the minutes from the February 1st meeting be accepted.	Report to be officially accepted at the April meeting as we did not have a quorum present.
Treasurer's Report	Bill Fairgrieve	Discussion: Was \$172 under membership for stickers sent in the President's letter? Lake Preservation of \$400? Frank moved Sheila seconded that the Treasurer's report be approved.	Report to be clarified and officially accepted at the April meeting.
Petunia Parade	Tammy Messner	No report	Petunia envelopes to be sent in the April President's letter mailing .
Newsletter	Mary Fairgrieve Al Taylor	Continue to do a feature article each month on a community organization.	Ask Dan Zatarga to do an article on fishing in Portage Lake. Ask Kevin Hughes to do a Charter Captain's article.
Fundraiser	Al Taylor	Art work contest for PLA Fundraiser – Al is working with Phil Joseph and the school. Solicitor Packets have been distributed. Frank has contacted the Fishing Captains. 2 new features for supporters: 1. If a business buys an ad - they will be listed on the PLA website for 6 months. "Banner ads" will run for business supporters on the website.	Volunteers will contact 300 for donations. Al is working with Sarah at MS Creative Services on the website.
Website	Roger Cody	Al is working to have option to look up a business by name and also have businesses listed by business category. George has had 3 website messages to answer this month.	New contract coming up.
Membership	Barb Wolverton	Letter was sent to PLA members to renew dues. We have around 250 members. It will also be sent to non members - 800+ on that mailing list.	Ideas to increase membership to Barb.
Banners and Christmas Decorations	Chuck Reed	Eight new banners have been ordered. Bob Blackmore ordered them through the Village.	
Winter Fest	Doug Calloway, Barb Wolverton, Jim Simons	Discussion on using Osborn's fishing contest week for winterfest. Consensus was to move to this date and work with Osborn on the event. He has about 750 people register for the fishing contest.	Contact Mr. Osborn and move the date to the Fishing Contest date.
Concerts	George Panches	Concerts have all been booked for this year. Grants have been applied for from Michigan Arts and Humanities.	
Onekama Scholarship	Al Taylor for Leann Burger	April 23 application deadline for submittal to PLA. Discussed if scholarship could apply to students who will be exchange students.	Ann Taylor to take Al Taylor's place on committee. Committee to evaluate if scholarship can be used for exchange students.

Publicity Committee	Faye Backie	Onekama students will be helping with Facebook.	
Explore the Shores	Mary/Margaret	The committee is working on Phase I of the project and has identified specific things that can be done at the Village Park, Langland Park, Glen Park and the Farr Center. Signage will also be a part of phase I. Grants are being submitted by April 1st and they will require matching funds. Consensus was that this would be a worthwhile project for a PLA donation. Amount to donate could be 5-10,000.	Because of the short timeline, Al will follow up with other members of the board to see if we can offer a letter of support by the April 1st deadline.
Celebration of Lights	Jeff Sternberger, Judy Blackmore, Jewelee Franklin	Christmas in Onekama new name for the event. Committee has been expanded to include Frank English, Bee Capper, Alaina Trout, LeAnn Burger.	
PLA Working Committees	Al Taylor	Each committee to submit roster and key plans for 2012.	Membership, to do plans for each committee for the year
Budgets for Committees	Al Taylor/Bill Fairgrievies	Review budgets	Any corrective actions needed?
Bike Racks	Mary Reed	In addition to traditional bike racks, some custom design racks are being ordered.	
New Business	Summers End Dance Replacement – pig roast	Date set for Sept 15 – Village Park reserved. Consensus was that the event could be a joint effort of the PLA and the PLWF with a community pig roast in the park.	Continue to explore the options of working with the PLWF and with OCS for this community event.
	Mary Reed	The Portage Lake Watershed Forever is planning their Fund Raiser for July 29th. They have booked the music group that is playing at the Monday night concert for this event.	
Public comment			
Adjournment		Meeting adjourned at 8:15.	