

PLA Monthly Regular

Board of Directors Meeting June 7, 2017

6/7/2017

7:00 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
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 | Lapinski | Lapinski called the meeting to order at 7 PM. Attendees: Lapinski, McNeil, McElroy, Taylor, Garbrecht, Brooks, Szilvagy, Phillips, Halloran, Wemlinger, Guest: Bonnie McPhedran | |
| Secretary's Report | McElroy | McElroy presented the May 3, 2017 minutes which were distributed by email. She itemized the action items from the meeting, noting that all items are being maintained on an action plan that includes actions from the January retreat. McNeil moved to approve the minutes as electronically distributed; it was seconded by Al Taylor and approved by all present. | May 2017 minutes were accepted; McElroy to get them posted online. McElroy will update action plan and send to all board members. |
| Treasurer's Report | McNeil | McNeil presented the Treasurer's report as emailed prior to the meeting. She asked about readiness to pay the invoice for the summer concert banner. Szilvagy stated that as soon as he locates the banner, it can be paid; he will notify McNeil about that. There has been a snafu with mailings from the Portage Point Summer Resort Corporation becoming blended with Petunia Parade donation requests. Backie and McNeil are working to sort it out. Scholarship payments have been paid. Taylor moved to accept the Treasurer's report; it was seconded by Phillips and approved by those present. | Backie and McNeil to sort out donations to PPSRC versus PLA |
| Membership | Backie | Backie reported that 73 members had not paid their dues before she sent an email reminder. That resulted in 5 renewals and 5 deletions. 63 people are still unpaid. Backie will divide those names about the four people who volunteered to make phone call reminders. They are Wemlinger, Strevey, McElroy and Bess. | Backie to divide 63 names among volunteers; will provide contact information and talking points for phone calls |

| | | | |
|----------------------------------|------------------|---|---|
| First Annual Onekama Block Party | Bonnie McPhedran | <p>Bonnie McPhedran, owner of Yellow Dog Café, reported on efforts to make the Onekama business district more visible as well as encourage existing businesses to work together. They are sponsoring an Onekama Block Party to be held on Thursday, July 6 from 5 to 8 PM. 25 businesses / organizations will be providing some type of activity, punch cards for participation, and drawings. The evening will end with a children's' movie in the park. The event will stretch from MacBeth's to The Glenwood. Susan Halloran asked about how the Portage Point Inn could become involved; Bonnie has been talking to Jeff Sternberger about it.</p> <p>She also mentioned the possibility of having a village-wide garage sale during Onekama Days, specifically on August 6.</p> | |
| Fundraiser | Taylor | <p>Taylor noted that 2017 tactics for fundraising are proceeding as planned. Solicitors have the materials and knowledge to pursue ads, coupons, sponsors, etc. as determined. Lapinski reported on options to capture credit card charges. After some discussion, it was decided to use the Square this year. Susan Halloran offered her mobile device; we will need to obtain the square, download the application, and do a trial run.</p> | <p>Halloran, Lapinski and McNeil to work out the process</p> <p>Halloran, Lapinski and Bess to make sure SH gets phone service in the park</p> |
| Petunia Parade | Phillips | <p>Phillips reported that the petunias are planted and a solution to watering them has been found. The petunias are already showing good growth. He acknowledged the work of 70+ "incredible" volunteers who did the planting. He mentioned that the Petunia Parade Committee is looking for some new, younger members.</p> | <p>Phillips to send a list of volunteer needs for Petunia Parade to Bess</p> <p>Ad hoc group of envelope stuffers to send out requests for Petunia Parade donations</p> |
| Parks Appreciation Day | Phillips | <p>Phillips gave the history of Parks Appreciation Day which is held during Onekama Days with a luncheon at Northpoint Park. Onekama Township does not contribute any funding due to their interpretation of MTA recommendations. Phillips requested \$500 in funding from the PLA to help with the event. Taylor reported that there is money in the Onekama Days promotion budget to cover it, although not specifically mentioned. Wemlinger moved to allocate up to \$500 to support this event. McElroy seconded the motion. It was approved with two nay votes. McNeil recognized Phillips for his long-standing efforts to support the community.</p> <p>Brooks questioned whether the PLA is trying to do too many things without enough focus. He also suggested that we might want to consider having a recognition dinner at the end of the year for major donors.</p> | <p>Phillips to work with McNeil on funding</p> |
| Farr Friends | Fairgrieve | <p>Lapinski mentioned that there will be an article in the PLA newsletter with the Fall schedule for Farr Friends.</p> | |

| | | | |
|-------------------------------|-------------------------|---|--|
| Concerts | Szilvagy | Concert flyers are being distributed. Backie has asked for some help with locations in Frankfort, Elberta, Wellston, Kaleva and Dublin. McElroy volunteered to take flyers to Frankfort, Benzonia and Beulah. | Anyone who can help should contact Backie |
| Facebook Pages | Taylor | Taylor reported that advertising via Facebook is being done free of charge. We reach 120 to 130K persons per month through Facebook. He gave many specific examples of the reach for specific organizations or events. He is working to figure out how to market this capability and use it as a fundraiser. | |
| Fall Festival | Halloran | Halloran gave a list of desired volunteers to Lapinski to give to Bess. Taylor acknowledged that there is interest in doing a 5K run. Brooks has been volunteered by his wife to help with the Fall Festival this year. Taylor contacted the Douglas Valley Winery about their desire to get involved via their corn maze, U pick apples, etc. Halloran stated she may be interested in having them as a sponsor, but thinks the event needs to take place within Onekama Village. Rules about pets and horse drawn wagons have changed again; it will not be an issue for the Fall Festival. | Halloran and Taylor to discuss involvement of Douglas Valley Winery as part of Fall Festival |
| Christmas in Onekama | Lapinski for Pomaranski | Lapinski re-iterated that Pomaranski needs a co-chair for the Christmas in Onekama event. Taylor has someone in mind. | Lapinski to find a volunteer to co-chair Christmas in Onekama |
| Website | Taylor | Taylor mentioned that the work by MS Creative to create a mobile-ready website for Onekama.info has been delayed. | |
| Onekama Days | Taylor | Onekama Days are August 4, 5, and 6. Events include the car show, a teen dance on Friday night, and an adult concert on Saturday night. Taylor mentioned that he needs to make sure we can get some help from the school kids to bus tables, etc. | August 2 board meeting will be cancelled due to work needing to be done for Onekama Days |
| Scholarships | Lapinski | Lapinski reported that the 2016 scholarship awardee check was sent to WSCC. Terms of scholarship letter has been given to 2017 awardees. Information has been received from the 2017 awardees to disburse checks. She also circulated thank you notes from two students who received scholarships. | |
| Lake Issues | Reed | No report from Reed. However, McNeil mentioned an incidental finding of blue-green algae along the beach at the Point. Wemlinger confirmed that he had seen some phosphorescence as well on the shoreline. | |
| Old Business-Follow up | | | |
| Citizen of the Year | Wemlinger | Wemlinger is working with Margaret Panches on Citizen of the Year initiative. The application form is ready to go out with the summer mailing. Taylor suggested that the winner be announced at the PLA membership picnic or during the last summer concert. | |
| PLA Insurance | Lapinski | Lapinski reported that our insurance covers officers, committee members, and volunteers for personal liability. The annual premium has been paid. | |

| | | | |
|--|---------------------|---|--|
| PLA / Village Council | Lapinski | Lapinski is working with Mary Reed on efforts to work positively with Onekama Village leadership. | |
| Fireworks | Taylor | Lions Club will provide \$1000 for fireworks as a result of their pancake breakfast for that purpose. We have also received an anonymous donation of \$1500. | |
| Beautiful baby contest | McElroy | McElroy proposed a Beautiful Babies contest as part of Onekama Days this year. A written proposal, publicity flyer, entry and photo release form, and press release were emailed to all board members before the meeting. Taylor suggested increasing the cost per vote to one dollar. Taylor moved to approve the initiative; it was seconded by Wemlinger and approved. | English and McElroy to proceed with idea |
| Summer Reading Program | Lapinski | Lapinski delivered a check for \$100 to support the reading program at the library. | |
| PLA picnic / annual meeting | Lapinski | No discussion. | |
| US 31 Onekama Sign | English | No report. | |
| New Business | | | |
| Onekama Veterans Memorial donation | Lapinski | Lapinski reported on a letter she received about a possible donation from PLA to assist with creation of a veterans' memorial in the Onekama Cemetery. After some discussion, it was decided to aid through advertising on Facebook about the initiative. | |
| Tucker Laws / Concert | Taylor | Taylor reported that a group of young people is planning a concert for "hunger no longer". It will benefit the local food pantry. They are seeking help with publicity via our calendar and Facebook plus use of our stage. This is in the promotion budget. It was approved to proceed. The concert is tentatively planned for July 29 in the Village park. | |
| Shoreline Magazine | Taylor | Taylor distributed copies of Shoreline magazine which includes a very nice article about Onekama, etc. It has a publication base of 170K. We anticipate 10 to 15% increase in traffic due to this publication. The PLA contributes some toward this. | |
| Winter Fest | TBD | No discussion | |
| Banners and Christmas Decorations (part of Christmas in Onekama) | TBD | No discussion | |
| New board member | Lapinski | Lapinski mentioned that Barb Wolverton has resigned from the board; they have purchased a home in Florida. Her son Kevin Wolverton will replace her. | |
| Newsletter | Lapinski for Capper | Newsletter will be out July 1. | |

| | | | |
|----------------|---|---|--|
| Public Comment | This public comment is for any of the special agenda items that are covered | | |
| Adjournment | Lapinski | The meeting was adjourned by Julie Lapinski at 9:03 pm. | |