

APRIL 6, 2022
Onekama Township Hall

Approved

Board attending: Roz Jaffe, Frank English, Nikki Schneider, Evie McNeil, Susan Halloran, David Maylen, Al Taylor, Kyle Miller, Julie Lapinski,
Committee Chairs attending: Faye Backie, Debby Major, Mary Jo McElroy

Meeting called to order at 6:02pm.

Additions to agenda: Al Taylor adding Invasive Species update under New Business.

Consent Agenda: Motion by Frank English to approve; seconded by Al. Approved

Correspondence: Roz Jaffe shared email from Kim Sebaly thanking Faye for her acknowledgement of membership renewal and words of praise for PLA. Shows importance of thank you notes. Reminder we have preprinted PLA notecards and postcards that can be used as thank yous.

OLD BUSINESS

Event List: No updates to current list of events. Monday concerts are set. Roz asked that all events have preliminary flyers/posters/save the date info to Al by May board meeting.

Committee Vacancies: Roz will ask Susan Barnard if she will chair the Farr Center portion of Celebration of Lights. Nikki Schneider volunteered to help Pig Out.

Communications Committee: Onekama.info website new version is in the works with additional admins. Susie Halloran asked how Village can improve their website. Vendor and Business Directory info is mailed. Facebook page for PLA Group had changes made and additional admins. The monthly bulletin "Extra! Extra!" will be emailed out in early May.

To help with rollout and maintenance of new Instagram account, committee recommends hiring MJ Digital Marketing. Motion made by committee for a 6 month agreement to hire MJ Digital Marketing for \$200 per month. Seconded by Dave Maylen. Approved.

June Party: Kyle Miller provided info on Summer Launch Party. Committee will meet soon to finalize details.

Book Drive: Onekama School and Onekama Library will host collection boxes; waiting to hear back from Ez Market. Funds raised will fund school's "Whole Child Initiative". Dave made motion to sign Book Drive Agreement; seconded by

Nikki. Approved.

Onekama School: Roz and Dave met with Principal Seth Pratt to discuss fundraising needs, better scholarship application participation, etc.

Onekama Days: Al provided info on Onekama Days schedule.

Petunia Parade: Mary Jo McElroy said Larsen Landscaping is scheduled for weedkiller and rototilling. Planting Day is May 25th. Finalizing the maintenance of the 17 planters.

NEW BUSINESS

Vendor Solicitations: Nikki reported Google Form has gone out to vendors for our 3 craft show events. Discussion on ideas for getting more vendors and food trucks.

Street Banners: Roz presented Elaine Maylen's offer to help with banners on Main Street to promote PLA events from May-October. Questions about the hardware and other items. Roz will follow up with Elaine and share info. Interest for banners for Car Show, Beer Tasting and a PLA logo banner.

Volunteer Committee: Roz presented info from ad hoc Volunteer Committee. Debby offered to chair a September Volunteer Appreciation party. Onekama Days and Fall Festival could make use of an online volunteer sign up tool. Will use SignUp.com.

Checking Account: Evie McNeil will start process to update checking account signers.

Invasive Species Group: Al said this will now be a separate entity and asked if PLA wants a representative to attend meetings and share communications. General interest in participating.

OTHER BUSINESS:

Roz will follow up with John at M22 Grill on Light Up the Lake.

Debby found a good online auction site.

Al asked if newsletter should continue to include Township and Village minutes. Can discuss at Communications committee.

Motion to adjourn at 7:32pm made by Al, seconded by Dave. Approved.

