

PLA Monthly Regular

01/06/16
7:00 PM
Farr
Center

Board of Director's Meeting January 6, 2016

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:

Diane Bess - President
Julie Lapinski -Vice President
Evie McNeil Treasurer
Faye Backie- Secretary
Al Taylor – Past President

Board of Directors

Frank English, Paul Mueller
Pat Pomaranski, Al Garbrecht
Barb Wolverton, Mary Fairgrieve
Nikki Torrey, Jean Capper
Susan Barnard, Cynthia Kadzban

Committee Heads

Jon Phillips, Tammy Messner
Jeff Sternberger, Chuck Reed
Mary Reed, Susan Halloran
Roz Jaffe, Steve Szilvagy, Margaret Panches, Jamie Miester
Pat Pomaranski, Bruce Peabody, Marilyn Acker

Agenda

Order of Business	Person Responsible	Report, or <i>To Do</i> list	Action Plan
Call to Order, Introductions	Diane Bess	Bess called the meeting to order at 7:00pm and everyone introduced themselves to new board members. Those attending included Bess, Lapinski, McNeil, Backie, Taylor, English, Mueller, Pomaranski, Garbecht, Fairgrieve, Barnard, Wolverton and Halloran. Backie presented Taylor with a plaque recognizing and thanking him for his leadership as President.	
Secretary's Report	Faye Backie	English made a motion to accept the Dec. 2015 minutes; Pomaranski seconded.	The December 2015 minutes were accepted.
Treasurer's Report	Evie McNeil	McNeil presented the December monthly report. Fairgrieve made a motion to accept the report; Backie seconded.	The December Treasurer's report was accepted.
Petunia Parade	Jon Phillips/Tammy Messner	Taylor reported that the committee has selected Pleasanton Nursery.	
Newsletter	Jean Capper	Taylor reported that the <i>Newsletter</i> will be printed and delivered on Friday. It was noted that the <i>Newsletter</i> contains time-sensitive information and should go out in a timely fashion.	
Fundraiser	Al Taylor	Taylor reported that a group is holding brainstorming sessions on ways to liven up the event. They plan to survey past attendees to get input.	Bess asked if anyone has baskets they could donate for the event.
Website	Al Taylor	Taylor said that it will cost \$2K to make the site mobile-friendly. Will discontinue areas of the site that are not visited. MS Creative has sent out invoices to advertisers. If no response, they'll send a follow-up letter. If no response at this point, they'll contact PLA for direction.	
Membership	Barb Wolverton	Wolverton reported that we have 269 family members. The dues letter is going out shortly.	
Lake Issues, Explore the Shores	Mary Reed	Taylor noted that Reed reported at the Township meeting that this has been	

		the best year for treating phragmites but it was a bad year for European milfoil. A new invasive species, purple loosestrife is here.	
Banners and Christmas Decorations (part of Christmas in Onekama)	Chuck Reed	Taylor said we've approached both the Village and Township for help with banners and decorations. Both say they are helping as much as they can.	
Fall Festival	Jeff Sternberger/Susan Halloran	Halloran discussed the issues around the food drive for the Food Bank. Winners of the scarecrow contest didn't get publicized. Other issues discussed were longlines for the face painting and balloon man.	
Winter Fest	Jamie Miester	Taylor noted that we won't do Winter Fest this year.	
Concerts	Steve Szilvagi	Taylor said 8 – 10 artists/groups have been identified. Most have gone up in price. The committee is having trouble getting a group for July 4.	
Facebook Pages	Al Taylor	Taylor noted that advertising for local businesses increases their traffic. He plans to use the "boost" feature for more of our events in the coming year. It's very inexpensive (\$25) for 5 days of promotion to FB users within a 50 mile radius.	
Publicity	Faye Backie	Backie asked for any input on the Events list for 2016 that she sent out. She's working on the Welcome Committee tri-fold, which is in the last iteration.	
Onekama Days	Al Taylor, Steve Szilvagi, Bruce Peabody, Frank English, Paul Mueller	Mueller and English are planning to meet and discuss fireworks. English noted that the Lions, at their December meeting, decided not to support the fireworks this year unless there's a better format. English suggested that PLA approach the Casino about underwriting the fireworks.	Taylor or Wolverton will talk to the Casino about underwriting the fireworks.
Christmas in Onekama	Pat Pomaranski, Mary Fairgrieve, Jeff Sternberger	No report at this time.	
Farr Friends	Mary Fairgrieve	Fairgrieve noted that Farr Friends will meet tomorrow from 2 – 4pm.	
Scholarships	Roz Jaffe	Taylor said that we're waiting on some information from the students before we can send out the checks. We have \$3,300 in the budget for scholarships this year.	
Welcoming Committee	Diane Bess	Bess noted that the committee will meet later in the month. Fairgrieve reports that the names of newcomers are being prepared by the Township office, listing voter registrations and new home purchase lists.	
Old Business	Al Taylor	Welcome Sign update - Taylor talked to MDOT. We can't put an Onekama sign on U.S. 31 because the village is not on that road. Discussion of the billboard on U.S. 31 belonging to Suzanne Schwing and <i>Shoreline</i> magazine.	Taylor will talk with Schwing about using the billboard. He will also talk with Shoreline Publications about advertising.
Old Business	Al Taylor	OCS Volunteers - Taylor mentioned that he's put something together for the <i>Newsletter</i> .	
Old Business	Al Taylor/Evie McNeil	2016 Budget - Taylor noted that there will be some extra expenses in the coming year: \$2.5K for 501(c)(3) legal and application fees, fireworks, etc. Some issues to work on – money	A tentative budget, based on the 2015 budget was approved by the Board. The Board will finalize the 2016 budget at the February meeting.

		<p>handling, reimbursements (need receipts), etc.</p> <p>Also not getting input from committees on their budgets, so Taylor proposes going with the 2015 budget so committees that need to spend can go ahead. Fairgrieve made a motion to approve the 2015 budget as a tentative budget; English seconded.</p>	
New Business	Diane Bess	<p>Winter Retreat - Bess noted that there will be a retreat on Tuesday, January 26 from 9am - noon at the Covenant Bible Camp.</p> <p>Suggested items for discussion – giving members something for their dues. Are we charging enough for dues?</p>	
Public Comment, Adjournment			