

## MINUTES: Pentwater Lake Association (PLA)

March 11, 2024 @ 6:30 PM at Centenary United Methodist Church, Pentwater

NOTE: On 2.2.24 via email from George Richey: Dear PLA Board, after discussion with Pat and Joe, I am proposing (i.e. making a motion) that the Board meet on Monday, March 11 at 6:30 PM instead of March 18 due to the conflict with the Conservation District Banquet. Motion seconded by Beth. All approved via email response, motion passed. Meeting date changed to March 11. Absent – Tom Walter, was notified.

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1) Call to order @ 6:30pm

2) Roll Call: Pat Hooyman, Rich Pugsley, Beth Provencal, Lynne Cavazos, Ross Feltes, George Richey, Joe Primozich, Joan Menke-Schaenzer. PLA Members - AnnaMae Bush- Newsletter editor and Garry McKeen. Guests: Tim Scovill- lifelong resident, fisherman and Chris Pierce- Shoreline Consultant, new Pentwater Lake Improvement (PLIB) Manager – lives on Fife Lake. ABSENT: Tom Walter, Betty Pleva.

3) Approval of agenda: 3 additions requested-

1. Pentwater Service Club made a request for service ideas to help the PLA under New Business 10C. Requests are needed by April 8th. 2. Discuss MI Waterfront Alliance (MWA) dues, appropriateness of membership. 3. Newsletter articles – if controversial material, topics- who proofreads, decides what is appropriate? Beth made a motion to approve agenda with additions. George seconded the motion. All approved. Motion carried.

4) Opportunity for Public Comment: Introductions of guests: Tim and Chris.

Garry- wished to inform the board regarding a current Pest Alert. Handed out a brochure regarding the Spotted Lantern Fly which is devastating forests, especially destructive to fruit trees apples, peaches, pears, and the tree of heaven.

5) Approval of Minutes: November 20, 2023. No corrections. Lynne made a motion to accept the minutes as written, Joan seconded the motion. All approved. Motion carried.

6) Treasurer Report: March 2024 Financial Report reviewed (see handout) Current fund balances – General: \$5,628.45 (CD- \$6,000\*), Harvest: -\$501.80 (CD-\$1,250\*), Fishing Tournament: \$152.53 (CD-\$1,750\*), Watershed: \$4,440.00, [\*Note- CD-1 is a combination of the 3 starred categories.] CD-1: \$9,000/CD-Interest \$180.84 total: \$9,180.84. Scholarship Fund in CD-2: \$2,500 / CD-Interest \$30.05 total: \$2,530.05. TOTAL: \$ 21,430.07. Memorials: Hooyman \$230, Richey \$255, not used yet. Report accepted as written.

Motion to approve Treasurer and Membership Expenses (see handout with itemized list). Total costs incurred was \$242.64. Motion made by George to pay Rich back out of the general fund; Ross seconded the motion. All approved. Motion carried.

7) Next Board meeting: April 15, 2024 at 6:30pm at Centenary UMC. All present agreed.

8) COMMITTEES:

A. Newsletter – AnnaMae: - Newsletter deadline for articles is April 17. Distribution by mail and email targeted for May 1. AnnaMae will be gone March 15- April 8, so very important to get articles submitted.

-Looking for some Board guidance on inclusion of articles from other publications and sources. Can we handle publishing information on controversial issues without taking a stand on the issues? Discussion ensued. Might be best to reference .gov or .edu sites, or non-profit 501.c3, and stay away from .com's. Decided if has questions will discuss with Newsletter Committee (Lynne and Joe).

– Interviewed Chris Pierce, the new Lakeshore Manager and wrote an introduction about him for the Newsletter. Also added a few paragraphs about the CRA (Conservation Resource Alliance) for whom Chris Pierce is a project manager.

- Looking for ways to share information with the PLIB and PLA membership; should we provide space for the Chris Pierce in each PLA Newsletter? Agreed is a good idea, will make a space available as a “Guest column.” An article will be in the next newsletter.

Rich asked how many articles are needed for the next newsletter. Stated the CRA that Chris works for services 13 counties.

#### B. Publicity – Pat:

-PLA meeting press release completed 2.26.24 to the Oceana Herald-Journal, Oceana Echo, and Oceana County Press/online news source.

– The Pentwater Yacht Club (PYC) put an article in their newsletter “Signal Flags” promoting membership to the PLA, it included the membership form. The newsletter is uploaded on their website.

– The PLA has joined the Michigan Shoreland Stewards Program. ([www.mishorelandstewards.org](http://www.mishorelandstewards.org)).

Pat uploaded the PLA website link and latest newsletters. Contacts listed are Pat and Tom. There is no charge. Basically, the benefit is about healthy shorelines in Michigan, sharing information. Beth will add to PLA website Links of Interest.

– The PLA was mentioned in the Conservation District Annual report.

#### C. Social Media- Beth:

Website: Posted October Minutes. Posted next meeting date (March 18, then corrected to March 11<sup>th</sup> on 2.7.24.) Posted Feb. Newsletter on 2.3.24. Got an email from SquareSpace: Domain renewal of \$20.00 will be charged by Feb 14, 2024. Forwarded to Rich. (for the pentwaterlakeassociation.com site) March 1<sup>st</sup> will be charged for annual website use. Notification sent to Rich. Added Scholarship Application 2.20.24 under Information- created Scholarship Info in dropdown. Website format changed somewhat (automatic software upgrade.) Kathy O'Connor assisted Beth with this.

Facebook: 10 posts since last meeting. 1 in November about smart gardening. No posts in December. 1/28/24 posted waterfowl. Concern was expressed about Mute Swan invasion. Joe contacted Pete Kialing and on 2/2/24 posted a reply/explanation. 2/7- the PLA 2024 Greeting with beautiful photos, great job AnnaMae! 2/17 Free fishing weekend, 2/22 Susanne Richey Scholarship information. 2/28 posted 5 events from Ross's list. Many likes and a few comments.

D. Membership – Rich: Currently at 213 household memberships, 2 new members. New members are being added to the Newsletter.

E. Water Quality – Pat: Free MiCorps training is available in Muskegon at the Michigan Lake & Streams Association (MLSA) Annual conference this April 26 and 27. Pat and Tim Cole are registered and additional slots are still available. This is a great opportunity, especially so close to home. This is when the MiCorps water testing is taught- free of charge. Tom Walter wants to go. (See New Business.) Cost is \$225 per person.

- Pat and Rich collected the spring phosphorus samples on March 7<sup>th</sup>. Committee will be meeting soon.

– FYI: Lynne said the Township is responsible for the North and South Township Sewer Systems. Looking

at how do we know if we have seepage or not. May need to ask the water testing group to add specific sites to help look at this. Rich said cost is \$30 per site tested. Tip of the Mitt Counsel may be helpful to them.

F. Natural Resources – Joe: At noon on March 5 was the first sighting of a large flock of whistling swans headed north, so there will be more to come. The lack of ice in March creates excellent trout fishing in the marsh and lake and allows for coho salmon fishing off the piers now. Discussed sandhill cranes. Maybe it would be a good idea to do a wetlands tour to see wildlife and conditions. Past 3 weeks steelhead are being caught. Also, brown trout in a good number. Rich caught a whitefish/cisco too!

-Tom will store the new weed tools. Two sets of tools have been purchased for harvesting. Open to PLA membership first, timeframe- can keep for 48 hours before returned. Will bring tools to the Annual Meeting for display.

G. Social – Lynne: Beth, Caroline Denlar and I met 3-7-24 to discuss the details of the Annual Meeting June 21st. (see handout) Park Place is reserved. No insurance needed if BYOB. Invitations being printed by Pixel Graphics in Hart. Adding Apparel information. (see New Business). Will have 12 door prizes, PLA covers this cost of \$120. Booked Gloria Ann's Catering – chicken/pork/vegetarian with dessert cost \$22.50 per plate this year. (Up from \$19.50) plus \$300 labor/travel fee as last year. This ends up to be \$25.50 per person if we have 100 paid guests. Suggested increasing membership dues, but not agreed upon. Noted-The Riparian magazine members can order for \$14 is normally \$25 if not a PLA member. We currently have 9 board members but think it would be good to recruit more as we can have a maximum of 12. Brainstormed who to recruit - Lynne and Pat will check with 2 residents to see if interested. (Maryanne Bush and Mike Smith). Will need material for the folders re: Score the Shore, etc. The DNR will give handouts. Add copy of the PLA website Links of Interest. Need more display ideas.

H. Education- (Betty absent/ sent email to Board on March 10) Betty: called the Ludington Coast Guard auxiliary flotilla because the local boating safety instructor is not available. Spoke with Richard Voss, who is the vice commander. They offer a class for both adults and children. Originally, our plan was to do it in five days for one hour class periods for the 6<sup>th</sup> graders. However, their class is about seven hours in length. She plans to discuss with the teachers and the assistant principal if they might combine to classes so that it could be completed in about three days. There is a five-dollar charge per student. This covers the cost of the instructional booklets. At the completion of the course students will receive a card, allowing them to operate a motorized boat. Her question is, could the PLA pick up the cost for the students' booklets. I do not have the exact number of students involved. Traditionally, the class sizes do not go over 20. She will call to get an exact number of students. **MOTION:** Rich made a motion to cover the \$5 charge per student with a maximum amount of \$100, Lynne seconded the motion. All approved. Motion carried. -Kelly Sisung, the computer technology instructor at school, will follow up with an assignment for the students to create public service announcements about Boating Safety. These will highlight key safety points they learned. Then, be displayed about town. Would like to display these at the Annual Meeting if possible. Beth will ask Betty to check on this.

-Betty said thinks it would be nice if a PLA representative could be present at each class; however, it might not be necessary. The exact dates are yet to be determined. Originally, we looked at starting May 6. She would be willing to be present May 6 and May 7, but is out of town May 8 through May 13.

I. Watershed – Rich: per email:

The Friends of the Pentwater River Watershed will be holding a meeting at Annis Water Resource Institute (AWRI) on Wednesday, March 13 at 10:00am. This will be the first of two meetings this spring. This agenda will cover the preliminary results of the household survey, discuss action plans for e-coli follow-up, and possible involvement of AWRI in 2024. A second meeting, to be scheduled later this spring, will discuss action plans for 2024. We have been working with Trout Unlimited to install an Enviro DIY river solar monitoring system which will be installed at Richard St. Denis' property at 98<sup>th</sup> Ave on the North Branch of the Pentwater River. Data will include flow, temperature, and conductivity. Trout UL will cover half of the \$1,600 cost. (still need to find the \$800). There is a \$6/month data fee. Funding for the other half of the system will be discussed in the April meeting. The Oceana Conservation District Banquet is March 18<sup>th</sup>. Mark Tonello is the speaker. The Watershed Committee hopes to have a display and sign-up sheet for Watershed Newsletters (email form). Joe and Rich have signed up. Information given re: MI Hydro Relicensing Coalition – letter – no progress with the Hart Dam. There are 17 dams in the Pentwater watershed. This is the issue needed to cool the water. Dam removal is easier to pay for than dam repair.

J. Scholarship- Joe: per Betty in 2/27/24 email: Regarding the scholarship, Betty sent all 5 Oceana HS's the PLA scholarship info and application with instructions. Oceana Echo article – need to put on oceanpress.com. Beth uploaded the scholarship application on the PLA website under "Information – Scholarship Application." Posted it on the PLA website. Announcement on PLA FB page also. April 15, evaluations will be processed. The winners will be announced during the "Senior Night" event in May. Money will not be disbursed until student completes first semester. We should invite the winner to the Annual Meeting. (Likely 3 people – Mom/Dad/student.)

#### **9). Unfinished/Continuing Business:**

a) Notices of Events and Online Resources – Ross: Pat complimented Ross about his work to make that list happen. Questioned if we should offer this list to the PLA Membership. Discussed and agreed it would be beneficial. Rich will send an email blast and AnnaMae will put information about it in the Newsletter. Beth will post on PLA FaceBook page about it being available on the PLA website after she adds a page under INFORMATION section to access the new list every month.

b) Membership survey/Recruitment strategy – Joan: thinks it would be valuable to do a survey of membership interests, needs and suggests the use of Survey Monkey format. Joan is familiar with this process and willing to head this. Needs a sub-committee to make up the survey questions. We all need to continue to welcome new neighbors, and make sure we are welcoming and mention PLA. Need to make sure the parents of the 6<sup>th</sup> graders that take the Boating Safety Class know this is from the PLA and encourage the families to join if not already members.

c) Book for visiting children – Rich: Have received support from the bookstore in town and Pat, but no interest from Rich's daughters. Suggest dropping this initiative at this point. Agreed.

e) Clothing strategy – Rich (See handout with pictures and proposed logo/wording and color) Hats: \$25, T-shirt: \$20, Hooded sweatshirt: \$30. (XXL add \$2, XXXL add \$3) If priced like this, will make \$8 per T-shirt, \$5 per sweatshirt, hats unclear amount. Made a handout to go out with the Annual Meeting information mailing. Discussion: reviewed style, agreed on designs front/back, logo, etc. The plan is to have the order forms in by June 1 and distribute the apparel at the Annual meeting.

f) Insurance Review – Insurance is due in April. Two changes are required – address and activities. The address is used to determine the location of the association. It is still listed for Ken Lindstrom, past Treasurer. Can update it with current president or treasurer. It needs to be a Pentwater address. Mailing address remains our PO box. Pat suggested using Treasurer address, all agreed. Activities might include: Annual Meeting, Launch Blitz, Strawberry Shortcake Social, Parade, Boat Tours, Weed Tool Loaner Program, Water Quality activities, and various watershed activities (TBD)

#### **10. New Business:**

a) Tom Walter would like to attend the Michigan Lakes and Streams Association (MLSA) Conference (cost \$225), and stay one night in the Delta Hotel, Muskegon (\$149). Requests PLA cover costs of both. Total cost is approximately \$375. (before tax) Joe made a motion to cover this cost, Lynne seconded the motion. All approved. Motion carried.

b) MLSA meeting in Muskegon – there is opportunity for free water quality training April 26 and 27, 2024. The conference is \$175 per person to attend. Pat and Tim Cole are registered and additional slots are still available.

Rich made a motion to pay up to \$525 to cover 3 additional people (besides Tom) to go to this conference. Joe seconded the motion. All approved. Motion carried.

- Rich reviewed 3 current memberships the PLA subscribes to and the cost of each annual dues.

1. MLSA \$300. 2. Pentwater Chamber of Commerce \$ 75 and 3. MI Water Alliance (MWA) \$150. The MWA dues have not been paid yet - was due Feb 28, 2024. There was a recent increase from \$100 to \$150. Dues were not paid pending discussion and agreement of cost. Much discussion ensued. One Pro of membership is that we learn what is going on in legislation which is beneficial to know. Con: it is a lobbying organization and not all they lobby for is necessarily in alignment with PLA mission. George made a motion to discontinue our MWA membership; Rich seconded the motion. The vote was 5 yea and 3 nays. Motion carried to discontinue the membership. (Noted – an Individual membership is \$75/yr if want to join independently).

The Pentwater Service Club (PSC) sent an email request to PLA Board President (Pat Hooyman) asking for opportunities/needs of the PLA that they might provide some help with – manpower or financial. Some ideas: first was to purchase an “instream float monitor” for the watershed, second was to request help with clearing the south branch of the Pentwater River to open it up for kayakers and fisherman. Rich can also make a request for the Friends of the Watershed separately. April 8<sup>th</sup> is only 3 weeks away. May need to think ahead to next year’s needs and make a request in 2025.

Rich stated need to order more envelopes for mailing purposes. Rich will do this, and will be reimbursed.

11. Board Member Comments: The Pentwater Yacht Club (PYC) has published an invitation to its members to join the PLA with a link to our website and Winter Newsletter. They were thanked by Pat for support of the PLA.

12. Adjourned @ 9:45pm.

Respectfully submitted,  
Beth Provencal, PLA Secretary