

PLA Monthly Regular

Board of Director's Meeting Nov. 2, 2016

11/02/16
7:00 PM
Farr
Center

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:

Diane Bess - President
Julie Lapinski -Vice President
Evie McNeil Treasurer
Faye Backie- Secretary
Al Taylor – Past President

Board of Directors

Frank English, Paul Mueller
Pat Pomaranski, Al Garbrecht
Barb Wolverton, Mary Fairgrieve
Nikki Torrey, Jean Capper
Susan Barnard, Cynthia Kadzban

Committee Heads

Jon Phillips, Tammy Messner
Jeff Sternberger, Tom Koon
Mary Reed, Susan Halloran
Roz Jaffe, Steve Szilvagy, Margaret Panches, Jamie Miester
Pat Pomaranski, Bruce Peabody, Marilyn Acker

Minutes

Order of Business	Person Responsible	Report, or <i>To Do</i> list	Action Plan
Call to Order, Introductions	Bess	Bess called the meeting to order at 7:00pm. Attendees: Bess, Lapinski, Taylor, McNeil, Backie, Barnard, Pomaranski, Fairgrieve, Kadzban and M. Reed	
Secretary's Report	Backie	Backie presented the October minutes. Taylor made a motion to accept the minutes as amended; Barnard seconded.	The October 2016 minutes were accepted.
Treasurer's Report	McNeil	McNeil presented the Treasurer's Report. There is \$47K in checking and \$18K in savings. Taylor noted that we are overspent by \$4K; we expected to be over by \$5K. McNeil said we received a donation in thanks for Taylor doing some photography (\$100), and a donation towards the Monday Night Concerts (\$300) from the Onekama Guild. We also received a thank you from the Village for our donation of \$250. Backie made a motion to accept the Treasurer's Report, Taylor seconded.	The October Treasurer's Report was accepted.
Christmas in Onekama	Pomaranski/ Sternberger/Halloran/ English	Pomaranski said that everything is on track for Christmas in 1,. 40 vendors have signed up. There will be a dinner at the M-22 Grill from 5 – 8. A young woman will play guitar. Tickets will be available from the Grill. Taylor will do a 3 day boost of the event on Facebook. Barnard said Beth McCarthy will read the names for Celebration of Lights and Kathy Erwin will do luminaries. Joy Smith will accompany the carol sing. There will be hot cocoa and cookies. Taylor noted that the Portage Point Summer Resort Corporation's newsletter may be late and the envelopes will not get out to those folks in time.	
Newsletter	Capper	Bess noted that the deadline for the January <i>Newsletter</i> is December 10. Taylor noted that there's been an increase in the cost of the newsletter, since it's gotten longer.	Please send articles to Jean Capper for the January <i>Newsletter</i> by Dec. 10.
Fundraiser	Taylor/Bess	Bess said a group will meet Monday, Nov. 7 from 1 – 3 to discuss options for fund raising. The group will be looking at ways to raise \$10 – 12K during the year. Crowd-funding, raffles, small events are some of the ideas. Raffle tickets will be a focus and	

		Board members will be expected to help sell tickets and/or cultivate donors. Bess will forward a site recommended by Fairgrieve.	
Farr Friends	Fairgrieve	Fairgrieve noted that there is a “special” coming up. Farr Friends is booked through March.	
Membership	Backie	Backie reported that when she took over the Membership Database in April, it had 276 family members listed. Since then she has deleted 33 families who have not paid dues in 3 – 4 years. There are 25 more families who have not paid for 1 – 2 years. 14 new members were added for a total of 232 members. This is close to the number of members we should have if we divide the amount of dues collected by \$30. It’s hard to be exact because some people pay dues in advance – they will be credited for 2017. Backie will send out the amount people are in arrears when the renewal letters go out. Several suggestions were made: to raise the dues, to have a cost for a single member and a larger cost for a family membership, and to have “contributing” member as well as “active” member rates.	
Banners and Christmas decorations	Koon	Christmas lights will be installed Nov. 11 – 12. Reed has met with Koon to bring him up-to-date.	
Publicity	Backie/Taylor	Taylor noted that he is doing the social media PR and Backie is handling “traditional”PR.	
Website	Taylor	Taylor said that we have covered more of our costs this year. We have closed the gap by \$1K.	
Lake Issues	M. Reed	Reed reported that Eurasian watermilfoil is the lowest it’s been. Using the grant from 100 Women Who Care to check water quality upstream from the lake. Monitoring two new invasives – New Zealand snail and narrow leaf cattail. Will find out about phragmites soon.	
Facebook Pages	Taylor	Taylor said Facebook is doing well.	
Welcome Committee	Fairgrieve/Backie/Lapinski	Lapinski remarked that she and Bess will take over the Welcome Bag delivery. Taylor noted that he’d delivered a bag to new neighbors on Bayview. PLA advertising costs will go under PR. It was suggested that the PLA tri-fold be put into flip-top weatherproof holders at the Village, Township and DNR boat launch	
New Business:			
Budget Process	Taylor	Taylor passed out a sheet outlining the 2017 budget process as well as year-to-date expenditures for each programmatic category. Budgets must be complete for February Board vote.	Please get 2017 budget requests in to Taylor.
December BOD meeting	Bess	Board decided not to meet in December, as several members will be gone.	No December Board meeting.
Giving Tree Information	Taylor	The school picks families in need and creates requests that people can fill, or donate money. Ask at the office.	
Committee Data Sheet	Bess	Bess asks that committee heads please fill out the committee data sheet and return to her by the January meeting.	Committee Heads fill out committee data sheet and return to Bess by Jan. meeting.
Fall Festival	Sternberger/Halloran	Bess said she would forward the final report from Halloran. Vendors happy.	
Winter Fest	Meister	No report.	
Concerts	Szilvagy	No report.	
Petunia Parade	Phillips/Messner	No report.	
Onekama Days	Taylor/Szilvagy/Peabody/	No report.	

	/English/Mueller		
Public Comment		None.	
Adjournment	Bess	Bess adjourned the meeting at 8:45.	