

## Portage Lake Association Board of Directors Meeting - Minutes – March 5, 2014

*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 Members		Committee Heads	
Al Taylor - President		Frank English/Paul Mueller		Jon Phillips, Marilyn Acker	
Diane Bess – Vice President		Leann Burger, Sheila Heiser		Jeff Sternberger, Chuck Reed	
Evie McNeil – Treasurer		Barb Wolverton, Bruce Peabody		Mary Reed, Jewelee Franklin	
Faye Backie – Secretary		Nikki Torrey, Jean Capper		Mary Fairgrieve, Roger Cody	
Margaret Punches – Past President		Jennica Mathieu, Cynthia Kadzban		George Punches, Barb Wolverton, Pat Pomaranski	
Order of Business	Person Responsible	Report, or <i>To Do Plan</i>		Action Plan	
Call to Order	Al Taylor	Board members Taylor, Bess, McNeil, Backie, F. English and Burger were present. Also attending: Capper, Phillips, Fairgrieve, Mathieu and Kadzban. Guest: Linda English.		Taylor called the meeting to order at 7:05pm.	
Secretary's Report	Faye Backie	Backie noted a minor correction to the draft minutes. Burger made a motion to approve the minutes of the February meeting as corrected. English seconded.		The February minutes were approved.	
Treasurer's Report	Evie McNeil	McNeil noted that \$700 was transferred to Reserve for the Scholarship account. Expenditures included money for the Shakedown Fishing Tournament and a deposit to one of the concert groups. Wolverton made a motion to accept the Treasurer's Report, Backie seconded.		The Treasurer's Report was accepted by the Board.	
Petunia Parade	Jon Phillips	Phillips reported that May 21st will be the planting date, weather permitting. The Portage Point Resort Corporation's newsletter will go out next week and include an envelope for donations.		Taylor will send the donation form to Fairgrieve for the PLA <i>Newsletter</i> .	
Newsletter	Mary Fairgrieve	Fairgrieve stated that paper distribution by Pioneer Press seems to be going well. Articles are due March 15th and she anticipates the <i>Newsletter</i> will go out March 31. She pointed out that the electronic version lags the paper distribution. Taylor noted that 60% of electronic users are clicking on the link to get to the <i>Newsletter</i> .		Taylor will talk with MS Creative about sending the <i>Newsletter</i> out in a more timely fashion.	
Fund Raiser	Al Taylor	Taylor mentioned that the Fund Raiser committees have been scaled back. Solicitation notes will go out shortly. The committee members will look for more unique items and forego some of the smaller items that don't do well.			
Website	Roger Cody	Taylor reported for Cody. MS Creative is still constructing the Portage Point Inn page. The shopping cart is active but not yet giving us the data needed for thank yous and membership information. Bills have gone out to advertisers. We will get quarterly usage reports. Taylor also reported that 2,100 people follow PLA on FaceBook and we reach 9,500 people a week.			
Membership	Barb Wolverton	Wolverton noted that we have 237 family memberships and 4 new members. Membership renewal forms are in the mail. Taylor asked Board members to wait a while, then try renewing online.			
Lake Issues, Explore the Shores	M. Reed, M. Punches	Taylor reported for Reed that the Invasive Species group has made its report and recommended a special assessment district. The Village and Township Boards are in support. A fish kill is expected this year, due to the ice cover on the lake.			

Banners and Christmas Decorations	Chuck Reed	Taylor noted that there is \$1,000 in the budget for new banners. He has a list of people who are waiting to purchase the older banners.	
Fall Festival	Jeff Sternberger	Taylor asked if we should think about how to boost income for this event. Right now the craft show fee is the only income.	
Winter Fest	Al Taylor	No event this year.	
Concerts	George Punches	Taylor mentioned that he and Backie will work on a poster for the concerts.	
Onekama Scholarships	Leann Burger	Burger stated that the applications are at the Counselor's Office. The Committee will meet on March 12 to narrow the field to interview candidates.	
Publicity Committee	Faye Backie	Backie asked for input on the schedule of events for the coming year. Backie also asked for input on events for the Onekama area events flyer.	
Christmas in Onekama	Pomaranski, Franklin, Sternberger, Fairgrieve	Taylor mentioned that Franklin asked him to reserve the Farr Center and space at OCS.	Taylor will reserve space at Farr Center and OCS for the event.
New Business	Al Taylor	<p>(1) Budgets – 2014 review worksheet. Taylor reviewed the proposed budget. He is talking with the Township and Village about funding the Christmas lights and banners. He is not optimistic about getting help. We might think about getting underwriters for the concerts and the fireworks. Wolverton made a motion to approve the budget; English seconded.</p> <p>(2) Evelyn Sorenson Tapestry – Fairgrieve noted that the Traverse City appraiser felt the tapestry should be valued at \$5,000 – \$7,000. Taylor reported that West Shore Hospital has a rotating art display and will display the tapestry for us. Elaine Postema, a local artist, also thinks we should set a reserve of \$5,000 or more. She will help us think about how to advertise the tapestry to the right buyer. Fairgrieve noted that we should advertise to art collectors.</p> <p>(3) Village Park payment – Taylor stated that the Village has asked us for the money we promised for repairs. They have received the grant they applied for and are ready to move forward. English made a motion that we pay the Village the \$5,000 we promised; Wolverton seconded.</p> <p>(4) Retreat/elections. Taylor noted that ballots have been sent out. New officers and Board members will take their positions at the April 5th meeting. There will be a retreat to discuss long term challenges.</p> <p>(5) Langland Park grant/Dune removal - Taylor mentioned that the Township will be applying for a grant for upgrades to Langland (the turnaround at Lake Michigan). Meister asked if we are still willing to support the project with \$5,000 if the grant is received. Taylor asked for a motion, since we are in a new budget year. English made a motion that we support the</p>	<p>(1) 2014 budget was approved.</p> <p>3) Board members approved the motion to pay the Village \$5,000 for the park repairs.</p> <p>(5) Members approved the motion to set aside \$5,000 for Langland Beach Park, contingent upon the Township's receipt of a grant.</p>
Adjournment	Al Taylor	Meeting was adjourned at 8:17.	

