

**PORTAGE LAKE ASSOCIATION**

April 2, 2025

6:00PM

**Regular Board Meeting**

Onekama Township Hall

***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.***

<b>Officers</b>	<b>Board of Directors</b>	<b>Committee Heads</b>
Cyndy Wangbichler, President VACANT, Vice President Evie McNeil, Treasurer Mary Jo McElroy, Secretary Al Taylor, Past President	Jean Capper Susan Halloran Kathy Loynes Mark Miller Roz Jaffe Carey Stark Joseph Suchocki Diane Wemlinger	Brian Devilling, Mary Jo McElroy, Mary Fairgrieve, Theresa Gimpel, Nancy Dabrowski, Paul Mueller, Nikki Schneider, Justin Sedelmaier, Carrie & Greg Cassagnola, Katy Castillo

<b>TOPIC</b>	<b>DISCUSSION</b>	<b>ACTION ITEMS / RESPONSIBILITY</b>
Call to order and welcome	President Cyndy Wangbichler called the meeting to order at 6:05 PM. Eleven persons attended, either in person or via Zoom. Attendees were Roz Jaffe, Evie McNeil, Mary Jo McElroy, Susan Halloran, Kathy Loynes, Joe Suchocki, Cyndy Wangbichler, Al Taylor, Diane Wemlinger, Mark Miller, and Jean Capper.	
Additions to the agenda	Jean asked to add an update about newsletter.	
Consent Agenda	The Consent Agenda consisted of March 5, 2025 minutes and March 2025 financials. Roz asked that Business Sponsorships be moved to another classification in the financials. Roz moved to approve the Consent Agenda with that amendment. Joe seconded, and the motion passed without dissent.	
Correspondence	None.	
<b>COMMITTEE / EVENT REPORTS</b>		
Concert Schedule, Publicity	Al reported that 8 bands + children’s gig are in contract with one date still being determined. Some prices have gone up, but total is still within budget. Al asked about doing a FB page for each concert, but others considered that to be moving away from our strategy to link our events directly to the PLA. Mary Jo suggested creating an “event” on FB for each concert which is possible. Jean can also “pin” PLA events and can boost. The	Al and Brian to finalize concert card and get information to Jackpine by deadline of April 8

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	question of posting a video of each concert was raised but turned down by the group.	
Block Party	Block Party has traditionally been overseen by the businesses in town, but they do not have the bandwidth for it. Nikki, by way of Joe, suggested having Block Party on Thursday afternoon of Onekama Days. Joe will chair that activity.	Joe Suchocki to chair Block Party on July 31; Joe to bring proposal to May PLA board meeting
Onekama Days	<p>Joe raised concern about fencing in Village Park which is needed to serve alcohol. The issue is availability of a flat bed truck and manpower to pick up, setup, and take back. After some discussion, Mark and Cyndy stepped up to handle that.</p> <p>Other questions which were discussed were food (should we also have brats?), alcohol (could Iron Fish have a presence?), and should this event even continue after this year? Is it worth the time and effort with a small financial return?</p> <p>The Car Show still does not have an "owner." Five personal requests have been made without any takers. It does not look like the Car Show will happen this year.</p>	<p>Mark and Cyndy volunteered to tackle the fencing problem</p> <p>Al will speak with Iron Fish about possibilities during Onekama Days</p>
June welcome back party	A draft flyer was circulated for input. Need to add a link for payment on the flyer. Deposit has been sent. Patina will sell tickets. MacBeth and Co. will also be asked to sell tickets. Joe asked for volunteers to be greeters / check-in people. Diane, Susan, and Mary Jo volunteered for that task. Susan and Al are in charge of silent auction items; Diane will help pick up auction items. Val Harmon will serve as DJ with background music.	<p>Roz to create link to be added to flyer</p> <p>Kathy to ask Beth McCarthy about selling tickets at MacBeth's</p>
<b>OLD BUSINESS</b>		
Internet copyright infringement	Roz informed the group that this has been settled for \$150.	
Strategic Planning	There is a meeting for the Strategic Planning team on Monday, April 14 at 9:30 AM. The topic is to report back on the five GOALS which were determined last month. The group voiced a preference for in-person. There is also a question about who is supposed to attend.	Cyndy will try to schedule the Onekama Township conference room at that time and will clarify who is supposed to attend

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Business Sponsorships	Roz announced that the first mailing went out. Five of 25 solicitations resulted in donations to be sponsors. They will be recognized in the April newsletter.	
OCS report	Diane reported for Nancy Dabrowski. The student lounge which was funded by PLA is up and running. They need 4 to 5 high-top tables with chairs. Mark will check his inventory, send photos, and might be able to donate them.  The Portagers Pantry is underway. Numerous people have made personal donations.  Senior trip cost is \$800 per student.	Put on May agenda
<b>NEW BUSINESS</b>		
Photography opportunity	PLA received a letter from a photographer who is interested in growing her business. Roz responded to her giving information about Business Sponsorships or volunteering to take photos at PLA events.	
Membership committee	Carey can no longer serve to manage the membership roster. Roz volunteered to fill the gap for the rest of this year. About 2/3 <sup>rd</sup> members have already responded by paying dues.	
Jigsaw puzzle project	Al mentioned getting photographs for a jigsaw puzzle.	Put on May agenda
April newsletter	Jean mentioned that the newsletter is delayed a few days due to a new person being trained to do the job. It should be out shortly.	
FB metrics	Jean and Al to discuss statistics related to social media in a separate meeting.	
<b>OTHER BUSINESS</b>		
Adjournment	Diane made a motion to adjourn, Roz seconded, and the motion passed. The meeting was adjourned at 7:37 PM.	

Submitted by Mary Jo McElroy