

PLA Monthly Regular

2/1/2017

7:00 PM

Board of Directors Meeting February 1, 2017

Farr
Center

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.*

Officers:

Julie Lapinski- President
Diane Bess -Vice President
Evie McNeil - Treasurer
Mary Jo McElroy- Secretary
Al Taylor – Past President

Board of Directors

Nikki Torrey, Al Garbrecht
Frank English, Jean Capper
Barb Wolverton, Jon Phillips
John Wemlinger, Wendell Brooks
Vicki Strevey, Shelli Johnson

Committee Heads

Jon Phillips, Tammy Messner
Marilyn Acker, Jeff Sternberger
Susan Halloran, Mary Reed
Steve Szilvagy, Bruce Peabody
Paul Mueller, Faye Backie,
Roz Jaffe, Pat Pomaranski
Margaret Panches, Mary Fairgrieve
Al Taylor, Diane Bess
Frank English, Susan Barnard
Jean Capper

Minutes

Order of Business	Person Responsible	Report, or <i>To Do</i> list	Action Plan
Call to Order, Introductions	Julie Lapinski	Lapinski called the meeting to order at 7 PM. Attendees: Lapinski, Bess, McNeil, McElroy, Taylor, Garbrecht, English, Phillips, Strevey, Johnson, Halloran, Backie, Pomaranski. Guests: Kevin Wolverton, Kevin Hughes. Shelli Johnson was introduced as a new board member. Julie circulated a letter from Shelli Johnson, Clerk Onekama Township, thanking the PLA for its donation to Langland Park.	
Secretary's Report	Mary Jo McElroy	McElroy presented the January minutes. A motion was made to accept the minutes as distributed electronically. English seconded the motion. The minutes were approved by a vote of those present.	January 2017 minutes were accepted; McElroy to get them posted online
Treasurer's Report	Evie McNeil	McNeil reported that our checking account balance is \$43,154; savings account balance is \$18,303. This includes reserve for the kayak launch. McNeil verified with Taylor that the bill for the storage unit should be paid as invoiced. Bess moved to approve the Treasurer's Report. The motion was seconded, then approved by a vote of those present. Taylor is still waiting to receive budgets from some committee chairpersons. Taylor made a motion to continue to operate from the 2016 budget for February and March, then adopt a 2017 budget at the April meeting. Lapinski moved to approve; Bess seconded. Report was approved by those present.	Taylor to call committee chairs to get their budget information; McNeil to prepare 2017 budget; Lapinski to put on April agenda; McNeil to work on 990 form for taxes
Shake Down Tournament	Frank English	Traditionally, the PLA gives a \$1500 donation to Onekama Marine to support the fishing tournament in May. English stated that he perceives this as a measure of good will with the marina, as well as good for businesses in Onekama. After some discussion, it was	English to talk to Onekama Marine about future support

		decided to donate \$1500 this year, but to advise Onekama Marine that support may be less in the future. Taylor made a motion to provide \$1500 this year; Lapinski seconded. It was approved by those present.	
Fireworks	Al Taylor	Taylor has spoken with our fireworks vendor about shooting the fireworks over the lake this year. The supplier has purchased two pontoon boats and can fulfill our needs this year, but will not be able to use ten inch fireworks. The group verbalized that we hope to increase donations if we shoot off the fireworks over the open water. Two locations were discussed; will most likely be somewhere between Easy Street and Andy's Point, toward the center of the lake.	Taylor to discuss with Mueller
Onekama Consolidated Schools (OCS)	Kevin Hughes	Kevin Hughes, OCS superintendent, distributed the school's 2016 annual report. He mentioned that OCS is the only school in Manistee County with same or higher enrollment. He pointed out other positive facts about OCS: only school with a wood shop; most junior and senior high schoolers have dual enrollment in associate degree or vocational technology courses; scoring well in SAT exam. He voiced appreciation for the PLA's support e.g., help with events, PLA monetary contribution to new goal posts, support for trips to colleges, scholarships, etc. The PLA in turn receives help from student volunteers through working with Nikki Torrey. Backie expressed appreciation for the exercise programs held at the schools.	
Membership	Faye Backie	Backie reported that she is ready to send the notice for payment of dues. Taylor advised her to proceed.	Backie to send dues notices
Petunia Parade	Jon Phillips	First meeting will be held in April.	
Farr Friends	Faye Backie for Mary Fairgrieve	Backie encouraged those present to participate. She noted the upcoming presentation by Al and Bonnie Garbrecht on February 16 from 2 to 4 PM at the Farr Center.	
Concerts	Al Taylor for Steve Szilvagy	Taylor reported that Szilvagy has been working on securing bands / musical groups for the summer concerts; he expects this to be completed within the next two weeks. Szilvagy has ordered a new banner for the entrance to Onekama on M-22. Taylor was contacted by Manistee fairgrounds management about their notion to erect a bandstand where 800 persons could be seated out of the rain. One thought is to get a group (such as the Accidentals or a country western singer) to do a concert in addition to the concerts in the park. This could be used as our rain out venue.	Szilvagy to finalize bands; Taylor and Szilvagy to continue to discuss options with fairgrounds management
Fundraising	Al Taylor/Diane Bess	Fundraising committee meeting was held today. Still working under assumption that we will need to raise \$10,000 this year. PLA will not be able to use children under 18 to sell raffle tickets. Plans are: <ul style="list-style-type: none"> Request \$100 donation from PLA members and past event attendees in lieu of major fundraiser this year; may entice donations by offering a raffle of prizes Hold silent auctions at pig roast, Fall Festival, and Christmas in Onekama Hold cash raffle; sell tickets in late summer / 	Proceed with plans

		fall, then pull winner at Christmas in Onekama • Sell ads / coupons on website	
Publicity	Faye Backie	No report.	
Lake Issues	Mary Reed	No report.	
Facebook Pages	Al Taylor	Metrics show this is doing very well.	
Welcoming Committee	Julie Lapinski	Fairgrieve has created a new handout about Farr Friends for the welcome bags. Lapinski has a few visits scheduled this week.	
Christmas in Onekama	Pat Pomaranski, Jeff Sternberger, Frank English, Susan Barnard	No report.	
Website	Al Taylor	No report.	
Old Business-Follow up			
Membership Fee	Faye Backie	Backie reported that PLA will hold off on increasing annual dues until 2018. This will give more time for communication, revamping documents, etc.	
Retreat 2017	Julie Lapinski	Lapinski reported that the action items developed during the January 16 retreat will be gradually implemented. Some items still need to be assigned. Plans are under development to get more involved in village council meetings.	
Budget Process / Committee Data Sheet	Al Taylor	Taylor expressed his frustration with getting committee data sheets returned.	Taylor to call committee chairs who have not responded yet
Waterslide	Kevin Wolverton	Wolverton distributed a handout about the notion of having a water slide event as a fundraiser. Content included purpose, target audience, ways to donate, requirements for the event, activity ideas, possible vendors for booths, promotion, and a sample waiver. The main questions were related to liability for PLA and for OCS (where it was proposed to be held).	Wolverton to inquire about what insurance company was used in Grand Rapids; Lapinski and Taylor to talk to PLA liability insurer
Beautiful baby contest	Julie Lapinski	The idea was discussed. It was suggested that Linda English may like to do this; the logical connection is beauty salon and beautiful kids.	Lapinski to ask English about her interest in pursuing
New Business			
Plant it Pink / Portage Lake Garden Club	Mary Jo McElroy	The Portage Lake Garden Club and the Spirit of the Woods Garden Club (Manistee) are holding a judged flower show at OCS on July 27. One activity will be an educational exhibit about the National Garden Club's initiative called "Plant It Pink" to increase awareness about breast cancer. Bee Capper and Alice Mesaros have requested to have one "plot" (suggesting #15 which was planted by Margaret Cloutier and Mary Jo McElroy last year) planted in all pink flowers with a sign indicating Plant It Pink / breast cancer awareness. Phillips agreed to bring it up in April at the first meeting of the Petunia Parade committee. Taylor advised that MDOT has some rules about signage that we need to be aware of.	Phillips to inquire about request in April; McElroy to find out about MDOT requirements
Composite Vendor List	Susan Halloran / Pat Pomaranski	Halloran expressed her idea to have one inclusive list of vendors for booths who would be offered opportunities to sell at any PLA event. Right now, Fall	Lapinski to work toward one list with help from Halloran,

		Festival and Christmas in Onekama have such activities. Pomaranski opposed the idea of consolidation of lists, citing the work she and others have done over five+ years to build their loyal vendors. Johnson questioned that we are all working toward the good of the community. McElroy suggested that we have a person for “vendor management” across all events; Pomaranski was suggested as a person who could do that. Lapinski suggested that we have one list of vendors for all events. McElroy made a motion to approve. It was seconded; members were in agreement with one nay vote.	Sternberger, and Pomaranski
Electrical system / Village Park	Susan Halloran	Plans to engage with the Village of Onekama and the Lions on upgrading electrical supply at the village park were briefly mentioned.	
Email addresses on website and newsletter	Evie McNeil	Bess and McNeil discussed email hacking as a result of having personal data (e.g., email address, phone number) on the PLA website. Taylor mentioned that a workaround could be to use www.info.net as a proxy for a personal email address.	Taylor to remove personal data from website for all board or committee chairs if present there
PLA Liability Insurance	Julie Lapinski	Lapinski had emailed an article about liability insurance; some present mentioned that they did not receive it. Questions are about our current insurance policy and indemnity for board members since we are not a 501 (c) (3) organization.	Lapinski to invite current insurer to discuss PLA policy at April meeting
Fall Festival	Jeff Sternberger / Susan Halloran	No report.	
Winter Fest	TBD	Decision made that we cannot do in 2016.	
Onekama Days	Al Taylor, Steve Szilvagy, Bruce Peabody, Frank English, Paul Mueller	No report.	
Banners and Christmas Decorations (part of Christmas in Onekama)	TBD	No report.	
Newsletter	Jean Capper	Lapinski reported that the due date for articles is March 10; newsletter to be published on April 1. The Watershed wants to pull out of the newsletter due to small size of font used for their information.	
Public Comment	This public comment is for any of the special agenda items that are covered	None.	
Adjournment	Julie Lapinski	The meeting was adjourned by Julie Lapinski at 9:10 pm.	