

Portage Lake Association Board of Directors Meeting - Minutes – April 4, 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.

<u>Officers</u>	<u>Board of Directors</u>	<u>Committee Heads</u>
Al Taylor – President	Frank English/Paul Mueller	Tammy Messner, Jim Simon
TBD – Vice President	Leann Burger	Jeff Sternberger, Chuck Reed
Bill Fairgrieve – Treasurer	Mary Lynn Burchard	Mary Reed, Jewelee Franklin
Faye Backie – Secretary	Sheila Heiser	Mary Fairgrieve, Judy Blackmore
Margaret Punches – Past President	Roger Cody	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	All Board members were present except M. Punches and Wolverton. Also present were Messner, M. Reed, Franklin, M. Fairgrieve and L. English	Taylor called the meeting to order at 7:05pm
Introductions	Al Taylor	None.	
Secretary's Report	Faye Backie	F. English moved the minutes of the February meeting be approved; Burger seconded.	Minutes approved with formatting changes. Minutes will be posted to the web.
Treasurer's Report	Bill Fairgrieve	B. Fairgrieve noted a correction to the Feb. report. The \$400 expense "Lake Preservation" should be "Newsletter". Backie moved the Feb. budget be accepted; Burger seconded. F. English moved that the March budget be accepted; Backie seconded. Discussion of the amount of the contingency followed.	Treasurer's Report accepted.
Petunia Parade	Tammy Messner	Messner reported that all committee members but one are returning. She would like one more person to serve.	The Committee will meet on Tuesday, April 15, to begin planning. Donation envelopes will go out next week. There will be an article in the <i>Newsletter</i> and an entry on Facebook. May 22 will be planing day; May 23, rain date.
Newsletter	Mary Fairgrieve	M. Fairgrieve indicated that the <i>Newsletter</i> will go to the printer week of April 21. August issue will move to July to highlight summer events and Nov. issue will move to early Oct. to highlight fall events. If this works well, the publication schedule will be Jan, Apr., July and Oct. Burger mentioned that the Okla. Bicyclists are returning July 22 – 25. So far there are 12 participants but there may be more. M-22 is part of Hwy. 35, a bike-way in MI, WI, IN, etc. which includes signage and maps. Taylor asked if an article about the need for dredging of the channel could be included in the <i>Newsletter</i> . It would urge people to contact their legislators to fund dredging, which is needed.	Board members agreed that an article about the need for channel dredging is appropriate for the <i>Newsletter</i> .
Fund Raiser	Al Taylor	Taylor reported that an iPad, 32" TV, kayak, Elaina Trout rug and golf packages will be on the outside raffle.	Committee members are actively soliciting donations.
Web Site	Roger Cody	Cody reported that annual billing of partners will occur in late April or early May. Currently the web site ads are generating enough revenue to pay for development.	A marketing letter, highlight- ing traffic will be created. The directory structure will be redone and a rotating banner ad will be

			available to paying customers.
Membership	Barb Wolverton	No report.	
Banners and Christmas Decorations	Chuck Reed	M. Reed reported that 8 banners have been purchased.	3 used banners will be repaired for sale at the Fund Raiser.
Winter Fest	Doug Calloway, Jim Simons, Al Taylor	Taylor indicated that he talked with Osborn about having the Winter Fest activities the same weekend as the fishing contest. Osborn was agreeable. Members also discussed the possibility of reviving the Cabin Fever Reliever dance.	Discussion but no decision.
Concerts	George Punches	Taylor reported that all 8 acts are set to run July 2 – Aug. 20 th .	Cards will go out in the President's Letter and a poster will be created and go out in late May.
Onekama Scholarship	Leann Burger	Burger reported that the deadline for applications is April 23.	Scholarship Committee will meet and review applications. They will do personal interviews of finalists. The scholarship award will be \$1,000.
Publicity Committee	Faye Backie	Backie reported that OCS High School students are working on the Fund Raiser poster.	
Explore the Shores	Mary Reed/Margaret Punches	M. Reed reported that Explore the Shores has submitted a grant; the Township has pledged \$87,000, the Village \$20,000 and the Watershed \$5,000. She asked the PLA to make a pledge. Cody made a motion that PLA pledge \$5,000 contingent upon receipt of the grant, and additional funds the following year dependent upon community support that matches PLA's. English seconded.	Motion passed.
Celebration of Lights	Jewelee Franklin, Jeff Sternberger, Judy Blackmore	Backie asked if the event could have an overall name that would make PR easier. Taylor mentioned that Kevin Hughes, OCS Superintendent, has agreed that we can use the old gym if we want to. Taylor also talked with Marilyn Acker about formalizing a relationship regarding the snowmen and lights in the Village Park. She is agreeable. M. Fairgrieve suggested a Christmas tree auction that would feature small trees suitable for planting.	Board members agreed that the event will be called "Christmas in Onekama". PLA will coordinate all events, including lights, snowmen and the lights in the Village Park.
PLA Working Committees	Al Taylor	Taylor asked that each committee submit a committee roster and key plans for 2012.	
Budgets for Committees	Al Taylor/B. Fairgrieve	Taylor reminded everyone that they are authorized to spend what has been budgeted.	

Fireworks	P. Mueller	F. English reported that Bill Lutz of the Onekama Lions approached him about PLA members working on the Pancake Breakfasts.	Taylor will put out a call for volunteers.
Bike Racks	M. Reed	M. Reed noted that she has ordered 10 bike racks, including 4 traditional and several specialized.	Racks will be placed in the parks and other appropriate locations.
New Business	Summers End Dance Replacement, pig roast.	Taylor indicated that we will coordinate with the Watershed group on the event and share costs. OCS students will help sell tickets. Working with OCS students to find bands and schedule bands along with other assistance. Funds raised could go to the parks or the scholarship. The date is set for Sept. 15th. Village Park has been reserved.	Taylor is working with OCS students to line up bands and other assistance.
Public Comment		None.	
Adjournment			The meeting was adjourned at 9:05pm.