

PLA Monthly Regular

Board of Directors Meeting July 5, 2017

7/5/2017

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
Kevin 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	Bess for Lapinski	Bess called the meeting to order at 7:03 PM. Attendees: Bess, McElroy, Taylor, English, Wolverton, Wemlinger, Johnson, Reed, Backie, Fairgrieve, Mueller. Guest: Linda English	
Secretary's Report	McElroy	McElroy presented the June 7, 2017 minutes which were distributed by email. She itemized the action items from the meeting, noting that all items are being maintained on an action plan that includes actions from the January retreat. A quorum was not present to approve the minutes as electronically distributed. Informational: Subsequent to the meeting, the minutes from the June 7 meeting were electronically approved by an affirmative vote of the majority of the board members.	June 7 minutes are still pending; need to be approved by a quorum; when approved, McElroy to get them posted online. McElroy will update action plan and send to all board members.

Treasurer's Report	Taylor for McNeil	<p>Taylor presented the Treasurer's report as emailed prior to the meeting. He discussed some expenses that may need to be reviewed (e.g., the cost of newsletter printing which is \$1 per copy). Over 1000 persons are now viewing the newsletter electronically. Fairgrieve mentioned that she has heard comments about the color of the paper, the quality of photos, and duplication of information. It was decided to eliminate distribution to Crystal Mountain since most of the April copies were still present in July. Taylor mentioned that cash donations are coming in from Meijer and Onekama Building Supply. The silent auction on July 3 only netted 30 cents on the dollar. Taylor will pursue an online auction instead. We anticipate \$1000 from the Lions for fireworks. Petunia Parade donations are down considerably this year. Backie reported that she and McNeil have the situation with donations to PLA being mixed with PPSRA under control. The Treasurer's report was not approved due to lack of a quorum.</p> <p>Informational: Subsequent to the meeting, the Treasurer's report from June were electronically approved by an affirmative vote of the majority of the board members.</p>	Will need to get Treasurer's report approved later
Membership	Backie	Backie reported that we still have members who have not paid their dues. She will divide the names of delinquent payers among the four people who volunteered to make phone call reminders (i.e., Wemlinger, Strevey, McElroy and Bess).	Backie to divide names among volunteers; will provide contact information and talking points for phone calls
Car Show during Onekama Days	English	English requested assistance with volunteers to help park cars for the car show. He needs 2 people on Saturday morning (August 5) from 8 to 11 am and 2 people from 9 am to noon. A meeting about Onekama Days is planned for next week; Taylor will invite English to that meeting.	<p>Taylor to include English for meeting about Onekama Days during the week of July 10</p> <p>Bess to obtain volunteers to help park cars on 8/5</p>
US 31 Onekama Sign	English	English has had some contact with Suzanne Schwing about the sign, but no resolution.	English to re-contact Suzanne Schwing about the sign.
Beautiful Babies photo contest	Linda English	Linda English reported that six photos are posted at One, Kama Mama as part of the Beautiful Babies contest. Some application forms are still out. A decision has been made about how to handle twins. Taylor offered to do a Facebook shout out to encourage people to submit photos. Photos will be accepted at any time before the contest ends.	Taylor to do shout out via Facebook for Beautiful Babies contest

Fundraising	Bess, Taylor	<p>Taylor reported that cash donations are coming in. He is concerned about silent auction items and will pursue online auction as an alternative.</p> <p>The square has been purchased for \$53. It was used successfully on July 3 for kayak bids and silent auction items. Transactions went through successfully.</p>	Taylor to pursue online auction
Petunia Parade	Phillips	<p>Not present; no report.</p> <p>Thanks have been given to Onekama Township for help with watering.</p> <p>An ad hoc group of envelope stuffers met to send out requests for Petunia Parade donations.</p>	Phillips needs to send a list of volunteer needs for Petunia Parade to Bess
Farr Friends	Fairgrieve	No report.	
Concerts	Taylor and Bess for Szilvagy	The first concert received \$402 in donations when bucket was passed; the second concert got \$906. Taylor plans to do a boost to the Manistee community.	Taylor to boost to Manistee
Publicity	Backie	Backie is waiting on next event to publicize.	
Facebook Pages	Taylor	Taylor mentioned that YouTube videos of concert performers are included on our Facebook page. Reports of Facebook viewing show that the age distribution of “readership” is going down i.e., more millennials are being reached. City penetration shows that Grand Rapids is #1. Taylor is working to interpret the data and draw some valid conclusions from it.	
Fall Festival	Halloran	Not present, no report.	
Christmas in Onekama	Taylor for Pomaranski	Taylor continues to pursue an individual to co-chair the Christmas in Onekama event. Backie mentioned Cagnassola.	Lapinski to find a volunteer to co-chair Christmas in Onekama
Website	Taylor	Taylor mentioned the website is ready to be converted pending one more acceptance.	
Onekama Days	Taylor	Onekama Days are August 4, 5, and 6. Taylor mentioned that he needs to make sure we can get some help from the school kids to bus tables, etc.; he is working with Nikki Torrey on that. There is a meeting next week.	
Scholarships	Lapinski	Issues have been resolved. No new report.	
Lake Issues	Reed	Reed reported that swimmers’ itch is still under discussion. The data analysis for incidence in Portage Lake is a work in progress. A speaker recently talked about the factors that influence occurrence; his presentation can be put on our website; Reed to send presentation to Taylor. Reed noted that publicity about Swimmers Itch Reporting Program is being communicated via flyers and Facebook. Reed also noted that two more invasive species are under review and discussion. There will be a community forum on August 1 from 3 to 5 PM by the Watershed. Taylor mentioned some construction work that needs to be done on the channel out to Lake Michigan.	Reed to send presentation about swimmers’ itch to Taylor for posting on website
Old Business-Follow up			

Citizen of the Year	Wemlinger	Wemlinger met with Margaret Punches today about the Citizen of the Year initiative. Twelve individuals have been nominated. A ballot for voting has been drafted. Once the ballot is approved, he will send to Taylor for mailing along with fireworks donation envelope and Onekama Days tri-fold. The winner will be announced at the last summer concert.	Taylor to mail out ballot, fireworks donation envelope, and Onekama Days tri-fold via Jackpine
PLA / Village Council	Reed for Lapinski	Lapinski is working with Mary Reed on efforts to work positively with Onekama Village leadership. No report today.	
Fireworks	Mueller	Mueller reported that things are ready to go for the fireworks this year. They will be set off on Friday, August 4 around 10 PM. Vendor is getting permits, etc.	
Tucker Laws / Concert	Taylor	Taylor reminded us that a group of young people is planning a concert for “hunger no longer”. It will benefit the local food pantry. They sought PLA help with publicity via our calendar and Facebook plus use of our stage. This is in the promotion budget. It was approved to proceed at the last meeting of PLA board. The concert is expanding somewhat to include a few other locations with more music. The concert is planned for July 29 in the Village park.	
PLA picnic / annual meeting	Bess for Lapinski	Nothing substantive was discussed.	
New Business			
Show us your Art	Fairgrieve	Fairgrieve reviewed plans to hold a “Show us your Art” event on August 5 from 2:30 to 4:30 PM.	
Winter Fest	TBD	No discussion	
Banners and Christmas Decorations (part of Christmas in Onekama)	TBD	One-third of banners need to be replaced this year. Leadership is working to find someone to work with Chuck Reed.	
Newsletter Delivery	Taylor for Lapinski	A suggestion was made to have officers rotate distribution of newsletters.	
Follow up on church liaisons	Fairgrieve	Fairgrieve gave a list of PLA board members who could serve as liaisons to local churches for communication purposes. Bess took the list and will give to Lapinski. This completes the action item from January retreat.	
Public Comment	This public comment is for any of the special agenda items that are covered		
Adjournment	Bess	The meeting was adjourned by Bess at 8:42 PM.	