

Portage Lake Association Board of Directors Meeting - Minutes – November 7, 2012

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.

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

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

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

Order of Business	Person Responsible	Report, or <i>To Do Plan</i>	Action Plan
Call to Order	Al Taylor	Board members Taylor, Backie, M. Punches, English, Burger, Burchard, Heiser and Cody were present. Also attending: M. Reed, J. Sternberger, E. McNeil, J. Franklin, G. Punches, M. Fairgrieve, and T. Messner.	Taylor called the meeting to order at 7:03pm.
Introductions	Al Taylor s		
Secretary's Report	Faye Backie	Backie asked for comments on the October minutes.. English made a motion to accept; Cody seconded.	The October minutes were accepted.
Treasurer's Report	Bill Fairgrieve	Taylor reported for Fairgrieve that revenues for the month were \$31,060 and expenses \$12,278. Revenue from the sale of coupon books were added. Messner explained that Petunia Parade expenses were down this year due to no plant maintenance or fertilizer costs. Income was also up. English moved to accept the report, Backie seconded.	The October budget was accepted. Fairgrieve will send out individual reports asking for committee budgets for the coming year.
Petunia Parade	Tammy Messner	Messner reported that bids for plants were solicited from Weessies, Pleasanton and Eden Hill. No response from Eden Hill. Field of Dreams was not solicited, since they did not respond last year. The committee recommended PLA accept the Pleasanton bid. Cody moved that the Committee's suggestion be accepted, M. Punches seconded. Taylor reported that he is continuing discussions with the Village and Township to assist, particularly with watering. He continues to seek a co-chair for the committee. Taylor also commented that Duane McCloud would like to purchase the water wagon. Messner reported that the Committee members have agreed to continue for the coming year.	Board approved the motion ; Petunia Committee will contract with Pleasanton Greenhouses for petunias. Taylor will continue to explore the issues and make a report and recommendation at the next meeting.
Newsletter	Mary Fairgrieve	Fairgrieve reported that the T.C. P.O. Lost half of the October <i>Newsletters</i> . They paid for reprinting and mailing. Will add 30 Pierport addresses in the next mailing.	Deadline for the January Newsletter is Dec. 12th.
Fund Raiser	Al Taylor	Taylor noted that we have paid the \$500 deposit, so we're locked in on the date (6/22).	
Web Site	Roger Cody	Cody reported that traffic is up for the year. There was a larger spike this year in October. Cody and Taylor had a discussion with MS Creative about finances. Work done on the site	In the future, there will be discussion with the Board before moving forward with new initiatives.

		<p>has eaten up the “slush fund”, so we are at a break even point, if not slightly to the negative. Taylor mentioned that we asked MS Creative to create banner ads, a fishing page and a “Regional Events” page. Also, several current partners asked for the six month free option that was given to new advertisers. Taylor and Cody asked MS. Creative to put ideas for tiered marketing into a presentation for the Board.</p>	
Membership	Barb Wolverton	No report. Taylor noted that membership will be a topic of discussion at the Retreat. 10 new volunteers were identified through the survey.	
Banners and Christmas Decorations	Chuck Reed	M. Reed said that some of the banners have been taken down for the flags for Veteran's Day. A couple have come down due to high winds. Christmas decorations will be turned on on December 17 th .	
Fall Festival	Jeff Sternberger	Sternberger reported that the weather didn't cooperate, so some events were canceled and the rest moved to the school. 25 vendors paid. Turnout was good, probably due to the all-day volleyball finals going on. M. Fairgrieve suggested that we should have a walk for people to enjoy the scarecrows as part of the event.	
Winter Fest	Al Taylor	Winter Fest seems to be an issue that divides people, the weather is an issue and we don't have anyone stepping up to coordinate it.	Board informally agreed not to hold Winter Fest this year.
Concerts	George Punches	G. Punches said that 3 groups are set, more potential groups are in discussion. Groups are now soliciting PLA. The committee wants to present a variety of musical genres.	
Onokama Scholarship	Leann Burger	Will continue with the same committee. Plan to award \$1,500 - \$2,000 next year.	
Publicity Committee	Faye Backie	Backie reported she is working with Franklin and Sternberger on PR for Christmas in Onokama.	
Explore the Shores	Mary Reed	Still waiting to hear about the MI Natural Resources Trust Fund grants to be announced in December.	
Christmas in Onokama	Jewelee Franklin, Jeff Sternberger, Judy Blackmore, Mary Fairgrieve, Marilyn Acker, Pat Pomaranski	Franklin reported that there are 35 – 40 vendors. Sternberger mentioned that there are 5 individuals and 5 businesses signed up for the Chili Cook-off. Franklin said Debbie Burda will do refreshments after caroling and Beth McCarthy will read the memorial names.	
Fireworks	Paul Mueller	Taylor reported that the fireworks have been paid. Only \$907 cost to us because of money earned doing the pancake breakfasts.	
PLA Working Committees	Al Taylor	Taylor asked that committees plan for next year.	
Address Lists	Backie, Burchard, Wolverton	Backie reported the group is working on updating the membership list.	

COY rules update	M. Punches, Cody	M. Punches submitted updated rules for the Citizen of the Year award.	
New Business	Taylor	Taylor noted that dues haven't been raised in a long time. They used to cover administrative costs but fall \$300 short of doing so. A \$5.00 increase would net \$1,000.	Taylor will bring up the issue at the retreat.
	M. Punches/Cody	COY Committee for 2013: M. Punches and Cody presented a revision of the rules.	
	Taylor	Disposal of trailer: Duane McCloud would like to purchase the water wagon PLA has.	Taylor will explore the issues and report back.
	Taylor/Backie	2013 calendar of events; Backie will send out dates for next year; Board will confirm at the retreat.	Backie will send out dates for events for the coming year.
	Taylor	Retreat: We can use the Covenant Bible Camp. Ann Taylor will facilitate. Issues include membership, leadership, volunteer help. Board members and committee chairs will be invited.	Retreat will be December 12.
	Taylor	Address List and email address list updates for PLA. Work is ongoing.	
	Taylor	Onekama Days: The PLA survey indicated interest in PLA involvement or leadership of the event. This is an Onekama Lions' event, we should work with them on any plans.	English and Taylor will follow up. Taylor will also discuss with Roz Jaffe. To be discussed further at a later meeting date.
	Taylor	US 31 Billboard: Suzanne Schwing owns the billboard. She gave PLA the right to use it and PLA paid the state fees. PLA hasn't paid the fees for some years.	F. English will discuss the issue with S. Schwing.
	Taylor	PLA Presentation to the Village Board in December: Taylor will make a presentation to solicit support for our activities. F. English and M. Punches will join Taylor.	
Public Comment		G. Punches urged people to attend the local basketball games.	
Adjournment			The meeting was adjourned at 9:38.