

PLA Monthly Regular

2/6/19
6:00 PM
Farr
Center

Board of Directors Meeting Feb. 6, 2019

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
Kevin Wolverton -Vice President
Evie McNeil - Treasurer
Mary Jo McElroy- Secretary
Al Taylor – Past President

Board of Directors

Nikki Torrey, Frank English
Jean Capper, Susan Halloran
Jon Phillips, John Wemlinger
Shelli Johnson, Debby Major
Justin Sedelmaier, David Maylen

Committee Heads

Jon Phillips, Mary Jo McElroy
Debby Major, Susan Halloran
Justin Sedelmaier, Mary Reed
Steve Szilvagy, Al Taylor
Paul Mueller, Frank English
Faye Backie, Roz Jaffe
John Wemlinger, Pat Pomaranski
Susan Barnard, Jeff Sternberger
Mary Fairgrieve, Julie Lapinski
Jean Capper

Minutes

Order of Business	Person Responsible	Report / Discussion	Action Plan
Call to Order, Introductions	Lapinski	Lapinski called the meeting to order at 6:00 PM. Present were McNeil, McElroy, Taylor, Wolverton, Halloran, Phillips, Johnson, Major, Sedelmaier, Backie, Reed, Pomaranski.	
Consent Calendar	Lapinski	Lapinski presented the consent calendar for tonight’s meeting and asked for discussion or comments. Wolverton made a motion to approve the minutes from January 9 meeting; Taylor seconded the motion which was approved unanimously by a vote of those present. Johnson made a motion to approve the January financials report from McNeil; Wolverton seconded the motion which was approved unanimously by a vote of those present. Taylor mentioned that two expenditures are rolling over from 2018 into 2019; they are funds for the kayak launch and funds for the 2018 scholarships to OCS students.	McElroy to get January minutes posted online
Fishing Tournament	Taylor for Denny Blue	Denny Blue planned to attend tonight’s meeting but bad weather in Ludington prevented it. In his place, Al Taylor gave an update on plans for local fishing tournaments in 2019. Traditionally, a “shake down tournament” has been held over Memorial Day weekend. The problem was that fisherman head to Manistee that weekend because the water is too cold for good fishing in Portage Lake, therefore, the local community of Onekama does not realize any benefit economically. This year the Tournament Trails organizers plan to hold one of their competitions in Portage Lake in August (on the weekend after Onekama Days). They expect 45 to 55 boats. Onekama Marine plans to stay involved one more year, then owner hopes to have the community take more responsibility for it. The organizers have asked for	Taylor / McNeil to allocate \$1000 in 2019 budget for Tournament Trails Taylor / McNeil to allocate \$500 in 2019 budget for Fun Fish

		<p>\$1000 donation toward the event. Fred McDonald will be responsible for the professional fishing aspect of the event. They are looking for a good place for weigh-in and for fish cleaning. Local charter captains are positive about having this event here. Wolverton made a motion to approve \$1000 for the event; Phillips seconded the motion. The motion passed unanimously. A second fishing event will be a youth Fun Fest during Onekama Days. Johnson made a motion to approve \$500 toward this event; McNeil seconded the motion which was approved unanimously.</p>	
2019 budget	Taylor / McNeil	<p>McNeil had previously emailed the proposed 2019 budget to all board members and committee heads. Taylor presented the budget, recounting the process that has ensued since November. The philosophy used was experience-based budgeting based on 2018, along with judgment of committee heads. Taylor has met or communicated with all committee heads about their budgets. A category called "Special Projects" was added as a placeholder for three activities: shoe drive, adult prom, and spaghetti dinner. Fireworks are still an issue with a proposed negative balance of \$5600 to be covered by money-making projects. Taylor has been working on donations and grants for the fireworks. Donation envelopes will be sent this year, specifically for fireworks. Overall, the budget shows gross revenue of ~\$64,300 and expenses of ~\$64,000 leaving a positive variance of \$300. Johnson made a motion to approve the 2019 budget. Sedelmaier seconded the motion which was approved by a unanimous vote of those present.</p>	<p>Outstanding question from Fairgrieve will be addressed by Taylor / Lapinski</p>
Membership	Backie	<p>Backie reported that she started the 2019 membership renewal process with 244 members in the database. In late January she emailed 80 of those entities with email addresses to see how successful that might be. 21 members have already paid their 2019 dues (7 used PayPal, 3 paid by check, and 11 had already paid their 2019 dues the prior year). Backie will now do USPS mailing to those without email (about 30 members without an email address). 31 members failed to pay their dues in 2018.</p>	<p>Backie to continue to track payment of membership dues</p>
Fundraising	Taylor	<p>In addition to the usual fundraising activities, the committee plans to implement three new ideas this year. They are:</p> <ul style="list-style-type: none"> • Shoe Drive to benefit Portager Pride Packs. McElroy explained what the pride packs are, who manages them at OCS, and how the shoe collection and payment will work. Our partner is Funds2Orgs, a marketing company in Florida that specializes in helping non-profits such as ours be successful in collection of shoes. They in turn sell the shoes to micro-entrepreneurs in other countries. Our drive will officially run from May 1 to June 30, although we can already begin collecting shoes. Some incidental questions were asked. 	<p>McElroy to ask Funds2Orgs if slippers and boots are acceptable</p>

		<ul style="list-style-type: none"> • Adult Prom to raise money for events such as fireworks, fall festival, etc. Wolverton explained that the Adult Prom will take place on Saturday, April 6 from 7 to 10 PM at the Portage Point Inn. PPI is providing the venue, cash bar, and hors d'oeuvres (at a cost of \$20 per person with a minimum of 100 people). Other expenses are a DJ and marketing. The charge to guests will be \$35 per person in advance or \$40 at the door. We will have silent and live auctions and a 50/50 raffle. The possibility of having cheerleaders babysit that night or having a similar service for parents was discussed. Prom Boutique in Manistee is interested in having special evening hours for women who want to rent a dress for \$20. Lapinski mentioned that the event will try to attract younger adults in their parenting years to try to build our membership with that segment of the population. • Spaghetti Dinner to benefit the fireworks. This might be with the school or at the Lions Den. Date has not been determined. At this time, this is just an idea without much work completed or decisions made. • Other ideas for money making projects might be a coffee table book with photos, a photo jigsaw puzzle, etc. 	Sedelmaier to investigate possibility of child care on April 6 from 7 to 10 PM
Citizen of the Year	Wemlinger	No report. Discussion about this activity was tabled pending the availability of Panches and Wemlinger.	Lapinski to contact Wemlinger and Panches to discuss with Board
Petunia Parade	McElroy	No report.	
Near and Farr Friends	Fairgrieve	No report.	
Concerts	Szilvagy	The concert poster is ready, and publicity has begun. We have a good line-up of 8 concerts. The magician will do a show for kids on August 5 from 6 to 7 PM.	
Publicity	Backie	No report.	
Facebook pages	Taylor	Popularity of Facebook continues to increase. We are reaching 290,000 users per month.	
Fall Festival	Halloran	No report.	
Christmas In Onekama	Pomaranski	No report.	
Website	Taylor	Taylor gave some statistics about characteristics of users of the Onekama.info website. It is experiencing about 16,000 users hitting the site each year.	
Onekama Days	Taylor	A meeting is planned for Saturday, February 9 at 9 AM at M-22 to talk about Onekama Days. Sedelmaier cannot attend due to coaching responsibilities that day.	Taylor to keep Sedelmaier apprised of decisions
Scholarships	Lapinski for Jaffe	Lapinski reported on several items from this Committee: <ul style="list-style-type: none"> • \$2200 from the 2017 PLA scholarship budget will be disbursed to the 2 scholarship winners by August 31, 2019. Neither awardee can 	Implement new criteria for Student Achievement Awards

		<p>accept the funds at this time without affecting their current financial aid.</p> <ul style="list-style-type: none"> • The committee suggests that future scholarship winners need to claim their funds by December 31 in the year that the scholarship is awarded. • The committee will use \$500 for sponsorship of the Onekama School Scholarship Workshop on April 15. Funds will be spent on food, prizes, and materials. Students will work on resume-writing and applying for scholarships. <p>The Committee has prepared a DRAFT of criteria and what will be awarded. This needs to be approved by PLA board in the future. Jaffe will ensure that students and their parents are aware of new policies and requirements when approved.</p> <p>UPDATE: Julie Lapinski emailed the criteria for Student Achievement Awards after this meeting. It was unanimously approved.</p>	
Lake Issues	Reed	Reed circulated the 2018 Lake Management team report. The strategic plan has yet to be approved, then will be placed on their website. The watershed received a \$220K grant for storm water management. There is an educational program at Manistee County Education Center on February 14 from 5 to 7 PM about the watershed and what it means to people. It is sponsored by the League of Women Voters.	Attend program on 2/14 if interested
Banners / Christmas décor	Sedelmaier / English	No report.	
Welcome Committee	McElroy	McElroy asked if anyone has been able to deliver a welcome bag to their assigned newcomer. No one has gotten it done yet.	
Old Business-Follow up			
Glenwood Recognition	McNeil	McNeil met with Kevin Hughes about what might be appropriate from the school kids for the Glenwood. They decided to have the kids write thank you notes to the Glenwood owners. The PLA will present a plaque to The Glenwood in recognition of their continued contribution to the community.	McNeil to get plaque done
Fireworks	Taylor / Lapinski	Refer to notes under 2019 budget (above). In addition, fundraising committee members plan to meet with Arcadia and Bear Lake organizers about how they obtain donations, who does their fireworks, etc. Johnson is working to get someone to help Paul Mueller and learn the process of organizing for fireworks.	
January 2019 retreat	Lapinski	All present acknowledged that they had received minutes from the retreat. There were no questions about it. Johnson expressed her enjoyment of the event.	
Newsletter	Capper	January edition of newsletter has been published. 500 copies on bright yellow paper were already in the works before the volume could be reduced to 200 or color of paper changed. This will be remedied for April edition.	Capper to work with Sally Koon about choices for paper and volume of printed newsletters

			Backie and Taylor to consolidate and update list of locations for placement of newsletters and posters
Electrical box in park	English	Not present. Issue is not yet resolved.	
Recognition gift	Taylor	Taylor will work with Mary Reed on an appropriate gift for Chuck.	Taylor to ask Mary Reed about what Chuck might appreciate Lapinski to follow up
Village Park Pavilion	Taylor	Taylor confirmed that the Lions have halted their actions on this topic.	
New Business			
Block party	Taylor	Taylor informed the group that the Block Party organizers are requesting \$30 for entities to have their organization / name listed on the punch list for participants. The date is either July 5 or July 11 (to be determined by organizers). The majority of those present thought we should not be on the punch list.	
Public Comment	This public comment is for any of the special agenda items that are covered		
Adjournment	Lapinski	The meeting was adjourned by Lapinski at 8:00 PM.	