

PLA Special Business Meeting

May 20, 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
 Jo Kevin Wolverton -Vice President
 M Evie McNeil - Treasurer
 Mary Jo McElroy- Secretary
 Al Taylor – Past President

Board of Directors

Frank English, Susan Halloran
 Jon Phillips, John Wemlinger
 Shelli Johnson, Debby Major
 Larry Paz, David Maylen

Committee Hea

Jon Phillips, Mary
 Justin Sedelmaier,
 Steve Szilvagy, Al
 Paul Mueller, Frank
 Faye Backie, David
 Pat
 Pomarans Susan
 Barnard, Jeff St
 Mary Fairgrieve.

Minutes

Order of	Person Plan Responsible	Report / Discussion	Action
Call to order	Lapinski	Lapinski called the meeting to order shortly after 6 PM. She clarified that this is a special meeting to address what events the PLA will be able (or not) to proceed with this year. This is not the May BOD meeting. The meeting was held in the Village Park to allow for social distancing and use of face masks. In attendance: Lapinski, Wolverton, McNeil, McElroy, Taylor, English, Halloran, Major, Maylen, Reed, Backie, Szilvagy. Guest: Linda English	
Budget	Taylor	PLA has about \$83,000 cash in the bank which includes contingency and reserve for kayak. It also includes about \$9,000 in recent donations plus payment of dues for 140 members. Some costs are non- negotiable such as payment of taxes, accounting fees, and some contracts. Lapinski added that we have enough cushion to forego some revenue this	
Promotion	Taylor	Al is negotiating with Shoreline about what will be included about Onekama. Many events along the west coast of Michigan have been cancelled. He thinks a smart move is to maximize promotion of Onekama (and Manistee) businesses especially via social media. No solicitation for large donations has	
Insurance	Lapinski	Lapinski contacted our insurance agent at Farmers Insurance. There is really no clarity about our liability should a patron become infected with COVID-19 via one of our events. The insurance agent thought that the most likely scenario would be for any lawsuit to be settled out of court.	

<p>Evaluation of each of the PLA 2020 events</p>	<p>Lapinski and our Taylor also be an issue. The Petunia Parade is moving forward with planting on May 27. It can get its work done with social distancing and use of masks. Concerts</p>
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 Lapinski

		exceed the limitation in group size which is required currently. In general, the group seemed negative on large gatherings of any type. Those present also mentioned liability and morality of our actions should COVID-19 be spread via our events. Lapinski and Taylor plan to contact Committee heads next week to discuss each event, then plan to decide at the June 3 Board meeting.														
Fundraising	Lapinski	No discussion.														
Newsletter	Taylor	Taylor proposed doing a 2 to 3-page special newsletter over the summer months to feature local businesses including specials, coupons, etc. The intent would be to promote Onekama businesses.														
PLA Event Survey	Taylor	Taylor briefly reviewed the results of a survey done in the last few weeks about PLA and other local events. The respondents (N=507) were drawn from email lists of PLA members and “Friends of the PLA” and administered via Facebook and MailChimp. Questions centered around nature of the respondent’s residency, participation in events in 2019, and potential for participation in events in 2020. The three most popular events for Onekama Days were fireworks, shopping, and the parade. The three events most likely to attend in 2020 are the Fall Festival, Block Party, and Monday Night Concerts. See table below for intent of respondents to participate in upcoming events.														
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Adjournment	Lapinski	The meeting was adjourned at 7:15 PM. The next meeting will be the regular Board meeting on June 3, location to be determined.														

Recorded by Mary Jo McElroy, Secretary