

MINUTES, Pentwater Lake Association Board, November 16, 2020 – ZOOM Meeting

1. Lynne called the meeting to order at 6:35pm.
2. Members present: Lynne Cavazos, Rich Pugsley, Mike Peters, Joe Primozich, George Richey, Beth Provencal, Janet Strahan, Betty Pleva, Pat Hooyman and Tom Walter. Absent was Dan Selahowski. Visitors present: Joan Menke-Schaenzer and AnnaMae Bush. Pat thanked the group for their expressions of sympathy and support in the loss of his son.
3. Agenda was reviewed. Betty moved to approve the agenda as written. Rich supported the motion. Motion carried.
4. Minutes for the October 19 meeting were reviewed and Beth was thanked for her excellent work in writing them. Four minor edits were made. Pat moved to approve the minutes as amended. George supported the motion. Motion carried and Beth said she would send George a copy of the amended minutes to post on the website.
5. George presented the treasurer's report, listing recent expenditures for the newsletter and frogbit removal. The current balance for combined savings and checking accounts is \$17,609.75. Pat moved to approve the treasurer's report. Rich supported the motion. Motion carried.
6. Date for next Board meeting. A discussion ensued regarding the meeting schedule for December through March. Normally the Board does not meet December – February and even March is a challenge to get a quorum. ZOOM facilitates participation from any location, but still it is good to have time off during the holidays. Betty moved to skip December and January but to hold a meeting on February 15, 2021 at 6:30pm. Pat supported the motion. The motion carried. The intent is for the 4 sub-committees on priorities to formulate a strategy for achieving their designated goals for the year, including avenues to incorporate the involvement and help of PLA members. These strategies will be reviewed at the February Board meeting.
7. Committee Reports
 - a. Newsletter – AnnaMae reported the next issue should come out in early February unless a lack of news pushes it to March. Guidelines for prospective articles are still in process. There was much positive feedback on the recent November issue.
 - b. Publicity & Facebook page – Pat reported there had been some interactions on the FB page and invited board members to post photos on it. He will submit the Board meeting schedule as determined above to media contacts and post a reminder in February.
 - c. Membership – Rich reported we recently added one new member. George reported the number of memberships stands at 234 with nine who have not renewed. He read the nine names and reasons were given for several non-renewals. But Betty and AnnaMae offered to contact two parties they thought would want to renew. They will make contact before Nov 21 when the Directory team meets to solidify member information. George moved to drop

7 of the 9 names and delay action until Saturday for the other two names. Betty supported the motion. Motion carried.

- d. Water Quality – Mike reported no further information has been received. But he and Joe will be meeting soon to look at some data for a new report.
 - e. Natural Resources – Joe reported we may still see the tundra swans as 44,000 of them remain at their current Canadian site where the water has not frozen over yet. The noise some of us heard in the sky on October 27 was actually a small number of snow geese who settled on Hart Lake. The tundra swans will settle at the quietest spot which could be Silver Lake, Hart Lake, or Pentwater Lake. A suggestion was made to post an invitation on our FB page for members to keep a lookout for the tundra swans and Joe will ask folks on Silver and Hart Lakes to do the same. A “rotating trophy” of some kind could be passed along to whomever first spotted the swans. No firm decision or action taken.
 - f. Social – Lynne had nothing new to report.
 - g. Website – George reported he posted the September Board Minutes and the November PLA Newsletter on the website.
 - h. Education – Betty initiated a discussion of sponsoring contests at the school for elementary and secondary grades that would award prizes for posters, essays, or projects. Differing views were expressed on gift certificates vs already purchased items, size of the awards, and how to tie the contests into the values of the PLA and priorities of the sub-committees. Beach safety and boating safety are two possibilities for connections. How to publicize the award winners was also discussed. Bulletin boards at the beach? At local businesses? No firm decisions made or action taken.
8. Board Meeting Schedule – see point 6 above.
 9. Old Business – Joan reported she needs more information before deciding how the Board can best use a Dropbox or Google Docs. The group discussed what kinds of material would not easily be attached to an email and would better be posted in one location for everyone to access. One example is a report from Emily Neuman with charts, photos, data and statistics. Joan will do further research and report again in February.
 10. New Business – Lynne reported she had been contacted by the Pentwater Lake Improvement Board regarding information or projects on shoreline improvement that could be shared by our two groups. No action needed at this time.
 11. WORK SESSION: Lynne asked, how does each group want to move forward with the priorities they identified as 2021 goals? Two steps were defined.
 - a. Clarify what help is needed to pursue each priority. (Example: contact Tim Simon for beach and boating safety programs.)
 - b. Spell out how PLA members can participate in accomplishing the goals. This will not only increase the people power to accomplish tasks, but also the involvement of members will expand their “buy-in” to the PLA mission.

- c. Communicate to our PLA members what the smaller groups are doing, perhaps in a newsletter article.
- d. The Board took note of how much PLA visibility has increased over the last 5 years.

12. Announcements – Congratulations to Lynne on her election to the office of Township Supervisor. How this might benefit the PLA remains to be seen. Needless to say, Lynne will be resigning as PLA President come June. Questions were raised about the terms of other current Board members. This needs to be determined before the directory gets printed.
Pat reported that the Pentwater Community Resources and Information website is an excellent source of many kinds of information and it helps people to connect for needed services. AnnaMae will add it to the list of suggested websites in the next newsletter.

13. Meeting adjourned at 8:20pm. Next meeting (probably on ZOOM) February 15 at 6:30pm.

Scribe for this meeting – AnnaMae Bush