

PLA Regular Monthly

6/3/2020

6 PM

Board of Directors Meeting June 3, 2020

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

Frank English, Susan Halloran
Jon Phillips, Nikki Torrey
Shelli Johnson. Debby Major
Larry Paz, David Maylen

Committee Heads

Jon Phillips, Mary Jo McElroy
Justin Sedelmaier, Mary Reed
Steve Szilvagy, Al Taylor
Paul Mueller, Frank English
Faye Backie, David Maylen
Pat Pomaranski
Susan Barnard, Jeff Sternberger
Mary Fairgrieve, Julie Lapinski
Jean Capper

Minutes

Order of Business	Person Responsible	Report / Discussion	Action Plan
Request from anonymous donor May 6, 2020	Taylor	<p>Taylor emailed the following to Julie Lapinski on May 6 at 1:36 PM.</p> <p>[An anonymous donor] approached the PLA to inquire about using the PLA banner brackets along M-22 to display banners with the 2020 OCS senior class graduate photos The donor would use all of the current banner brackets (16 or 17 pairs total) and would have 16-17 new bracket pairs installed to accommodate total of 34 banners. The PLA would not be financially responsible for new brackets, mounting the brackets or installing the banners. Student banners would be displayed for the summer and the PLA would forgo putting up the Onekama banners for 2020.</p> <p>The board may decide at a future time to financially assist in this project, in which case there would need to be BOD approval.</p>	Lapinski to solicit vote by email
Motion May 7, 2020	Lapinski	<p>On May 7 at 10:36 AM, Lapinski emailed the following to the Board of Directors:</p> <p>” I would like to make a motion that we approve the use of PLA 16-17 banner brackets on M-22 to display the 2020 Onekama High School Graduating Class Photos and forgo putting up Onekama Banners this summer. I need one person to second the motion and everyone else please vote yes or no. We'd like to get back to [the anonymous donor] as soon as possible.”</p> <p>Shelli Johnson seconded the motion. Electronic (by email) voting was as follows: 13 yay; 1 abstained. The motion passed.</p>	Motion approved
Call to order June 3, 2020	Lapinski	<p>Lapinski called the meeting to order at 6:05 PM at Onekama Township building. Social distancing was maintained; many at the meeting wore face masks. In attendance: Lapinski, Wolverton, McNeil, McElroy,</p>	

		Taylor, English, Halloran, Phillips, Johnson, Major, Paz, Mueller, Szilvagy, Backie, Fairgrieve. Guest: Linda English.	
Consent calendar	Lapinski	Lapinski inquired about any questions or issues with the Consent Calendar as emailed prior to tonight. The Consent Calendar included the draft minutes from March 4, 2020 board meeting and financials as of May 31. Szilvagy asked about a \$400 expense to the concert budget; McNeil replied that it is the cost of renting the Village Park from Onekama Village (8 concerts @ \$50 each). The check has been sent to the Village and is refunded if the park is left in clean condition. English made a motion to approve the consent calendar; the motion was seconded by Taylor and unanimously approved by those present.	McElroy to send final minutes from March 4, 2020 to MS Creative Services
Activities / events to be continued in 2020	Lapinski	<p>Taylor prefaced Julie's remarks by reminding those present that information has been obtained via survey to over 500 persons, talking with local businesses, and a prior meeting to gather input from board members and committee heads.</p> <p>Lapinski itemized those activities that she thinks will need to be covered this year by current funds. The amount is about \$30,000 and is partially covered by membership dues. Items include:</p> <ul style="list-style-type: none"> • Administrative expenses (about \$6300) • Banners and lights (\$2700) • Christmas tree lighting (\$1500) • Christmas in Onekama to continue with planning (\$1500 in positive net revenue) • Farr Friends – Fairgrieve will make a judgment call on this by September depending on CDC recommendations • School projects and scholarships are funded by pig roast and beer tasting which amounts to approximately \$2500 • Onekama promotions (Shoreline will continue to be published at a reduced cost and will largely feature outdoor resources in the area) 	
Activities / events to consider cancelling in 2020	Lapinski	<p>Lapinski opened discussion with regards to Monday night concerts in the park. Group discussed current limits of 100 people for outside events and ability to social distance. Szilvagy stated that he has been contacting performers and many do not want to go forward given the health risk. We could consider a concert later in the summer or early fall. Wolverton made a motion to cancel the concerts; Major seconded the motion and it passed unanimously.</p> <p>Lapinski opened discussion regarding beer tasting and pig roast 2020. Group discussed current limits of 100 people for outside events and ability to social distance. McElroy had considered how to provide the pig roast given health restrictions; however, with fewer participants expected, there is a small margin of profit. Wolverton made a motion to cancel the beer tasting</p>	<p>Szilvagy to cancel arrangements for concerts</p> <p>McElroy to cancel arrangements for pig roast</p>

		<p>and pig roast this summer. English seconded the motion and it passed unanimously.</p> <p>Lapinski posed the question of holding a Classic Car Show this year. English responded that such an event could be physically spread out, could be limited to fewer cars / participants, would be held outdoors, and could be coupled with something else. Negatives are lack of a good location – the Village Park is swampy; the fairgrounds are hot and dusty. Could ask for a street or two to be blocked off. A possible date was discussed – could be done with Block Party (which has not cancelled but is rescheduling later in the year) or could be done over Labor Day weekend. Might be competing with Arcadia and Manistee for Labor Day. Almost all car shows in northern Michigan have already been cancelled. Would need to do a mailing. It was finally decided to hold off on deciding at this time and await crowd size restrictions which may be larger later (currently limited to 100 persons).</p>	
Activities / events to consider holding in 2020	Lapinski	<p>Results of the survey showed that the top three events loved by the respondents are #1 fireworks, #2 parade, and #3 shopping in Onekama. Options for dates to consider events are Labor Day weekend, Onekama Days as already planned, and perhaps the weekend before Labor Day. Consensus was tentative plans for Onekama Days if we are to move forward would be something like this:</p> <ul style="list-style-type: none"> • Friday night fireworks (August 7 with rain date August 8) with partial funding via Go Fund Me page • Saturday morning breakfast by the Lions (will know on June 8; their liability is lack of volunteers) • Saturday morning fun fish for kids • Saturday morning / afternoon car show TBD • Saturday night concert August 8 <p>The fireworks cost \$7000. Last year \$7800 was raised through donations. Business donations are more tentative this year due to economy. Johnson recommended that PLA be overly sensitive to businesses this year. Lapinski stated the PLA had determined that it would not solicit businesses this year. The PLA would offer advertisement for businesses through PLA social media. Lapinski suggested a Go Fund Me page to raise money; Taylor thinks we could raise \$3500 that way. Mueller stated that no contract has been signed yet for fireworks. If we do sign a contract and make a down payment, there is no refund; instead, the money is applied to the following year. Will also need a permit from Onekama Township; Taylor stated that the Township is supportive of having the fireworks. Mueller will discuss risk factors with Sheriff Falk. Fairgrieve expressed concern about the high cost of fireworks for 15 minutes of enjoyment. English advocated for</p>	<p>Committee heads to pursue tentative plans for fireworks, car show, and concert</p> <p>Taylor and Lapinski to pursue Go Fund Me for fireworks</p> <p>Wolverton and English to walk the Village Park</p>

		<p>creation of good will as a community organization. Lapinski inquired if those present were opposed to using money for fireworks from PLA reserves. No one voiced their opposition.</p> <p>Wolverton made a motion to move forward with tentative schedule as described above. Paz seconded the motion which was approved to pursue these plans without final commitment. The magic show on Monday should be disallowed since we cannot meet the health requirements. Taylor will communicate that to Donna Ervin.</p>	
Newsletter	Taylor and Lapinski	The usual quarterly newsletter with printed copy will be abandoned this summer. Instead, a monthly newsletter (June, July, and August) will be distributed electronically via email, website, and social media. Taylor, Major, Wolverton, and Jean Capper will collaborate on it. Content will focus on businesses (including possibility of coupons) and myriad of outdoor activities here (e.g., hiking, fishing, swimming, boating, etc.).	
Fall Festival	Lapinski	Kevin Wolverton will co-chair the Fall Festival with Julie Lapinski. Debby Major will assist with vendor information. Wolverton clarified that he will only do for one year. Committee might add some different activities. The bouncy house has been reserved but might not meet health requirements.	
Fundraising	Taylor	Nothing has been solicited for raffles. Some donors have approached AI about their usual donations. One suggested was to offer donors raffle tickets in exchange for donations e.g., donate \$100 and get 4 raffle tickets for the donation. That would eliminate the need to ask board members to “peddle” raffle tickets or buy themselves.	
Petunia Parade	McElroy	<p>McElroy reported that the Petunia Parade has gone very well this year. Key points were:</p> <ul style="list-style-type: none"> • Donations over \$5300 so far this year • Soil remediation by Larsen’s Landscaping • Pre-drilling holes for petunia transplants • Plenty of volunteers including some younger families • Quality of service and product from Pleasanton Valley Greenhouses • Watering and fertilization by Steve Hall • Social distancing • Face masks provided by Portage Lake Garden Club for planters • Publicity via radio spot, two articles in the Manistee News Advocate, Facebook, and PLA newsletter 	
Adjournment	Lapinski	Taylor made a motion to adjourn the meeting. Wolverton seconded the motion. Lapinski adjourned the meeting at 7:30 PM.	