

## Portage Lake Association Board of Directors Meeting - Minutes – February 5, 2013

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 Members	Committee Heads
Al Taylor - President	Frank English/Paul Mueller	Jon Phillips, Marilyn Acker
TBD – Vice President	Leann Burger	Jeff Sternberger, Chuck Reed
Evie McNeil – Treasurer	Sheila Heiser	Mary Reed, Jewelee Franklin
Faye Backie – Secretary	Bruce Peabody	Mary Fairgrieve, Roger Cody
Margaret PUNCHES – Past President		George PUNCHES, Barb Wolverton, Pat Pomaranski

Order of Business	Person Responsible	Report, or <i>To Do Plan</i>	Action Plan
Call to Order	Al Taylor	Board members Taylor, Bess, PUNCHES, McNeil, Backie, and Burger were present. Also attending: M. Reed, C. Reed, and G. PUNCHES.	Taylor called the meeting to order at 7:00pm.
Secretary's Report	Faye Backie	Backie noted a few corrections made to the draft minutes. Burger made a motion to approve the minutes of the January meeting as corrected. PUNCHES seconded.	The January minutes were approved.
Treasurer's Report	Evie McNeil	McNeil reviewed monthly expenditures. Taylor noted that Osborne will allow us to link to his fishing report. We have given him a check for \$300 in support of his fishing tournament, as planned in the budget. Backie made a motion to accept the Treasurer's Report, Bess seconded.	The Treasurer's Report was accepted by the Board.
Petunia Parade	Jon Phillips	Taylor reported that Phillips will talk with Bobby G. about watering. Taylor has begun discussions about support from the Village and Township. Phillips sent envelopes to Tom Gerhardt for his newsletter. Pleasanton Greenhouses has been selected to provide the petunias. M. PUNCHES forwarded a request that we make the barrels more attractive with additional types of flowers. Taylor indicated that Pleasanton Greenhouses will be able to help us with the issue.	Phillips will talk with Bobby G.
Newsletter	Mary Fairgrieve	Taylor noted that MS Creative can track activity on emails. Of 879 emails sent, 397 clicked on the link – 224 people total. On the Parks and Recreation Plan email sent to 879 addresses, 397 clicked and on July Newsletter, 442 clicked. Backie inquired about the wrong header than went out with a recent email. Taylor said MS Creative is trying to figure out what is causing the problem.	Articles for the next <i>Newsletter</i> are due mid-March.
Fund Raiser	Al Taylor	Taylor mentioned he is meeting with Barb Wolverton to set up a schedule for the Fund Raiser Committee meetings.	
Website	Roger Cody	Taylor reported for Cody that we have asked MS Creative to create a page for Portage Point Inn. They will pay for the page. Invoices are going out to lodging, restaurant and retailers. It includes information about analytics. M. PUNCHES asked if individual rentals can be advertised. Taylor said yes and directed her to Sarah at MS Creative.	
Membership	Barb Wolverton	Taylor noted that the total income from memberships last year was \$6,860. This means we have approximately 229 memberships.	
Lake Issues, Explore the	M. Reed, M.	M. Reed reported that the Township approved a resolution of	

Shores	Punches	intent to go forward with the request for a Special Assessment District (SAD). There will be public hearings and mailings as well as information on the web site to provide information to the voters in the area. They will use the same formula as before. The SAD, if approved, would last for 5 years. PLWF Fund Raiser will be held Saturday, July 26, location to be determined.	
Banners and Christmas Decorations	Chuck Reed	C. Reed said that there are 3 banners in good shape. 8 will need repair. One Christmas street ornament that was missed, will be taken down.	
Fall Festival	Jeff Sternberger	No report.	
Winter Fest	Al Taylor	No event this year.	
Concerts	George Punches	G. Punches reported that the line-up is set with a good mix of music. Will need 2 rooms for the Gratitude Steel Band. He will work with Wolverton. PLA will pay for the rooms. G. Punches noted that we should add information about the school as a venue in case of rain. He will check with the School to be sure we can use their space. Backie will send information out to PR outlets and to Taylor for the Facebook pages and web site.	G. Punches will check with OCS to make sure we can use the Cafetorium as a rain venue. Backie will send out info to PR outlets and Taylor.
Onekama Scholarships	Leann Burger	Burger stated that the applications will be at the school by March 10. The counselor will let seniors know. They will have two weeks to get them in (before spring break). The Committee will meet and narrow the field to interview candidates. Burger asked how much is available for the scholarships. \$2,700 was raised at the pig roast and beer tasting. M. Punches made a motion that we dedicate \$2,000 for scholarships this year; Backie seconded.	The motion to dedicate \$2,000 to scholarships this year passed.
Publicity Committee	Faye Backie	Backie reported that she's putting together the schedule of events for the coming year. Taylor reminded Backie that we are also planning a flyer with concerts and other events in the Onekama area. M. Reed noted that the Watershed fund raiser will be Saturday, July 26.	
Christmas in Onekama	Pomaranski, Franklin, Sternberger, Fairgrieve	Taylor reported for Pomaranski. She indicated that she'd like to improve the amount that we get for the trees. She's considering whether we have too many trees and the placement of the trees to facilitate bidding.	

New Business	Al Taylor	<p>(1) Evelyn Sorenson Tapestry – The tapestry that E. S. donated to the PLA is currently on display at the Elizabeth Oliver Art Center in Frankfort. We have a bid sheet up for it. Taylor received an inquiry about the tapestry from the son of Onekama residents. The reserve that M. Fairgrieve suggested, based on the recommendation of the curator of the Art Center, is \$5,000. The inquirer’s estimation is from \$2,200 – 3,000. Taylor asked how we could get confirmation of an estimate to set a reserve amount. Backie noted that an appraiser in T.C. had appraised Ms. Sorenson’s work some time ago. She believes he is still in business. Someone at the Dennos Art Museum might also be able to help us. Taylor mentioned that he has a contact at West Shore Community College that he will ask. Burger noted that we need a retail appraisal, not an insurance appraisal. Taylor said that he felt he needed the Board’s approval to move forward with a sale of the tapestry. Backie made a motion that - based on Evelyn Sorenson’s wishes, Taylor has the authority to list it for sale. Bess seconded. Taylor will post it on Facebook, noting that we are accepting bids. We don’t have to disclose the reserve.</p> <p>(2) Elections – Taylor reviewed the slate of candidates with the group. President – Al Taylor, Vice President – Diane Bess, Treasurer – Evie McNeil, Secretary – Faye Backie. Board Members – 3 year term – Barb Wolverton and Sheila Heiser (in 2<sup>nd</sup> year). 2 year term – Frank English and Jean Capper. 1 year term – Leann Burger, Paul Mueller, Bruce Peabody, Nikki Torrey, Jennica Mathieu. Burger made a motion to accept the roster as presented; M. PUNCHES seconded. The ballot will go out with the membership forms. Should go out shortly.</p> <p>(3) Budgets – Taylor reviewed the 2014 budget. Adjustments were made to some budgets based on input. Petunia Parade will have some additional expenses this year. And Ludington Beverage says to expect a 30% increase in attendance at the beer tasting this year. C. Reed said we will need \$1K additional for new banners. Give Taylor input in the next few days, he and McNeil will work together to finalize the budget.</p>	<p>(1) Motion to give Taylor the authority to list the Sorenson tapestry for sale passed. Backie will consult the appraiser in Traverse City on the retail value of the tapestry, as well as Dennos Art Museum. Taylor will consult with an art expert at West Shore Community College. Taylor will post the tapestry on Facebook pages.</p> <p>(2) The roster of candidates was accepted by the Board. The ballot will go out shortly with the membership notices.</p>
Adjournment	Al Taylor	Meeting was adjourned at 8:28.	