

PLA Monthly Regular

Board of Director's Meeting September 3, 2014

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:

Al Taylor - President
 Diane Bess - Vice President
 Evie McNeil - Treasurer
 Faye Backie - Secretary
 Margaret Panches – Past President

Board of Directors

Frank English, Paul Mueller
 Leann Burger, Sheila Heiser
 Barb Wolverton, Bruce Peabody
 Nikki Torrey, Jean Capper
 Jennica Mathieu, Cynthia Kadzban

Committee Heads

Jon Phillips, Marilyn Acker
 Jeff Sternberger, Chuck Reed
 Mary Reed, Jewelee Franklin
 Mary Fairgrieve,
 George Panches, Barb Wolverton
 Roger Cody, Pat Pomaranski

Minutes

Order of Business	Person Responsible	Report, or <i>To Do</i> list	Action Plan
Call to Order, Introductions	Taylor	Attending – Taylor, Bess, McNeil, Backie, M. Panches, Burger, Kadzban, Heiser, G. Panches, Pomaranski, Phillips, M. Reed, Franklin, Jeff Sternberger . Guests: Cindy Sternberger, Susan Halloran and Steve Szilvagy. Taylor called the meeting to order at 7:00.	
Committee Directory	Taylor	Taylor read a list of committees and their chairs. He asked people to make any corrections.	Let Taylor know of any changes to your committees.
Secretary's Report	Backie	Mueller made a motion to accept the August minutes as presented; Heiser seconded.	The August minutes were accepted.
Treasurer's Report	McNeil, Taylor	Taylor reviewed the financials and noted that we should have \$8,200 additional income at the end of the year if all stays the same. This is an increase of \$5,000 over what we anticipated. Backie made a motion to accept the Treasurer's report; Bess seconded.	The financial report was accepted without changes.
Petunia Parade	Phillips/Acker	Phillips noted that it was a great growing season and we've gotten lots of nice comments about the petunias. The Committee will meet Sept. 10 th to begin planning for next year. Roll up day will be Sept. 24 th – participants should be sure to wear vests. McNeil will pay Bobby G. for watering. M. Reed mentioned that she pulled the donation canisters, they contained approximately \$30. Taylor expressed concern over decline of \$500 in Petunia Parade donations. We need to be sure envelopes get mailed out with Citizen of the Year and Summer Resort Corp. mailings.	McNeil will pay Bobby G. for watering.
Newsletter	Fairgrieve	Taylor has asked Fairgrieve to add the Celebration of Lights donation form and school bond issues to the next <i>Newsletter</i> , which will go out in early October. COL envelopes will also be included in the Summer Resort Corporation's newsletter. Additional envelopes will be at MacBeth's.	Deadline for <i>Newsletter</i> is Sept. 15
Fundraiser	Taylor	Taylor noted that the tentative date for next year's Fund Raiser will be June 27 th . \$500 deposit is due to the Casino to hold the date. This year's Fund Raiser saw very good live auction revenues; silent auction – good; raffle tables - poor. Committee will evaluate what we do next year.	Taylor will send out thank you notes.

Website	Cody	We will receive a quarterly report from MS Creative at the end of September. PLA has been asked to add an agricultural report page. We will consider for next year. Cody has indicated that he wants to step down from his role due to other commitments. It was noted that there's no good way to find Onekama civic organizations on Onekama.info. Taylor checked and found that most entries are out of date. We should send organizations a note asking them to update their information.	
Membership	Wolverton	No report.	
Lake Issues, Explore the Shores	M. Reed, M. Punches	M. Reed noted that the lake has been resurveyed and 27 acres that were treated for Eurasian Water milfoil didn't fare well. 18 acres of new growth were also found. The lake will be treated again on Oct. 4. There will be a public hearing regarding the treatment of phragmites. Treatment will follow. Also, there's now a hybrid cattail, a cross between native and non-native species. Will monitor the issue. Beetles are used to treat purple loosestrife. They will be treated along with phragmites and progress will be evaluated in the spring. Celebration of the Village Park renovation will be held in July 2015.	Taylor will advertise lake treatments on the Facebook pages.
Banners and Christmas Decorations (part of Christmas in Onekama)	C. Reed/Taylor	It was mentioned that the banners are still up. McNeil noted that she has one stored after the accident. A question was raised about how many light poles have electrical connectivity for Christmas lights.	M. Punches will call about having the banners taken down. C. Reed will do an inventory of poles with electrical connectivity.
Fall Festival	Sternberger	J. Sternberger reported that everything is on schedule. Event will take place Oct. 11 from 10am – 4pm. Will make a decision on Oct. 10 regarding inclement weather. Taylor mentioned that the owners of the ice cream shop are willing to have a children's ice cream eating contest. Sternberger will follow up. Susan Halloran checked with Marilyn Acker, and got her approval to have a contest for the best scarecrow. Proceeds will benefit the Onekama Food Pantry. Halloran will arrange to have pictures taken of all the scarecrows. They will be posted at the Fall Festival and people can vote with canned goods or cash. Taylor also noted that Arcadia has a couple of simple games for children that are well-received; coins in hay stack and donut on a string eating contest.	Sternberger will follow up with ice cream shop owner on ice cream eating contest. S. Halloran will talk with Honor Society about helping with scarecrows. Backie is in contact with V. Hancock for macabre Manistee PR.
Winter Fest	Taylor	Taylor said Jamie Meister may still be interested in coordinating the event. Will give the Board a proposal at the November meeting.	
Concerts	G. Punches	G. Punches stated that five bands will be asked back. This will allow us time to apply for MI Arts & Humanities Grants which are given out in late fall. Three new bands will be sought. Hope to get a country-western band and the Scottville Clown Band. M. Fairgrieve has resigned from the Committee; Roz Jaffe has joined.	
Facebook Pages	Taylor	Over 2,600 people "like" the 1, - Onekama page, which has approximately 30,000 views per month. The majority of viewers are in Manistee, Grand Rapids, Cincinnati, Chicago, Traverse City and Onekama.	

Onekama Scholarships	Burger	Burger reported that she has not received notification of enrollment from either student. She will wait a month, then contact them if she hasn't heard from them.	
Publicity	Backie	Backie reported that she's working on promotion for upcoming events. Onekama Days is the 1 st full weekend in August – 7 - 9 th . Taylor suggested PLA might partner with other organizations in the area to put out a tri-fold, advertising local activities.	
Onekama Days	Taylor, Szilvagyí, Peabody, English, Mueller	Taylor noted that we still have to pay student workers for their help with the pig roast. The Beer Tasting saw a 50% increase in attendance and netted \$1,350 this year, but the amount doesn't include all the sales of glasses. The income will be down, since the glasses were more expensive. Additional glasses were purchased (at a reduced price) for next year. Money will come from reserve and is not charged to 2014 tasting. There's a push from some of the members of the Lions' Club for PLA to underwrite costs of Onekama Days' events at the Fairgrounds, since we hold the pig roast and beer tasting there. Mueller mentioned that he's exploring options for where to stage fireworks next year. Onekama Marine's barge is too small; there's also an additional \$1,400 charge for shooting off a barge.	McNeil will invoice Lions for their share of the fireworks cost.
Christmas in Onekama	Pomaranski, Fairgrieve, Franklin, Sternberger	Pomaranski and Franklin mentioned the need for additional help during set up and during the crafters set up and take down. Friday night, 6 – 7, Saturday 7 – 9am and 3 – 4pm. 5 - 6 students each period. The M-22 Grille will do a set dinner between the afternoon and evening activities.	Will add Nikki Torrey to the Committee as liaison to students. Will talk to Frank and Chuck about coordinating Christmas tree lights and M-22 decorations.
New Business	Taylor	Winterfest – Taylor mentioned that Jamie Meister may be interested in chairing a committee.	
	Taylor	Onekama Coffee Table Book update – Taylor noted that 150 books have been sold. Cost is \$50.	
	Taylor	Fundraiser 2015 – Taylor said the date is June 27, at the Casino.	
	Taylor/M. Punches	2015 Elections and Treasurer's role. Punches said she and Heiser have found people for all but one of the open positions. Taylor talked about the possibility of changing the Treasurer's role to a paid position. Treasurer handles approximately \$60K/year, Petunia Parade and Celebration of Lights envelopes, etc. McNeil made a proposal that she become an independent contractor at \$225/mo for 12 months. She would handle all bookkeeping, checkbook reconciliation, Treasurer's report, tax prep, pick up the mail once a week and get it to appropriate person. She would not be responsible for audit or review. This change would require a Bylaws revision. Questions raised included whether McNeil would be a voting member. Pomaranski asked if PLA has the books audited regularly. We do not. Burger noted that we should have an internal audit done once a year. M. Punches made a motion to accept McNeil's proposal to become an independent contractor for the bookkeeping and Treasurer's role. Backie seconded the motion.	The motion to accept McNeil's proposal passed. Taylor will draw up a letter of agreement. Bylaws issues will have to be resolved.

		Mueller noted that we should look at some of the other roles and their work loads.	
	Taylor	Budget Process for next year. Taylor said we could do historical or zero-based budgeting. The consensus of the group was historical. We will review the draft budget in Oct. – Nov., getting input from Board and Committee members.	Taylor and McNeil will prepare historical vs. actual expenditures to the Committee heads at November Board meeting.
	Taylor	Taylor mentioned that he would like a small group to look into the issue of PLA becoming a 501 C 3 organization.	
	Taylor	Taylor noted that he's asked MS Creative Services to create a space in the cloud for us to store and share documents and pictures.	
	Taylor	Taylor said he will talk with Torrey about her idea of having a group to help students find and apply for scholarships.	
	Bess	Bess asked about new members.	Bess will talk with Wolverton about new members.
Public comment, adjournment			Meeting adjourned at 9:00.