

# PLA Monthly Regular

## Board of Director's Meeting November 4, 2015

**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:**

Al Taylor - President  
 Diane Bess - Vice President  
 Evie McNeil - Treasurer  
 Faye Backie - Secretary  
 Margaret PUNCHES – Past President

**Board of Directors**

Frank English, Paul Mueller  
 Sheila Heiser, Barb Wolverton  
 Nikki Torrey, Jean Capper  
 Susan Barnard, Cynthia Kadzban  
 Pat Pomaranski

**Committee Heads**

Jon Phillips, Marilyn Acker  
 Tammy Messner, Jeff Sternberger  
 Bruce Peabody, Chuck Reed, Mary Reed  
 Jewelee Franklin, Mary Fairgrieve  
 Steve Szilvagy, George PUNCHES  
 Barb Wolverton, Roger Cody  
 Jaimie Meister, Pat Pomaranski, Roz Jaffe

### Minutes

Order of Business	Person Responsible	Report, or <i>To Do</i> list	Action Plan
Call to Order, Introductions	Taylor	Attending – Taylor, Bess, Backie, Pomaranski, Barnard, Mueller, Wolverton and Fairgrieve. Guest – Julie Lapinski. Taylor called the meeting to order at 7:00p.m.	
Secretary's Report	Backie	Backie asked for input on the October minutes. There were no changes, other than the corrections mentioned by Backie. Bess made a motion to accept the minutes; Mueller seconded	October minutes were accepted. Backie will have them put on the Web site.
Treasurer's Report	McNeil	Taylor reported for McNeil. He noted that we have approximately \$61K in the bank. On this year's budget, we should be \$15 – 18K to the good. Question about carrying such a large balance. Not an issue, since we're not a 501C3 organization. Backie made a motion to accept the Treasurer's report; Pomaranski seconded	The October budget was accepted. Chairs – Please submit budget by the end of November. If nothing is submitted, you'll get last year's allocation.
Petunia Parade	Phillips/Messner/Acker	Phillips said that Pleasanton Valley Greenhouses have been selected for the petunias next year. \$800 was spent last year. Will ask the Township to water again.	
Newsletter	Capper	Taylor reported for Capper. We mail out 50 – 60 <i>Newsletters</i> and get 500 hits/quarter on line.	
Fundraiser	Taylor	Taylor mentioned that we have a tentative date and are awaiting a contract. He plans to get the committee members together for a discussion about the event. More people are needed for the committee.	
Website	Taylor	Taylor said he'd asked MS Creative for an assessment of the web site. It's not mobile ready because the platform is dated. 40 vendors didn't renew their web presence. MS Creative doesn't follow up with vendors. For 4 years, we've broken even or made money with MS Creative; we currently owe \$1.5K for last year (because of PPI and other pages). Wolverton suggested that we follow up with web site invoicing.	
Membership	Wolverton	Wolverton reported that we have 269 family memberships. Bills for 2016 will go out to family and business memberships. The Watershed did a thank you card to members who renewed. Should we?	
Lake Issues, Explore the Shores	M. Reed, M. PUNCHES	Taylor said that work is being done on the universally accessible kayak launch at the DNR launch site and the Langland Park Project.	
Banners and Christmas	C. Reed	Pomaranski reported that the Christmas decorations	

Decorations (part of Christmas in Onekama)		are going up. Brett Matthews is putting up the tree lights.	
Fall Festival	Sternberger	Taylor said everything went well for the Fall Festival.	
Winter Fest	Meister	Taylor noted that Jamie Meister does not want a leadership role. Without a chair, we may not do an event.	
Concerts	G. Punches	Taylor mentioned that the committee is working and planning is underway.	
Facebook Pages	Taylor	Taylor said that we have approximately 5K likes and are reaching 120 – 150K people. He will promote Christmas in Onekama with an ad on Facebook.	
Onekama Scholarships	Taylor	Taylor said that the students have sent in the appropriate documents, so the money will be sent to their schools.	
Publicity	Backie	Backie mentioned that she’s working on PR for Christmas in Onekama.	
Onekama Days	Taylor, Szilvagy, Peabody, English, Mueller	Taylor noted that PLA, the Lions and the Fair Board are splitting the costs for tent cleaning due to the debris from stock car races. Our cost is \$370.	
Christmas in Onekama	Pomaranski, Fairgrieve, Franklin, Sternberger	Pomaranski said that 32 vendors have signed up and 4 – 6 businesses have signed up for the chili cook-off. M-22 Grill is doing dinner with John Pomeroy, guitarist, from 3:30 – 5:30.	
Old Business	Taylor	Taylor asked if it was worth continuing with the Citizen of the Year award. He would like to see an Executive Committee which would prepare agenda items for the Board.	
Old Business	Taylor	Major Publication – Taylor is working with <i>Shoreline</i> magazine and businesses in the area to create a better presence in the publication for 1..	
Old Business	M. Fairgrieve	Farr Friends – Fairgrieve met with the Village Council and got approval for a one year trial. She has talked to people who would coordinate programs.	
Old Business	Taylor	Jetty project – Taylor said rocks on the jetty need to be replaced. Cost is \$23,750 with Swidorski Bros. Excavating doing the work. Mueller made a motion that PLA donate \$4K for repair of the jetty in the Onekama Village Park with a strong recommendation that the Village set a voluntary fee for launching boats, to go toward future repairs and upgrades. The PLA donation will be disbursed upon completion of the project. Backie seconded the motion.	After discussion, the motion passed.
Old Business	Bess	Welcome Committee – Mary Fairgrieve has joined the committee. Notecards are being printed up. Cards will cost \$115 for 250 cards. Wolverton will send thank you notes to new members. Taylor suggested that we use the “Two Lake Town” in the tri-fold.	Taylor will identify photo donors for the tri-fold.
New Business	Torrey	School projects – Last year PLA supported 9 <sup>th</sup> and 10 <sup>th</sup> graders’ college visits, the girls’ color run and scholarships. Last year sophomores toured the Ford Rouge Plant; this year the juniors will go to Ferris. Last year Freshmen went to WSCC; this year plan to take sophomores to CMU in April. This year also plan to take the Frosh to Baker College in Cadillac.	Torrey will propose a budget for 2016.
New Business	Taylor	OCS volunteers – Taylor will hear more about what the school would like at an upcoming meeting.	
New Business	Wolverton	Wolverton mentioned that some of her guests ask why there isn’t a sign on the 8Mile Rd. entrance to Onekama. Her guests also ask about a fish cleaning station.	

Public Comment/Adjournment		No comments.	Meeting was adjourned at 9:10pm.
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