

Portage Lake Association Board Meeting: **MINUTES** January 4, 2012

Our Mission: *We have a common goal of improving the quality of life in the Onekama area.*

Board Member:

Al Taylor - President
 open - Vice President
 Bill Fairgrieve - Treasurer
 Faye Backie – Secretary
 Margaret PUNCHES – Past President

Board of Directors/1yr

Frank English/Paul Mueller
 Leann Burger
 Mary Lynn Burchard

Board of Directors 2/yr

Sheila Heiser
 Roger Cody

MINUTES

Call to order	Margaret PUNCHES, President	Present: Margaret and George PUNCHES, Paul and Jane Mueller, Mary Lynn Burchard, Sheila Heiser, Al Taylor, Frank and Linda English, Bill and Mary Fairgrieve, Chuck and Mary Reed, Barb Wolverton, Tammy Messner, Leann Burger, Roger Cody, Faye Backie	Margaret called the meeting to order at 7PM and turned the meeting over to Al Taylor, incoming President. George PUNCHES presented Al Taylor with a gavel and Margaret PUNCHES with a plaque commemorating her presidency.
Secretary's report	Mary Reed	Minutes were distributed by email. Frank English moved the minutes be accepted. Paul Mueller seconded. Minutes approved.	Minutes will be posted onekama.info website by Faye Backie.
Treasurer's Report	Bill Fairgrieve	Bill Fairgrieve presented the financial report. The budget was reviewed. Frank English moved the report be accepted, Faye Backie seconded. Report accepted.	Treasurer's report on file with minutes.
Fall Fun Fest Scarecrows	Jeff Sternberger	No report	
Celebration of Lights	Jewelee Franklin	Al mentioned that a recommendation has been made to change the name of the day's events to Christmas in Onekama or Holiday Time in Onekama for PR purposes. Julie Franklin has asked for the fee for vendors to be raised to \$20. A suggestion was made to have an auction of small, decorated Christmas trees.	It was decided that the fee will be \$20.
Website	Roger Cody & Margaret PUNCHES	Roger mentioned that he's looking at types of ads that might be used on the site such as pop-up and banner ads. Ad price would determine visibility. He presented use statistics for the 2011 year as well as Mar. 8, 2011 – Jan. 2, 2012.	Roger will continue to explore the ad possibilities. He will also give Sarah a list of officers who should have access to the Web site.
Membership	Barb Wolverton	Barb reported that bills for next year's membership will go out in a couple of weeks. Margaret mentioned that a logo decal or cling should be included with the bill. It should be sized to fit in a regular envelope.	Margaret will order logos.
Newsletter	Mary Fairgrieve	Next newsletter is February. Articles are due January 16 th . Faye is working on getting ads.	
Publicity	Faye Backie	Faye distributed a copy of PR Outlets and poster locations for PLA events. Al suggested that we should add various campgrounds to our poster list. A question was raised about the billboard on US 31 just south of 8 Mile Rd. On the north side, the message is "Oops, you've just passed Onekama". It's fading and we should update it or rent it to someone else. There is a question about whether PLA actually owns it. George mentioned they have property on US 31 at Milarch Rd. which might be used. It was also mentioned that the MDOT signs have Onekama spelled incorrectly.	Frank will check with the Schwings, who own the property and find out the status of the billboard.
Fund Raiser	Al Taylor	Al reported that there will be a kick-off meeting this month. The committee has lost some long-term members, so he is looking for new members. Some donations have already come in. He asked Barb if PLA will be able to store	Barb will check on storage of donated items.

		donations at the Alpine. The deposit has been paid to the Casino and he will be talking with them about the dinner, etc.	
Banners/Christmas lights	Chuck Reed	Chuck asked when the lights should come down. The consensus was Jan. 31. Some banners will need to be replaced. It's better to purchase banners every other year because of set up costs. Used banners can be auctioned off at the Fund Raiser.	Lights will come down at the end of January. Chuck will purchase new banners.
Petunia Parade	Tammy Messner	Tammy has asked the Village to post the parade in the M-22 events. Plans will be discussed in upcoming months. The budget will be similar to last year. The Boy Scouts will help prepare beds this year. Curb cut changes did not result in any significant change in volume. Watering and watering teams will be potential issues. Pleasanton Greenhouse won the bid this year.	The Petunia Committee will look at possible improvements to the watering process next year.
Winter Fest	Doug Callaway	Due to the mild weather, ice and snow-related activities have been canceled. The Euchre Tournament, 5K Run and Pancake Breakfast will continue.	
Concerts in the Park	George PUNCHES/Al Taylor	The groups An Dro, Mad Cat & Kane, and Blue Coast Quintet are confirmed, others are pending. MI Arts and Humanities Council has money this year – up to 40% of the cost if the group is registered with MA&HC. Amor Signs will put up/take down the banner for \$200. The cost will be split with the Watershed Assoc.	
Onekama Scholarship	Leann Burger, Al Taylor	Leann reported that the committee members are set and applications will go out soon. Since the Fall Dance raised approximately \$750 for the fund, it was suggested that we give \$1,000 in scholarships this year. Frank made the motion, Roger seconded; the motion passed. Al mentioned that he'd talked to the art teacher at OCS about having an art contest for upper level H.S. students. The winning art work would be auctioned off at the Fund Raiser.	Al will continue discussions with the art teacher about an art contest.
Old Business	Margaret PUNCHES/Al Taylor	<ol style="list-style-type: none"> 1. Board Retreat: A report will be forthcoming to the President. Al will bring it and raw data to the Board Members. A synopsis will be made available to the public. 2. Committees and Budgets: Al has asked committees for their budgets and for PR costs. He passed out a list of PLA committees and chairpersons. 3. Bike racks: Mary Reed reported that \$3,000 has come in from the Revenue Sharing Board for bike racks. This matches \$1,000 each from the Village, Township and PLA. Decisions will have to be made by Parks and Recreation about locations and type of racks. 4. Possible Fair Art Project: George will contact the Manistee County Fair Board. 	
New Business:	Al Taylor	<ol style="list-style-type: none"> 1. Summer's End Dance: Since the committee recommended that this event be discontinued, should we put together an event that would attract more of the community and benefit the Scholarship Fund? 2. Al suggested a pig roast at the last concert of the year which would also be a fund raiser. It could be advertised at earlier concerts. 3. Mary Reed suggested a possible water project - "Lake Appreciation Day event, to be held on June 30th, July 29th or Aug. 30th in conjunction with the Fair. 4. Al raised the possibility of doing some PR for high speed Internet. After discussion, it was decided that PLA does not do PR for for-profit firms. 5. New Committee: Al asked if we need a Membership Committee. 	3. Mary Reed will bring the Board suggestions.
Public Comment		None.	
Adjournment		9:00 PM.	
Minutes submitted	Faye Backie	Secretary	

