

PLA Monthly Regular

Board of Directors Meeting Feb. 7, 2018

2/7/18
6:00 PM
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
Kevin 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	Lapinski	Lapinski called the meeting to order at 6:07 PM. Attendees: Lapinski, Bess, McNeil, McElroy, Taylor, Garbrecht, English, Wolverton, Johnson, Reed, Backie, Pomaranski, Fairgrieve. Guests: Linda English and Bonnie McPhedran.	
Secretary's Report	McElroy	McElroy presented the minutes from the January 10 meeting as distributed electronically; no changes were suggested. Action items from the January meeting were quickly reviewed. English moved to approve the minutes as distributed electronically; it was seconded by Bess. It was approved by a unanimous vote of those present.	Get January minutes posted at Onekama.info
Treasurer's Report	McNeil	McNeil had previously emailed the Treasurer's report. Revenue is starting to increase due to payment of membership dues for 2018. She briefly discussed the funds in our bank accounts (approximately \$51K in checking and \$18K in savings). McNeil did request that any member who purchases items for the PLA to sign their name on the receipt; some purchases at the hardware are questionable about what they were for and who made them. Taylor moved to approve the report; English seconded the motion. The report was approved by a unanimous vote of those present.	
Onekama Business Group	Bonnie McPhedran	Bonnie McPhedran was present to represent the Onekama Business Group (OBG) and their ideas for enhancing Christmas in Onekama. Their suggestions were: <ul style="list-style-type: none"> Sponsor a place for children to make holiday gifts for their parents at a nominal fee. Children will leave with a gift wrapped and ready for the holiday. OBG will provide supplies and volunteers; profits will go to 	Put on April PLA agenda

		<p>National Honor Society and / or other supporting entity (e.g., Athletic Boosters).</p> <ul style="list-style-type: none"> • Sponsor a “cook off” in the businesses to create traffic in town and allow for more Onekama businesses to participate. Would work in conjunction with PLA; proceeds would go to National Honor Society and/or other supporting entities. • Work with Lions Club to create an illumination event. • Work with Scouts to provide healthy and substantial food to sell to vendors and customers at the craft show at the school. <p>Questions, answers, and clarifications followed Bonnie’s presentation. Some additional ideas were voiced by PLA members. The topic will be addressed at the April meeting of the PLA.</p>	
Membership	Backie	<p>Backie has sent the membership renewal letters; thus far 76 renewals have been received for a total around \$2600. Backie will work on a letter to send to people who have been visited by the “Welcome Committee” when she returns from vacation. She has drafted an email to be sent to “friends of PLA” (about 700 email addresses). Taylor mentioned how MS Creative Services manages such email addresses and uses an outside vendor to avoid issues with spam. Taylor will talk with MS Creative to see if we can get a secondary mailing list of only our “friends” for a reasonable cost.</p>	<p>Backie to draft letter to “welcomed” residents; draft email to friends of PLA</p> <p>Taylor to discuss with MS Creative</p>
2018 Budget	Taylor	<p>The proposed budget was distributed by email. Some expenses have increased in 2018 such as new purchases of banner supports and beer glasses, cost of concerts, and possible need for soil amendment for petunias. Some revenue has decreased (e.g., do not expect any support from Lions for fireworks). At the same time, some expenses have decreased such as lower administrative costs. Some monies are set aside as contingency (\$5000) or reserve funds (\$11,730 for kayak launch, village fountain, and Kim Matthews memorial fund). The bottom line is a negative variance of \$3000. Garbrecht moved to approve the 2018 budget as electronically distributed; Bess seconded the motion. The motion was passed by unanimous vote of those present.</p>	
Fundraising	Taylor and Bess	<p>Plans are underway to be smarter with silent auctions this year. The newest fundraiser is a dinner sponsored by the PLA to be held at M-22 Grill on February 24 (with a bad weather date of February 25). The cost is \$30 per person. We need to sell 30 tickets by February 17 for the event to move forward. Wolvertons at the Alpine Motor Lodge are handling ticket sales. Sixteen tickets have been purchased to date. Lapinski urged all board members to buy at least 2 tickets and give them away if they cannot attend. She also encouraged all present to sell tickets to their friends, family and neighbors.</p>	

Bylaws	Taylor	Taylor has received a letter from the Michigan lottery requesting some specific information to meet gaming requirements. We must provide documentation that 1) we are non-profit (ok per bylaws) and 2) if the PLA dissolves, a local government beneficiary is named to receive the assets of the PLA and 3) we must have a resolution passed by the local government stating that the organization is a recognized non-profit organization in the community. Based on that, the Onekama Township approved a resolution for #3 above and made a motion that PLA assets revert to the Onekama Township if needed for #2 above. This will require an amendment to the PLA by-laws. To effect that change, the amendment must be drafted, a special meeting with 30 days' notice must be held, amended by-laws need to be sent out to all PLA members, and members present at the meeting must vote to approve the changes. Taylor has several resources (e.g., conservancy, Robert's Rules) that he will check to make sure everything is completed according to prevailing rules and requirements.	Taylor and Lapinski to proceed with process to amend by-laws
Petunia Parade	McElroy	McElroy reported that the Petunia Parade Committee will meet next Monday to review options for replacement of planters along the west side of Main Street. The wooden barrels previously used are deteriorating and need to be replaced. The history of the Petunia Parade will be presented at Farr Friends on March 1 considering the 25 th anniversary this year. Board members and committee heads were encouraged to come to support it. Taylor requested that McElroy and Phillips begin to estimate or track total volunteer hours.	McElroy and Phillips to track number of volunteers and volunteer hours
Farr Friends	Fairgrieve	The location for Farr Friends' weekly gathering on Thursdays from 2:30 to 4:30 PM will move to Onekama Township starting in April.	
Concerts	Szilvagy	No report.	
Publicity	Backie	No report.	
Facebook Pages	Taylor	No report.	
Fall Festival	Halloran	No report.	
Christmas in Onekama, Chili Cookoff, Celebration of Lights	Pomaranski	Bonnie McPhedran's proposal has implications for Christmas in Onekama. She agreed to contact Jeff Sternberger, set up a meeting to discuss, and bring back the recommendations from the group to the April meeting.	Pomaranski to present input from Christmas in Onekama at April meeting
Website	Taylor	No report.	
Onekama Days	Taylor, Szilvagy, English, Mueller	Taylor and Lapinski have been discussing Onekama Days with the Lions. The Lions have experienced loss of members to a significant degree and are short on volunteers. Churches are also a player in Onekama Days. New ideas are a craft show to be held in town and possibility of a beer truck at the car show.	
Scholarships	Jaffee	Committee will be meeting in early March. Two of three scholarship recipients from last year have had a change in college plans; scholarship dollars have been returned to the PLA. The current thinking is that we	

		can benefit more children through sponsoring student projects or events versus individuals. Nikki Torrey will be presenting potential projects at an upcoming meeting.	
Lake Issues	Reed	Reed reported that the draft lake management report has been received and is under review. A final report should be issued in a few months.	
Shakedown tournament	Taylor	Taylor and Lapinski met with Onekama Marine to discuss the need of the PLA to impact the most people possible. It is thought that this fishing tournament does not contribute much to the Onekama economy since most fishermen go out, catch fish, have them weighted, then leave the area.	
Committee Rosters	Taylor	Taylor is updating the list of names and contact information for board members and committee heads. He requested that all Committee Chairmen send him a spreadsheet with names of their committee members.	All Committee Chairmen to send roster of committee members to Taylor
Old Business-Follow up			
Citizen of the Year	Wemlinger/Punches	No report.	
Coordination of Park Project	Lapinski	Lions are pursuing permits to complete their restoration of the pavilion in the park. There is no date set for completion.	Wemlinger and Lapinski to represent PLA at March meeting
PLA envelopes	Taylor	If any committee head has stockpiled donation envelopes, please get them to Taylor. Jackpine will inventory our envelopes and manage them to par levels.	Give donation envelopes to Taylor
Winter Fest	TBD	No report.	
Banners and Christmas Decorations (part of Christmas in Onekama)	English, Reed	No report.	
Summer Picnic / Annual Meeting	Lapinski	A group met to plan the annual meeting of the PLA via a picnic to kick off summer. The date chosen is Monday, June 18. The village park has been reserved by Lapinski for that purpose. Johnson volunteered use of Papa J's grill for hotdogs and brats.	
31 sign for Onekama	English		
Newsletter	Lapinski	Articles due to Capper by March 13 or 15 (not sure). Newsletter to be printed and distributed in April. It was suggested that we include a clever article about the costs of some of our high-ticket events e.g., fireworks, concerts, and petunia parade. It was unanimously agreed to include cost information for awareness.	
Board members attending village meetings	Lapinski	No report.	

Community annual round table meeting	Lapinski	No report.	
Consent calendar	Taylor		
Public Comment	This public comment is for any of the special agenda items that are covered		
Adjournment	Lapinski	The March meeting will be cancelled due to travel plans of many board members at that time. The meeting was adjourned by Lapinski at 8 PM.	