

**PORTAGE LAKE ASSOCIATION**  
**MINUTES**  
**March 5<sup>th</sup>, 2008**

The meeting was called to order at 7PM by Vice president Chuck Reed.

**PRESENT:** :Judy Blackmore, George Punches, Margaret Punches, Jane Mueller, Paul Mueller, Dave Combs, Jim Simons, Chuck Reed, Mary Reed, Barb Wolverton, Doug Callaway, Dan Behring, *Dendra Best, Eric Beeman*

**MINUTES:** The February minutes were approved as corrected. #6 under new business should read "Barb Wolverton (*not Margaret Punches*) will look into the feasibility of having Onekama/Portage Lake postcards printed.

**TREASURER'S REPORT:** The financial report as of 3/5/08 was distributed. Dave moved and Jim seconded that the report be approved. Board approved. Barb made special notes that (1) Portage Wire donated 1,000 toward the Onekama/Portage Lake sign, (2) Dues have been coming in much better this year because of the statements that were sent, (3) we have 124 paid members at this time, (4) the names of several new members were read. Suggestion was made to send out a reminder with the next mailing to those still delinquent.

**COMMITTEE REPORTS:**

- 1) **PUBLIC RELATIONS: Web Site:** Dan Behring and Dendra Best gave a presentation on what has been done to date and how the new web site will function and be maintained. Dan stressed that this is a **COMMUNITY PROJECT** and the goal is to make this a force that will bring everyone together. It will be of great value to the community as a whole and will be a tool to bring new members of our community in touch with others and a part of the community. Dan did a power point presentation of other websites such as Crystal Lakes **watershed site** and **Genoa township's master plan** to show what information could be incorporated on this web site. It was well received by all in attendance.

The committee has been formed and material was distributed on how the web site would function, be maintained and financed. Dan and the committee members have met with most of the organizations in the community and will continue to contact other organizations in an attempt to get everyone involved. The plan would be that PLA owns the site and each organization is a part of it. (We own the book and each organization has a chapter).

The committee has also worked on the financial issues involved with the project and has developed a preliminary budget so the PLA should be able to recoup our costs. The main costs are the time for the web master to set up the site and maintain it. The plan is to have different charges for different levels. Level 3 and above could be billed directly to the organization by the web master. Those who have already paid for the current web site will not be charged to move their information provided no changes are made. This web project will continue to be under the Public Relations committee which is chaired by Nancy Cody.

The web site committee that has been established has been **enthusiastically** working out the details and getting the community involved. The committee has committed to monthly meetings to work on this. Committee members are:

George Punches, PLA  
Mary Lou Millard, Township  
Craig Peterson, Village  
Mike Acton, Watershed  
Tom Gerhardt, Parks and Recreation  
Dan Behring, Consultant

**Dave Combs made a motion that was seconded by Paul Mueller that the web site budget by increased from \$350 to \$1,000. Motion was approved.**

**Barb Wolverton made the following motion which was seconded by Dave Combs and approved by the board.**

**“The board supports the actions of the web site committee and the direction that was presented tonight. The board recommends that the committee and the consultant continue in the current direction with this project and report back to the board. (George Panches will chair the committee and Dan Behring will be the consultant.)”**

- 2) **SIGN:** Doug Callaway gave an update on the Onekama/Portage Lake sign. The design is in the final stages and a picture of it was distributed. The location has not been finalized but the Fair board is meeting tonight to discuss approval of the sign on their property. The goal is to have an exceptional sign and the cost estimates have increased. Current estimate is \$12,000. Fund raisers may be a way to cover the additional costs. There was discussion that the sign should be the logo for the community and be carried on throughout the village in future signs. Doug would like to start digging the foundation as soon as possible. When the design is final, the board noted that the final design should be taken back to the village and township for their support and approval.  
Doug will review the information contained on our banners for a final design recommendation. He is committed to having this project reflect positively on our community.
- 3) **FUND RAISER:** Judy presented information on the caterers for the fundraiser. Menus were discussed. A decision will be made at the next fundraiser meeting scheduled for March 12<sup>th</sup> at 1:30 at the Farr Center. Some letters have been mailed to potential donors advising them of this year’s fundraiser, thanking them for their previous support, or in the case of a few new contacts, requesting their support.. The question of stationary supply was raised. It was suggested that when it is reordered, the web site address should be added.
- 4) **CONCERTS IN THE PARK:** The first concert will be on SUNDAY NIGHT, June 29, 2008. We will start the concert series off with a “BIG BAND CONCERT” presented by the Northport Band.. Margaret asks for volunteers to work on decorations, publicity and set up. Eric and Doug volunteered for set up and other members offered to help.
- 5) **FIREWORKS:** Paul Mueller reported that there will probably be a 20% increase in price for the same show as last year – from 3850 to 4500. Dave Combs will ask the Lions if they can help with half of the additional costs - \$300. Dave reported that the Lions Onekama Days committee has discussed moving the fireworks from Friday August 1<sup>st</sup> to Saturday August 2<sup>nd</sup>. Dave will check the status and report back to Paul as soon as possible.
- 6) **BANNERS:** Dave reported that the cost for spring relief brackets is \$134 per set of two required for each banner. We have 24 banners. We have budgeted 3,000 to replace 8 banners this year. It was suggested that we only put new brackets on replacement banners because of the cost. Paul suggested that Dave also price our brackets from Bays Supply in Traverse City.
- 7) **501 C3:** Margaret suggested that we look into the process and costs for obtaining this status for the PLA. In the past, it was \$700, lots of paperwork, and we didn’t qualify as we had to be charitable or educational. Dan suggested that we might work with the

Manistee Foundation and set up an account through them that would qualify. Eric will investigate this possibility and report back to the board.

- 8) **POSTCARDS:** Barb reported that we can have them printed by Platt River Printing at a cost of 0.15 per card. The board felt this would be a good fund raiser project. Barb will check on getting old pictures from Mary Kuiper and other people in the community.

**Dan Behring noted that the joint meeting of the village and township on the master plan has been scheduled for April 15<sup>th</sup>.** The finalist who will be considered as consultants for the joint master plan project will present their proposals. Request for proposals are posted in the library, village office and township office. Everyone was encouraged to read these.

**Meeting adjourned at 9:30 PM.**

Submitted by:

Mary Reed, Secretary