

PORTAGE LAKE ASSOCIATION
MINUTES
June 4th, 2008

The meeting was called to order at 7PM by President Roger Cody.

PRESENT: : Roger and Nancy Cody, Frank and Linda English, Dave Combs, Chuck and Mary Reed, Barb Wolverton, George and Margaret PUNCHES, Doug Calloway, Eric Beeman, Judy Blackmore, Jim Simons

MINUTES: The May minutes were distributed and approved as corrected. Property for the sign is owned by Bingham not Bidwell.

TREASURER'S REPORT: The financial report as of 6/4/08 was distributed and approved. Barb noted that we had 16 new members this month. Roger asked for clarification on the money in the lighthouse account. This money was raised about 11 years ago. A home for the lighthouse has never been determined and it currently located at the Domres. It is strapped steel construction, 45 feet tall and is the original lighthouse. Possibilities for the location include at the end of 8 mile and also "incorporating" it into one of our signs. There are many issues with the location including liability issues.

COMMITTEE REPORTS:

- 1) **WEB SITE:** Eric Beeman asked for comments from the board on the design of the home page of the website. General opinion was that it could be improved. Eric and George PUNCHES will work on bringing new designs to the board for approval. Other comments about the website included: 1) PLA information should be more readily available 2) Manistee Downtown has a great homepage. 3) Fundraiser, concerts in the park, current happenings could be a "banner" on front page. 4) We need a VISITORS site. 5) change fonts/color to add interest. Total expenses to date for the updated website is about \$2,000. Eric will search for a new webmaster. Cost is about \$20-40/hour for a webmaster. Eric will volunteer to do this until we find a new webmaster. We need to bill \$200 to the township and the village for services to day. Also, need to look at billing businesses for services. Eric, George, Dan Behring and committee have done a truly outstanding job on the web site project!
- 2) **PUBLIC RELATIONS:** Nancy Cody presented the ad for the fundraiser that is currently running in the Manistee Advance June 4, 6, & 7th. Suggestions were made on additions such as to add the website, change font, etc. The board voted and approved \$50 extra to update the ad. Nancy will check into making these changes to the ad. She stressed that the PLA needed to give her an advertising budget. Using our raffle license number gave us a significant discount this year. Nancy also reported that advertising for the fundraiser will be on radio and on all the free Public Service Announcements during the next week. We will also run a large "thank you" ad after the event to thank all of our donors.
- 3) **SIGN:** Doug Calloway reported on the location of the sign. We now have permission to construct it on the Bingham property and the paperwork is done. However, this site is "wet" and Doug may have found a better site. If this site is approved by the Onokama Marine Board, this will be the site and construction can begin. Doug also had 3 final designs for the sign from Amor Sign. A vote was taken, again, and the final design was approved by a 7-4 vote. Doug will have the sign copyrighted. We have about \$7,800 collected for this sign.
- 3) **FUND RAISER:** Roger reported that the fundraiser plans are coming along nicely.

- 4) **BANNERS:** Dave Combs showed the board the 8 new banners that have been received. They look great. Jay Siwek purchased one of the old banners and 1 new. A suggestion was made that other people may be interested in obtaining them and we may want to auction off the old banners.
- 5) **CONCERTS IN THE PARK:** Margaret PUNCHES distributed the flyers that she has had made to advertise the Bog Band Concert on Sunday June 29th. There has been a great response from the churches and organizations to participate. It will be a great community event! We will start setting up at 5PM. George asked for more volunteers to “pass the hat” at the concerts.
- 6) **501C3 STATUS:** Roger reported that it is not practical for us to apply for this status. A better alternative is to work with the Manistee Foundation. He has met with Tim Ervin and we could have donations go through the Foundation. This would give people the opportunity to take donations to the PLA as a tax deduction. We would set up our operating budget and have another account for projects at the Foundation. Roger and Barb will continue to pursue this option.
- 7) **FARR CENTER AIR CONDITIONING:** The air conditioning has been installed at the Farr Center. Last year Connie Zimmerman offered to donate \$1,000 if the PLA would match this amount. The board already approved this so Barb will write a check to the village.
- 8) **POSTCARDS:** Barb Wolverton reported the 4 postcard designs have been ordered. They will be distributed to area business when they are received. They could also be sold at the concerts in the park.
- 9) **ONEKAMA BROCHURES:** Barb and Roger cleaned out our storage unit and found 2 cases of the old brochures. They will be distributed to area businesses.

Reminders:

Fundraiser – June 14th, 2008

Meeting adjourned at 8:30 PM.

Submitted by:

Mary Reed, Secretary