

PLA Monthly Regular

11/7/18

6:00 PM

Board of Directors Meeting Nov. 7, 2018

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

Board of Directors

Nikki Torrey, Al Garbrecht
Frank English, Jean Capper
Susan Halloran, Jon Phillips
John Wemlinger, Wendell Brooks
Vicki Strevey, Shelli Johnson

Committee Heads

Jon Phillips, Mary Jo McElroy
Jeff Sternberger, Susan Halloran
Chuck Reed, Mary Reed
Steve Szilvagy, Al Taylor,
Paul Mueller, Frank English
Faye Backie, Roz Jaffe
John Wemlinger, Pat Pomaranski
Frank English, Susan Barnard
Margaret Panches, 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 Lapinski, Wolverton, McElroy, Taylor, Wemlinger, Sternberger, Reed, Backie, and Pomaranski.	
Consent Calendar	Lapinski	Lapinski presented the consent calendar for tonight’s meeting and asked for discussion or comments. Since there was not a quorum of board members present, Lapinski will email the minutes from October 10 meeting and the Treasurer’s report ending October 31, 2018 for approval by an electronic vote. Taylor commented on several positive or negative variances from budget: <ul style="list-style-type: none"> Postage costs are under budget; some postage might be buried in printing costs when bulk mailings are done Dollars budgeted for replacement of brackets for Christmas light are a favorable variance because no purchases have been made; Taylor will address with Chuck Reed Fireworks costs are a negative variance; this will be addressed at the January retreat <p>FOLLOW UP NOTE November 12, 2018: Lapinski received 12 affirmative votes (out of 15) for approval of the minutes from October 10 and 13 affirmative votes (out of 15) for approval of the October Treasurer’s report.</p>	Lapinski to do electronic vote for consent calendar; McElroy to get October 10, 2018 minutes posted at Onekama.info after voting occurs Taylor to discuss Christmas light brackets with Chuck Reed
Membership	Backie	Backie reported that the PLA has 243 paid memberships. The increase in dues from \$30 to \$35 has resulted in about \$1000 additional revenue over prior year. Twenty names have been removed from the membership database due to no payment of dues for	Taylor will work with MS Creative Services to see how postal addresses could be requested

		two years. A question was asked about getting postal addresses for new members who pay through PayPal. This information is not required for credit card payments.	from new members via the website
Fundraising	Taylor	About \$800 was made on the auction during Fall Festival. Taylor mentioned that he expects to make about \$1,000 to \$2,000 on silent auction items during Christmas in Onekama. We still have not found an alternative to eFlea for online auctions. Other ideas discussed were the possibility of another casino event; an “adult prom” night with babysitting, restaurant meal, dessert buffet, and dance targeted at parents with children; a spaghetti dinner at OCS before a basketball game with proceeds split with the athletic boosters. These ideas will be discussed more at the January retreat.	
Citizen of the Year	Wemlinger / PUNCHES	No report.	
Petunia Parade	McElroy	McElroy reported that the Committee has requested a quote from Pleasanton Valley Greenhouses (PVC) for 2019. The quote will include petunias, soil, mulch, fertilizer, weed prevention product, and plants for planters. Once the quote is accepted by McElroy and Phillips, we will proceed to authorize PVC to plant petunia seeds over the winter in anticipation of transplants for May 2019. McElroy reminded the board that funds for this were authorized at the September meeting. Taylor asked about bidding this out; McElroy responded that Weesie Brothers has never responded to a request for proposal and Field of Dreams does not have the capability that PVC does.	McElroy and Phillips to proceed with agreement with PVC for 2019 Petunia Parade
Near and Farr Friends	Fairgrieve	No report.	
Concerts	Szilvagy	No report.	
Publicity	Backie	No report.	
Facebook pages	Taylor	Taylor reported that a milestone of 2.2 million people reached through Facebook social media has been reached for 1, Onekama page. Doing a Facebook boost for \$25 is a great way to increase attendance at events like Fall Festival, Christmas in Onekama, etc.	
Fall Festival	Lapinski	Lapinski reported the following positive aspects of the October 13 Fall Festival: <ul style="list-style-type: none"> • Number of participants including more people from out-of-town • Sunny weather • Lots of kids’ activities • Bounce houses provided free of charge which included adult supervision, set up and take down, and generator • \$316 profit from scarecrow contest; money donated to food pantry • Good turnout for pet parade The decision was made to continue Fall Festival on the second Saturday in October for 2019, but to change the time to 10 AM to 3 PM. Lapinski asked about sending the church that supplied the bounce houses a donation.	Taylor and Lapinski to follow up on possible donation to church that supplied the bounce houses

		Taylor will work with the Lions to see if we can get them to help with a donation.	
Christmas In Onekama	Pomaranski	<p>Pomaranski reported that she has 37 vendors for arts and crafts; volunteers (including high school students) are secured; and another email about dinner at M-22 will be repeated. Sternberger reported that he has 7 to 8 businesses doing chili for the cook-off.</p> <p>Wolverton reported that the lights for the Christmas tree were tested before placement on the tree, but he has been unable to coordinate getting the electricity turned on to make sure they are all working. As an FYI, Wolverton mentioned that the PLA has a trash can full of LED white Christmas tree lights stored at the Village garage. He also mentioned that the tree sorely needs to be trimmed before lights are attached next year.</p> <p>Lapinski mentioned that she received a request from Ashley Bradford about donating to a project sponsored by businesses in town for a holiday lighting competition. Three prizes would be offered. Home owners and businesses can compete for cash prizes of \$300, \$200, and \$100. After some discussion, it was decided to forego this request.</p>	
Website	Taylor	Taylor reported that the cost for maintaining the website is about \$4,000 per year; \$1500 of this cost is paid by the Onekama Village and Onekama Township. The Township's share will be increased by \$250 in 2019.	
Onekama Days	Taylor / Lapinski	The Manistee County Fair board met yesterday to discuss timing of the 2019 fair. After receiving input from the Lions and the PLA, an agreement was reached to hold the fair on the week following Onekama Days (agreement for 2019 only). Fair attendance has dropped due to dearth of 4H kids with animals, aging carnival rides, etc. Next year the Fair board will collaborate with Lions, PLA and others on an agreeable solution for 2020 and beyond.	
Scholarships	Jaffe	No report.	
Lake Issues	Reed	Reed reported that the watershed is celebrating their tenth-year anniversary and will request another ten years from SAD. She discussed in some detail the work of analysis, testing, and research with world-class advisors that has gone on for such issues as E-coli, swimmers itch, etc.	
Banners / Christmas décor	English / Reed	Reed reported that the Christmas lights will be put up on November 9. One banner is needed for Christmas in Onekama silent auction.	Mary Reed to convey to Chuck Reed
Old Business-Follow up			
Election of officers and BOD	Lapinski	Lapinski reported that 29 ballots were returned by the November 2 due date. There were no write-in candidates. Voting was unanimous for everyone on the ballot.	

Budget / Financial Review	Taylor	Taylor announced that budget work will begin in November since most costs are incurred by end of this month. Work will continue into the new year with the expectation that the 2019 budget will be approved in February. Experience-based budgeting philosophy will be used per the norm.	Taylor to meet with committee heads about their budgets
Raffle Tickets	Taylor	Five individuals present agreed to take raffle tickets to sell for the cash raffle prizes.	
Newsletter	Lapinski	Lapinski announced that articles for the January newsletter are due to Jean Capper by December 21, 2018. Discussion was facilitated about decreasing the number of printed newsletters. Currently 500 are printed (39 are mailed by US Postal); the remainder are distributed according to a plan. Best locations seem to be the post office, EZ Market, library, and Onekama Village offices at Farr Center. It was agreed to decrease the number of printed copies to 200.	
New Business			
Village Park Pavilion	Taylor	Architectural plans for replacement of the pavilion in Village Park were mentioned. This is a service project proposed by the Lions with some thought that the PLA would also contribute toward the \$80K expected cost. The new pavilion would be 28' by 64'. Questions were asked about electricity and water at the site.	Taylor will continue communications on behalf of the PLA
Donation for Village Christmas Lights	Lapinski	Per earlier agenda item, this was declined.	
Upcoming PLA board meetings	Lapinski	The December PLA board meeting will be cancelled. The January meeting will be held on Wednesday, January 9 from 6 PM to 8 PM. The annual retreat will be held on Friday, January 18. More information is forthcoming.	
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 7:36 PM.	