

PLA Monthly Regular

Board of Directors Meeting April 5, 2017

4/5/2017

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	Julie Lapinski	Lapinski called the meeting to order at 7 PM. Attendees: Lapinski, Bess, McNeil, McElroy, Taylor, Garbrecht, English, Phillips, Johnson, Backie, Fairgrieve, Jaffee, Guests: Linda English, Jack Jones.	
Secretary's Report	Mary Jo McElroy	McElroy presented the February minutes. One change was suggested; Garbrecht made a motion to accept the minutes as distributed electronically. Bess seconded the motion. The minutes were accepted, with changes, by an affirmative vote of those present. Taylor suggested that we keep a running list of action plan items so that we don't forget or miss any of them.	February 2017 minutes were accepted; McElroy to get them posted online. McElroy will compile a list of action items for future reference
Treasurer's Report	Evie McNeil	McNeil reported that our checking account balance is \$47,900; savings account balance is \$18,303. English moved to approve the Treasurer's Report. The motion was seconded by Garbrecht, then approved by a vote of those present. McNeil also reported that the 990 form for tax purposes has been completed and filed. A copy will be retained in PLA files.	
Membership	Faye Backie	Backie reported that she sent the dues notices in February. PLA has 260 member families; 151 have paid for 2017 membership. Two members were removed and seven new members have been added. Incidentally, the letter requesting a voluntary donation that was sent along with dues notice resulted in \$3400 dollars in income. Backie mentioned that we will need to pay attention to all publicity and materials that contain information about the cost of annual membership since we plan to increase it to \$35 next year.	Change cost of annual membership to \$35 in all upcoming materials and publicity

Petunia Parade	Jon Phillips	<p>First meeting will be held on April 26. The planting date is May 24, with a rain date of May 25. Jon and Tammy Messner discussed the request from Portage Lake Garden Club (PLGC) to reserve one plot in all pink flowers in recognition of their initiative for breast cancer awareness. Since the flowers are already ordered in variegated colors, Jon suggested that we implement this next year. He invited PLGC representatives to the fall meeting of the Petunia Parade Committee to discuss it.</p> <p>Phillips discussed some issues raised by the Parks and Recreation Committee about how donations to the township are used. An example is use of PLA donations for Park Appreciation Day with an ice cream social that is held during Onekama Days. There are prohibitions about how township funds can be used unless specifically directed for a purpose.</p>	<p>Messner to invite a PLGC representative to fall meeting of Petunia Parade Committee</p> <p>Taylor and Johnson to discuss options for donations to Onekama Township</p>
PLA Insurance	Jack Jones	<p>Lapinski introduced Jack Jones as a Farmers Insurance agent who manages our insurance policy. The policy is designed specifically for clubs and associations such as ours. It covers directors, officers, members, and volunteers for events. Coverage includes any legal fees and events that include alcohol. One important concept is that any claim will be looked at for potential negligence on the part of PLA. Jones distributed a handout about the product as well as his business card to all present.</p> <p>Lapinski mentioned that our policy is up for renewal in June at a cost of \$825. Jones suggested that we may want to increase that to \$900.</p>	Consider increasing budget for insurance to \$900
2017 Budget	Al Taylor	<p>Taylor and McNeil presented a proposed 2017 budget that was distributed electronically before the meeting. One correction related to accounting for scholarships was made. Based on suggestion from Jack Jones, an increase for our insurance premium to \$900 was made. Additionally, Onekama Village plans to implement new Park Rules which will charge \$50 per use of the Village Park pavilion. \$25 can be refunded if the park is left clean after each use. New rules also prohibit alcoholic beverages, horses, and pets in the park. Costs for PLA use of the park during concerts, Onekama Days, and Fall Festival have been included in the budget.</p> <p>English moved to approve the 2017 budget; Garbrecht seconded the motion. It carried by an affirmative vote of those present. Taylor noted that the budget will lower our reserve, but we will still be financially comfortable for a few years.</p>	
Farr Friends	Mary Fairgrieve	Taylor mentioned that Onekama Village may impose a fee to use Farr Center for meetings and events. This might potentially affect Farr Friends.	

Fundraising	Al Taylor / Diane Bess	Taylor presented a summary of fundraising activities for 2017. They include a cash raffle, silent auction, cash donations, business sponsors, ads, coupons, online auction, and social event at Douglas Valley. Bess mentioned that there is a meeting of the Fundraising committee on April 6 from 12 noon to 2 PM at M-22 Grill.	
Concerts	Al Taylor for Steve Szilvagy	Taylor reported that we have a good lineup of bands this year. Costs are increasing as bands increase what they are charging. Steve is working to submit some grant applications.	Szilvagy to submit grant applications
Publicity	Faye Backie	Publicity activities will begin next week.	
Lake Issues	Al Taylor for Mary Reed	Reports of lake infestation by narrow leaf cattails have been received. It affects about 60 acres of water.	
Facebook Pages	Al Taylor	Metrics show this is doing very well with 8,000 “likes”, 7900 followers, and about 105,000 persons reached per month	
Fall Festival	Mary Jo McElroy for Susan Halloran and Jeff Sternberger	Progress has been made on compiling a single list of vendors (food, arts and crafts, etc.) for PLA events. The list includes almost 200 vendors. Halloran and Sternberger have generated a cover letter and application to be sent to vendors soon advising them of opportunities during the Fall Festival. Taylor suggested that we need to contact Onekama Village about the Pet Parade. He also suggested that we may want to consider having a pie eating contest with pies supplied by The Glenwood.	Halloran and Sternberger to send letter and application form to vendors; Halloran and Sternberger to contact Onekama Village about Pet Parade; Halloran and Sternberger to consider pie eating contest
Christmas in Onekama	Pat Pomaranski, Jeff Sternberger, Frank English, Susan Barnard	No report. English mentioned that the Christmas lights still need to be taken down from the outdoor tree.	
Website	Al Taylor	Taylor mentioned that we may need to increase what we charge others for use of the website. Currently, PLA consumes most of the costs of MS Creative Services.	
Old Business-Follow up			
Fireworks	Al Taylor	Cost of fireworks is \$6500 this year which may be shared 50/50 with Lions Club. Will have two pontoon boats for setting them off on the water.	Awaiting decision by Lions Club about funding for fireworks
Composite Vendor List	Julie Lapinski / Mary Jo McElroy	Completed. See Fall Festival above. List will continue to be improved for completeness and accuracy over time.	
Waterslide	Kevin Wolverton	Not present; no report.	
Beautiful baby contest	Julie Lapinski	Linda English stated that she would be honored to do it and has asked Roseanne Maue to assist. She requested a volunteer from PLA to help and learn the ropes; McElroy volunteered. It will be conducted to coincide with Onekama Days for maximum visibility.	English and McElroy to pursue

Plant It Pink / PLGC	Mary Jo McElroy / Jon Phillips	Completed. See Petunia Parade above.	
New Business			
Village Fees for Park Use	Al Taylor	Discussed. See above under 2017 Budget.	
Winter Fest		No discussion.	
Onekama Days	Al Taylor, Steve Szilvagy, Bruce Peabody, Frank English, Paul Mueller	Upcoming meeting on April 15 at 8 AM at One Kama Mama. Fairgrieve mentioned that there is an idea to hold "Show Us Your Art" as part of Onekama Days. Anyone would be able to display art, do poetry reading, etc. Potentially might be able to use small green space adjacent to library parking lot.	
Banners and Christmas Decorations (part of Christmas in Onekama)	TBD	Taylor mentioned that he has a lead of someone who might be able to start replacement of brackets for Christmas banners.	
Newsletter	Jean Capper	No report.	
Public Comment	This public comment is for any of the special agenda items that are covered	Taylor distributed information about bond and sinking fund proposals from Onekama Consolidated Schools. Election (voting) day is May 2, 2017.	
Adjournment	Julie Lapinski	The meeting was adjourned by Julie Lapinski at 8:40 pm.	