

**PORTAGE LAKE ASSOCIATION**

December 4, 2024

6:00PM

**Regular Board Meeting**

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.***

<b>Officers</b>	<b>Board of Directors</b>	<b>Committee Heads</b>
Roz Jaffe, President VACANT, Vice President Evie McNeil, Treasurer Mary Jo McElroy, Secretary Al Taylor, Past President	Jean Capper Susan Halloran Kathy Loynes David Maylen Mark Miller Carey Stark Joseph Suchocki Diane Wemlinger	Brian Devilling, Mary Jo McElroy, Mary Fairgrieve, Theresa Gimpel, Nancy Dabrowski, Paul Mueller, Nikki Schneider, Justin Sedelmaier, Carrie & Greg Cassagnola, Katy Castillo

<b>TOPIC</b>	<b>DISCUSSION</b>	<b>ACTION ITEMS / RESPONSIBILITY</b>
Call to order and welcome	President Roz Jaffe called the meeting to order at 6:05 PM. Present: Twelve persons were present, either in person or via Zoom. Attendees were Roz Jaffe, Evie McNeil, Mary Jo McElroy, Al Taylor, Jean Capper, Susan Halloran, Kathy Loynes, Mark Miller, Carey Stark, Joe Suchocki, Nikki Schneider, and Cyndy Wangbichler.	
Additions to agenda	How to memorialize Margaret Panches, very instrumental in the early days of the PLA	
Consent Agenda	The Consent Agenda consisted of November 6, 2024 minutes and November 2024 financials. Joe moved to approve the Consent Agenda. Susan seconded, and the motion passed without dissent.	
Correspondence	None.	
<b>OLD BUSINESS</b>		
Christmas in Onekama: Artisan Market	Nikki reported the following about the Artisan Market on November 23: <ul style="list-style-type: none"> <li>• 42 vendors, 50% responded to a survey</li> <li>• Positive comments: well organized, wide aisles, great volunteers to help load and unload</li> <li>• 48% reported sales as expected, 24% sales more than expected, and 28% sales less than expected</li> <li>• 91% said they would return next year</li> <li>• Negative comments: small gym not busy, students did not show up for craft table, gift wrapping, or student art show</li> </ul>	Roz to talk to Pam Richardson from Jr Clio about unhappy Santa Claus

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	<ul style="list-style-type: none"> <li>Sales of baked goods competed with cookie sale in cafetorium</li> </ul> <p>Plans for next year are to use the large gym only, work more with the school to get students and groups engaged, increase the booth fee slightly, and have more local art. People miss the chili cookoff. You might consider that or a mac and cheese cookoff. Maybe a raffle, some type of entertainment. Jr Clio was not happy with Santa location. Nikki purchased \$25 gift cards for the four NHS students who helped; she would like to present a check for \$200 to the NHS for their help. Mark made a motion to approve \$300 for those expenditures; Kathy seconded, and the motion passed. The yard signs were too small and hard to read. Evie received an invoice for \$265 from Jackpine for the signs. Susan made a motion to approve \$265 for the signs; Joe seconded the motion, and it carried.</p>	
<p>Celebration of Lights</p>	<p>Kathy reported that 120 names were read during Celebration of Lights, representing 208 monetary donations. Revenue was \$3,215. Joe and Patty Suchocki supplied cookies and beverages for 15 to 20 people who met in Farr Center after the reading of the names. Decisions were made to 1) turn the tree lights on before names are read and 2) move the event to Saturday night next year. Might have it earlier than 6 PM.</p>	
<p>Main Street lights</p>	<p>Issues with the electricity to the holiday lights persist. Only 5 or 6 of the snowflakes, trees, etc. are lit up this year. A quote from 2021 was \$25,000 to fix the outdated and corroded connections. The lighted fixtures are 40 years old. Four ideas were discussed: 1) just stop doing the holiday lighted fixtures; 2) get every business and residence along Main Street to decorate with white lights supplied by the PLA; 3) do a holiday light display in the Village Park perhaps on the event stage and new pavilion; 4) get donors to sponsor each of the 25 lights and get it fixed. The tree next to the library is on a timer; lights are on from 6 to 8 AM, then from 5 to 11 PM. They will remain lit until January 31.</p>	
<p>Onekama Days 2025: Flying Toasters</p>	<p>This benefit concert is proposed for Saturday night during Onekama Days. The band will provide stage, light show, and generator. Al</p>	

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	Taylor is still working with Josh on feasibility given the cost of the band, hotels, and machinery.	
2025 Budget	Executive group will meet with Evie about the 2025 budget once December's year-end numbers are finalized. The 2025 budget will be presented in February for approval.	
Strategic Planning	There is a meeting tomorrow morning with a small team to "meet" one of the possible consultants to help with a strategic planning effort. Roz anticipates having a planning day for everyone in January or February.	
<b>NEW BUSINESS</b>		
Newsletter deadline December 20	Jean Capper will work with Cyndy Wangbichler article as "person you should know." Roz will do a year end report to be included in the January newsletter.	
Onekama History Committee	The Onekama History Committee is interested in talking to the PLA about being associated with us as a committee within our structure. They are currently authorized by the Park and Recs Committee. The decision is to wait and see how this might fit into our strategic planning.	
Death of Margaret Panches	Margaret was a leader in the PLA and very instrumental in concerts in the park.	Roz to email PLA members with link to her obituary
Fall Festival	Katy Castillo will serve as chairperson for Fall Festival this year. A small team is getting the tasks for the event organized and documented.	
Ideas for fundraising next year	Al suggested two ideas: an Onekama area jigsaw puzzle and a casino night.	
Contact from a PLA member	Roz got a call from a PLA member asking about a way to donate to park improvements from his family's foundation. The Portage Lake Garden Club was suggested as a 501c3 that manages the fountain in the park which needs to have the leak repaired.	Roz to call Pam Tompke about PLGC opportunity
<b>OTHER BUSINESS</b>		
Next meeting	There is NO MEETING in January.	
Adjournment	Susan moved to adjourn; Al seconded. The meeting was adjourned at 7 PM.	
<b>Late Entry:</b> Strategic Planning Consultant	On December 11, Roz Jaffe sent the following email to the board: "Cyndy, Mary Jo, Al and I recently interviewed two consultants to help us with PLA strategic priorities. We recommend proceeding with an agreement with Laine Blasch of Blasch Consulting Services. We were impressed with both	Roz to proceed to contract with Laine Blasch for consulting services

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	<p>candidates, who had excellent experience and background, but particularly liked the rapport with Laine. Her bid of \$3550 was also lower than the other consultant. We would be paying monthly for services rendered for the previous month, so while we may begin work in December, we will not get our first invoice until January. As we do not have a 2025 budget, I would like a motion to enter into an agreement with Blasch Consulting for strategic planning services in 2025 in the amount of \$3550.” Roz also included the agreement and a piece that describes her work. This process includes a survey with PLA leaders, and two half-day sessions before a plan document is ready by the end of March.</p> <p>Jean Capper made the following motion: “I make a motion to enter into a contract with Blasch Consulting Services for strategic planning services in 2025 in the amount of \$3550.” Diane Wemlinger seconded the motion. Eight affirmative votes were cast; no response from two other board members. The motion passed.</p>	
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Submitted by Mary Jo McElroy