

PORTAGE LAKE ASSOCIATION

Regular Board Meeting

January 7, 2026

6:00PM

Onkama 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
Cyndy Wangbichler, President VACANT, Vice President Evie McNeil, Treasurer VACANT, Secretary Roz Jaffe, Past President	Susan Halloran Kathy Loynes Mark Miller Diane Wemlinger Cindy Pons Sally Koon Jane Foster Amber Sedelmaier Al Taylor	Brian Devilling, Mary Jo McElroy, Mary Fairgrieve, Nancy Dabrowski, Paul Mueller, Carrie & Greg Cassagnola, Katy Castillo

Meeting summary using Zoom AI

Quick recap

The Portage Lake Association (PLA) board meeting focused on reviewing the budget, discussing event planning, and addressing various administrative matters. The board approved the December meeting minutes and financial report. They discussed the need to update the email list and committee chairs. The group reviewed the status of the new puzzle order and considered options for repairing or replacing the PLA banners. They also talked about potential changes to the beer tasting event, including the possibility of switching to a beer tent and extending the event into the evening with music. The board reviewed the budget for various events and discussed the need to increase funding for some activities. They also considered changes to the June cocktail party event and the need to secure a venue. The conversation ended with a discussion about the welcome committee and the possibility of conducting an orientation for new members.

Next steps

- Roz: Research who the original PLA banner company was and provide information to Sally and the board
- Sally: Contact different places to get pricing and ideas for new/updated PLA banners
- Roz: Provide user ID and password to Mary Jo for PLA Google Drive
- Roz: Upload membership information and Fall Festival spreadsheets to Google Drive
- Cyndy: Compile new list of committee chairs and email contacts
- Rosalind: Complete paperwork for next steps under strategic plan by end of January
- Roz: Contact Karen at MS Creative to clarify who receives which category of emails

- Roz/Amber: Plan Onekama Days planning meeting for late January/February and invite other groups
- Roz: Put in fence request with Convention and Visitors Bureau for Onekama Days
- Diane: Talk to Susie about chairing the auction for June cocktail party
- Cyndy: Call Jamal at Portage Point Inn to check availability for June cocktail party
- Cyndy: Contact current beer tasting chairs (Carrie and Greg) to discuss potential changes to beer tent format
- Cyndy: Talk with Mark about potentially helping with beer tent
- Roz: Send out updated budget via email
- Update Onekama Days budget to include history committee's \$500 for printing booklets
- Cyndy: Increase branding budget to \$5,000 in budget
- Roz: Increase Monday night concerts budget to \$11,000
- Evie: Email updated budget to board for February approval
- Roz: Hold off on membership mailing until end of January/February 1st
- Evie: Contact Brian about increased concert budget once approved.
- Cyndy : Contact Portage Point Inn about June cocktail party date (12th or 19th) and catering
- Cyndy: Contact DJ Val about June cocktail party
- Cyndy: Plan orientation session for new members

Summary

Board Operations and Strategic Planning

The board meeting covered several key topics. They approved December meeting minutes and financial reports, discussed puzzle orders and storage, and addressed concerns about PLA banners that are faded and torn. The group also reviewed strategic plan progress, noting they need to fill officer positions and committee chairs. Mary Jo provided updates on operations, including documentation efforts and upcoming meetings about the summer party. The board discussed the need to research banner replacement or repair options, with Sally agreeing to look into costs and potential vendors.

PLA Banner Research and Restoration

The group discussed the need to research the history of PLA banners and their current condition, with Roz planning to gather information and share it with Sally and the board. They explored options for repairing or replacing the banners, considering factors such as material durability and potential sponsorship from local businesses. The team agreed to gather pricing for new banners and to involve Tim in the repair process, while also addressing a draft letter with date corrections.

Event Planning and Rebranding Discussion

The meeting focused on planning and logistics for Onekama Days scheduled from August 7-10, with discussions about accommodations, deposits, and event details. Roz confirmed that the event will include a 5K run and pig roast, and Cyndy will deliver updated documentation to the village for approval. The group also discussed

the need to rebrand the Portage Lake Association, including potentially changing the organization's name and logo due to confusion with the township's use of their logo. They agreed to form a small committee to obtain quotes for rebranding services and plan the process, with a budget allocation to be determined.

Logo and Branding Strategy Discussion

The group discussed the process of creating a new logo and branding for their organization, comparing it to the Garden Club's experience which took about six months. They considered reaching out to local designers including Elaine, Meredith, and others, with Rosalind suggesting they issue an RFP to find the right person to lead the branding effort. The conversation concluded with a brief mention of annual membership dues mailing and a question about potentially raising membership fees due to rising prices.

Membership and Sponsorship Strategy Review

The group discussed membership and business sponsorship strategies, with Roz reporting that last year's business sponsorship program raised \$9,000 and suggesting they could increase the budget for branding and marketing. They reviewed the budget, including a \$2,500 allocation for branding and a \$2,000 increase for business contributions, while also discussing the need for new lighting equipment and a repair banner. The group agreed to consider not raising membership dues this year, and Rosalind mentioned plans to create a promotional video showcasing PLA events to encourage membership.

Event Budget Planning Discussion

The group discussed the budget for various events, including the beer tasting and potential changes to it. They considered switching to a beer tent instead of the current beer tasting, which would potentially be cheaper and more profitable. The conversation also touched on the need to increase the budget for the Monday night concerts. The group also discussed the June cocktail party and fireworks display, noting that donations for the fireworks continue to increase.

Fundraising Event Planning Meeting

The meeting focused on planning an upcoming fundraising event, with discussions about the auction and party components. The group decided to reach out to Portage Point Inn about hosting the event, which typically attracts around 120 people and includes dancing. They also discussed the need to find chairpeople and determine if DJ Val could be hired again. The group reviewed the budget from the previous year's event, which netted over \$4,000, and agreed to consolidate some expenses. Additionally, they decided to pause the Welcome Committee's activities, except for potentially having a table at the summer party to welcome new members.