

PORTAGE LAKE ASSOCIATION

April 3, 2024

Regular Board Meeting

6:00PM

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.

Officers	Board of Directors	Committee Heads
Roz Jaffe, President VACANT, Vice President Evie McNeil, Treasurer Mary Jo McElroy, Secretary Al Taylor, Past President	Jean Capper Susan Halloran Kathy Loynes David Maylen Mark Miller 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

TOPIC	DISCUSSION	ACTION ITEMS / RESPONSIBILITY
Call to order and welcome	President Roz Jaffe called the meeting to order at 6:00 PM. The meeting was available in person and via zoom. Present: Roz Jaffe, David Maylen, Diane Wemlinger, Evie McNeil, Kathy Loynes, Carey Stark, Nikki Schneider, Joe Suchocki, Jean Capper, Susie Halloran, and Al Taylor by Zoom.	
Additions to agenda	Onekama Schools; Parks and Recs request; PLA plaques	
Consent Agenda	The Consent Agenda consisted of March 6, 2024 minutes and March 2024 financials. Dave Maylen moved to approve the Consent Agenda as amended. Susan Halloran seconded, and the motion passed without dissent.	Castillo-misspelled under Easter Egg Hunt new business
Correspondence	Membership and car show are coming in.	
OLD BUSINESS		
Easter Egg Hunt	The weather was not great, but it was a good turnout and lots of fun.	
Event Stage Grand Opening/Monday night concerts	6/23 Grand Opening. Think we need sponsors. Bands are set. OCR is going to dedicate it. The stage arrives on the 1 st week in May. Mathieu Builders will have electric and foundation ready. Should take 2-3 days to assemble. Monday Night Concert card is set. Roz, Al, and Evie will look at the budget for concerts. We have a Venmo account, put that on the card.	
Holiday Lights Project Update	Roz conferred with John Wemlinger and Chris Forth indicated that the Master Plan for the Village is being developed and they suggested	

PORTAGE LAKE ASSOCIATION

Regular Board Meeting

	that we wait until they have their plan in place. Table discussion.	
Strategic Planning Session	Doug and Michelle May have met with us and they told us that the PLA mission remains relevant and provides plenty of room for growth; PLA is doing a good job and Board needs to decide if we want to grow. We currently give time, money and energy into community events and beautification (concerts, Onekama Days, fireworks, petunias, craft shows, festivals) which are all positive for our community. Roz believes we could improve these existing projects (marketing & publicity, strategies to grow these events, becoming more efficient by raising more money, increasing volunteers & members, etc). Do we want to put time and energy into improving our existing projects? And/or do we want to add other community benefits? Helping with projects such as streetscapes (benches, sidewalks, lighting, etc), helping our businesses, attracting new businesses, services for children & teens, recreational opportunities, etc? Partner with the Village and Township? We need to publicize what we do more. Talk to our donors. Why do they give? THINGS to think about. Think ahead to a strategic planning meeting.	
June 14 Cocktail Party	Portage Point Inn secured. There will be silent auction items. Tickets will go on sale mid-May.	
Petunia update	From Mary Jo: "Petunia committee meeting is scheduled for the last week in April. Right now, no issues for 2024 that I can foresee. On the horizon for 2025 is resurfacing M-22 through Onekama and creating ADA sidewalk crosswalks. Bob Blackmore has advised me to NOT do petunias next year. We will need to produce ideas / alternatives by October when we usually place our order with Pleasanton." 5/22 is the planting date. Joe suggested thinking of hanging baskets.	
Onekama Schools	The school sent an update thanking us for our donation for updating the school lounge. In May they will give us lunch and showing of the lounge. We still have more money in the school fund, but it will be used by helping senior trip.	

PORTAGE LAKE ASSOCIATION**Regular Board Meeting**

NEW BUSINESS		
Business Sponsorships	We have discussed a new schedule for business sponsorships. Roz sent out a proposal. This would replace each committee going out to get sponsors. Accept the business sponsorship with the change of \$2500 to \$1500. Al moved and Dave seconded. The motion passed without dissent. Roz will spearhead this, with help from Al.	
Fall Festival	We are lacking chairs. Katie Castillo is a possibility. Chance to pair up with Bear Lake? Maybe need a job description. If we do not have one by 7/1, may need to take this one away.	
Regatta	Suggestion from the community for Onekama Days.	
Parks and Rec	Working on a plan to make M-22 more user friendly to walkers/bikers. John Wemlinger is looking for a letter of support from the PLA. The township is paying for a feasibility study. Jean moves that we provide a letter of support, Joe seconds. The motion passed without dissent.	
PLA plaques	Bob Blackmore showed Roz plaques that PLA had sponsored. The last time they were awarded was 2017-2018. No chair currently.	
Onekama Days	Moving along. More info to come.	
OTHER BUSINESS	The event list has been revised. The list will be our first ad in the Freshwater Reporter. Will meet 5/1 and then again in June.	
Adjournment	Diane moved to adjourn which was seconded by Dave. It passed. The meeting was adjourned at 7:11 PM.	

Submitted by Jean Capper