

PORTAGE LAKE ASSOCIATION

Regular Board Meeting

MARCH 1, 2023

6:00 PM Onekama Fire Department Conference Room

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

Roz Jaffe - President
Kyle Miller - VP
Evie McNeil - Treasurer
Jean Capper - Secretary
Al Taylor - Past President

Board of Directors

Susan Halloran
Julie Lapinski
Kathy Loynes
David Maylen
Diane Wemlinger

Committee Heads

Faye Backie, Brian Devilling
Mary Fairgrieve, Theresa Gimpel,
MaryJo McElroy, Nancy Dambrowski
Nikki Schneider, Justin Sedelmaier

MINUTES

- Call to Order & Welcome

Meeting called to order at 6:02. In attendance: Roz Jaffe, Dave Maylen, Mary Jo McElroy, Evie McNeil, Kathy Loynes, Nikki Schneider, Al Taylor by phone

- Additions to Agenda -- none
- Consent Agenda: February 2023 Minutes & January / February 2023 Financial Report could not be approved due to lack of a quorum. Roz will address at the next meeting.
- Correspondence : Roz sent a thank you note and small donation to Covenant Bible Camp for use of their facility for our February retreat. We could also do some advertising for them in gratitude for their hospitality.

OLD BUSINESS

- Evie has purchased a CD in the amount of \$35,000 through West Shore Bank. The interest rate is 3.75%. This was approved at the prior meeting.
- Mary Jo McElroy finalized the PLA Publicity Guidelines. She summarized some changes. One error was noted – the new name of the Facebook group is Onekama Community Connection. She will correct that. Jean Capper did a great job in transitioning that; response has been positive.
- Mechanisms for credit card processing were discussed at the retreat. Roz compared several options on the market. Square seems to be best geared to our purpose and is reasonable. She also contacted West Shore Bank who referred her to Michigan Retailers Association. Lindsay Tuggle from that organization is sending a proposal which can be reviewed and compared to Square.
- Al Taylor updated the group on Monday Night Concerts. A tentative list of musicians was circulated. There are five returning musicians and three new musicians on the lineup. Negotiations are ongoing. Donna Ervin contacted Al about bringing back Michael Trixx, the magician, for a show on August 7. PLA splits the cost with Donna 50/50. This is in the budget. Al was advised to proceed with it.
- Social media – Al mentioned that 1,-Onekama Facebook page was down for five weeks due to changes made by Meta.

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- Roz Jaffe attended the February 13 meeting of the school board. She discussed the connection between the PLA and Onekama Consolidated Schools. Two board members volunteered to work with PLA team on initiatives.
- Car Show update – Mary Jo has received \$850 from sponsors for the car show in addition to a few prizes. The application for the 50/50 raffle has been sent to the state for approval. She has heard nothing from West Shore Community College or Onekama Consolidated Schools about the scholarship, but will continue to work on it. Criteria for awarding the scholarship have been drafted.
- Event chairpeople for 2023 – still need someone to chair the Beer Tasting. Nikki Schneider volunteered to do an “ad” for the role in the April newsletter.

NEW BUSINESS

- Several topics from the February planning session were reviewed:
 - Event and Project Review – Onekama Days Craft Show – PLA decided not to do it this year; perhaps another civic organization will want to organize it.
 - PLA branding / logo – Elaine Maylen is interested in working on this. Al Taylor suggested that Doug May and Chuck May, both with marketing background, might also be interested. Roz emphasized that the project would need one leader with several participants. Al will approach Doug and Chuck. Al also mentioned that we will need to stress appropriate use of the logo once it is decided upon.
 - Business Sponsorships – Julie, Al and Kyle are going to meet about this.
 - Grant Program – also discussed but needs to be discussed with more board members present.
- No action could be taken on these items due to lack of a quorum.
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OTHER BUSINESS. Mary Jo reminded folks that articles for the April newsletter are due to Jean Capper by March 15.

ADJOURN: Dave Maylen moved to adjourn at 6:42 PM. Nikki seconded. Meeting adjourned.