

PORTAGE LAKE ASSOCIATION

Regular Board Meeting

February 4, 2026

6:00PM

Onekama 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 Mary Jo McElroy, Secretary Roz Jaffe, Past President	Al Taylor Amber Sedelmaier Cindy Pons Diane Wemlinger Jane Foster Kathy Loynes Mark Miller Sally Koon Susan Halloran	Brian Devilling, Mary Jo McElroy, Mary Fairgrieve, Nancy Dabrowski, Paul Mueller, Carrie & Greg Cassagnola, Katy Castillo, Tim Mostowy, Jean Capper, Kathy Cyr, Lauralee Ryan, Joe Suchocki

TOPIC	DISCUSSION	ACTION ITEMS / RESPONSIBILITY
Call to order and welcome	Cyndy Wangbichler called the meeting to order at 6 PM. Fourteen PLA board members / committee heads attended, either in person or via Zoom. Attendees were Cyndy Wangbichler, Roz Jaffe, Evie McNeil, Mary Jo McElroy, Susan Halloran, Kathy Loynes, Jane Foster, Amber Sedelmaier, Justin Sedelmaier, Joe Suchocki, Tim Mostowy, Lauralee Ryan, Sally Koon, and Kathy Cyr.	
Additions to the Agenda	None	
Consent Agenda	The Consent Agenda consisted of January 2026 minutes and financials. Susan Halloran made a motion to approve; Kathy Loynes seconded, and the motion passed without discussion or dissent.	Mary Jo to get January minutes posted at Onekama.info .
Correspondence	Evie received a thank you letter from UCare (Ukrainian Children’s Aid and Relief) in appreciation of our donation. Roz mentioned that she received an incidental donation from a non-member which needs to be acknowledged.	Roz to send info to Cyndy and Mary Jo so that a thank you note can be sent
COMMITTEE / EVENT REPORTS		
Onekama History Association	Kathy Cyr reported that the History team is working on historical plaques; four more to go using leftover funds from the 150 th Onekama celebration. Funds are managed by	

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	<p>Onekama Parks and Rec Committee. All verbiage for plaques will be complete by April, then will be turned over to Michelle Ervin for printing. Their next project is to update information on the Onekama.info website about historical facts.</p>	
<p>STRATEGIC PLAN REPORTS</p>	<ul style="list-style-type: none"> • <i>Build and Strengthen Community Collaboration</i> – Joe Suchocki updated the group with a handout focusing on his efforts with local businesses, Onekama Consolidated Schools, Onekama Township and Village entities, the Lions, local churches, Downtown Development Authority, Manistee Chamber of Commerce, Manistee County Tourism Authority, and other communities in our area. He also updated the group about new business development, Trails project, Village Main Street sidewalks, and potential workforce housing. • <i>Expand Financial Resources and Build Reserves</i> – Roz reported that 60 letters have gone out to potential Business Sponsors with more to go out next week. Membership letters have been sent, and dues are starting to be paid. Roz suggested that we table a decision about 501c3 status until 2027. Roz and Jean Capper are working on the possibility of selling ads to businesses in the quarterly newsletter. • <i>Build an Engaged Board and Volunteer Force</i> -- Cyndy reported that she has been working to fill vacant positions. She is also planning an orientation of new board members. • <i>Strengthen and Diversify Communications</i> – Cyndy is working to recruit a leader for this; the branding initiative will also tie into this topic (see later in agenda). • <i>Establish Effective Operational Tools and Systems</i> – Mary Jo reported that she has started to populate the PLA’s Google Shared Drive with folders and files. So far, the content includes operational information about Business Sponsorships, Master Vendor List, 	<p>Joe to send document to Cyndy who will distribute it by email.</p> <p>Joe to ask businesses where they would like the PLA to advertise (e.g., Shoreline)</p> <p>Kathy Loynes to send information about Celebration of Lights to Mary Jo</p>

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	Volunteers, Summer Party, and Fall Festival. She is working on Artisan Market now, then will do Banners and Lights.	
OLD BUSINESS		
2026 Budget Approval	Evie presented the proposed budget in January. Several changes were made. The proposed budget now shows a small negative variance (-\$3K). Roz made a motion to approve the amended 2026 budget; Susan seconded the motion. It passed without further discussion.	
Branding and Marketing	Cyndy presented the draft of a Request for Proposal for branding services. After some discussion, it was decided to make the possibility of a name change more explicit in the requested services. Responses will be due by February 27. RFP will be sent to Ellie Brown, MS Creative, and Right Side Design.	Cyndy to send out RFP
Onekama Days – Beer Tasting / tent	Mark Miller volunteered to help with this event during Onekama Days. Cyndy is still trying to reach Carrie and Greg Cassagnola. It was determined that the best option is to do a beer tent this year to maximize profit.	
June Welcome Summer Event	Cyndy reported that Jane Foster and Susan Halloran will co-chair this event. Susan and Diane Wemlinger will do the Silent Auction work; Cyndy offered to assist. Cyndy contacted Jamil at Portage Point Resort; he offered four dates in early June for the event. The group decided that June 12 is best. PPR prices are 15% higher than last year; we could increase the per person admission fee to \$40 to cover that increase.	Mary Jo to send operational intel about 2025 Summer Cocktail Party to Jane and Susan
PLA Banners	Tim Mostowy introduced himself as the new chair for Banners and Lights. He clarified the scope of his role as being responsible for the Christmas tree lighting, winter decorative lights, and Two Lake Town banners. The school is responsible for graduating seniors' banners. He mentioned that we have 22 of the Two Lake Town banners; 12 of them have rips, 10 are in decent condition. Sally Koon has been researching new options for replacement banners. Justin Sedelmaier mentioned that he has a contact person from Shine which did the original banners.	Mary Jo to see if Church of the Brethren can stitch up the rips so these can be used this year. Justin to send info about Shine to Cyndy or Sally

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	Justin encouraged the group to look closely at the proposal from Consumers Energy, which is now four years old. That project was about \$20K but has some operational savings which can be realized.	
NEW BUSINESS		
PLA newsletter	Jean sent a reminder that the deadline for articles in the April newsletter is March 10.	Send articles to Jean by March 10
CD renewal	Evie mentioned that our CD just matured; its value is \$38,498. We also have about \$34K between checking and money market accounts. Sally made a motion to renew the CD for three months only. Susan seconded the motion which passed unanimously.	Evie to renew CD for three-month term
OTHER BUSINESS		
Next meeting	The next meeting will be on March 4, 2026, at 6 PM.	
Adjournment	Kathy made a motion to adjourn, Mary Jo seconded, and the motion passed. The meeting was adjourned at 7:30 PM.	

Submitted by Mary Jo McElroy