

## Minutes of the FEBRUARY 2, 2022 PLA Regular Board Meeting

### Officers

Roz Jaffe - President  
Nikki Schneider - VP  
Evie McNeil - Treasurer  
Jean Capper - Secretary  
Al Taylor - Past President

### Board of Directors

Julie Lapinski  
Frank English  
Susan Halloran  
David Maylen  
Kyle Miller

### Committee Heads

Faye Backie, Jean Capper  
Frank English, Mary Fairgrieve  
Julie Lapinski, Debby Major  
Mary Jo McElroy, Paul Mueller  
Kim Lagerquist, Nikki Schneider  
Jeff Sternberger, Al Taylor  
Justin Sedelmaier

## AGENDA

- Call to Order/Welcome

Meeting called to order at 6:00pm. Present: Roz Jaffe, Jean Capper, Al Taylor, Faye Backie, Mary Jo McElroy, Evie McNeil, Kyle Miller, Julie Lapinski, Mary Fairgrieve, Frank English and Linda English

- Additions to Agenda

Correspondence, Invasive Species Committee and Membership

- Correspondence: Onekama Parks and Rec thanked us for the donation of \$5000 for the kayak launch and we receive a thank you from Onekama Schools.

- Consent Agenda: Minutes/Financial Report

Al Taylor moved to approve the consent agenda; Julie Lapinski seconded.  
Passed.

## OLD BUSINESS

- Membership

Discussion: some people have renewed as family membership with only an individual member payment. Query, should we let them know that they have made a mistake. Send a message to them asking for the additional \$15. Roz Jaffe will draft an email.

- Finalize 2022 Budget

- Discussion: We will be break even, make \$55,000 and spend \$55,000. Concerns- there may be some items in the wrong place, but that can be corrected as minor

changes. Storage and rental-we have one storage unit, rent the school and the park. Donations-have it all go under administration? Roz Jaffe suggests that the donations be kept in each category, like Onekama Days. It will remain that way.

Julie Lapinski has a question about Fall Festival. Doesn't want to budget for the entire amount we received last year in donations. She wants a budget of \$1500. Budget amended to reflect this.

Banners and Lights-going with Amor. We have a contract for \$6200 for all the banners and lights, which includes an additional one time charge of \$400 for retrieving the lights from Grand Rapids. We will be crossing 2 budget periods.

Membership income may change. \$7200 from last year should be equal or more this year.

Will need to make sure that we have Beer/Pig Roast budget.

We have \$82000 now. Budget can be amended if need be.

Shoreline is still in the budget, may use another forum. Nikki Schneider is investigating.

Frank English moved to approved the 2022 Budget as amended;                      Seconded by Kyle Miller. Passed.

- 2022 Event Calendar

Discussion: Want to get the dates of the big events out as soon as possible. Onekama Block Party, Concerts, Onekama Days (with Fireworks, Car Show), Fall Festival, Christmas in November. Roz Jaffe and Al Taylor will work on this.

- Committee Vacancies

Discussion: made some progress.

Concert Committee-Steve Szilvagy and Al Taylor have discussed it and still looking for a committee chair.

Beer Tasting: Kim Lagerquist, Evie McNeil and Roz Jaffe.

Banners and Lights: Justin Sedelmaier and Julie Lapinski.

Still looking for Christmas in Onekama and Celebration of Lights.

Chili Cook-off or like a chili cook-off, still waiting to hear from Jeff Sternberger.

Pig-out still needs a chair, with Mary Jo McElroy as mentor. Al Taylor suggests that maybe hire someone.

- Christmas in Onekama student donation

Discussion-needed clarification. Pat Pomeranski wants the \$25 returned by vendor to go to Honor Society. Julie Lapinski asks why we are paying as the students need the service hours. Al Taylor moves to give \$25 to the National Honor Society and an additional \$100. Frank English seconds. Passed.

## **NEW BUSINESS**

- Planning Retreat Discussion  
Great chance to brainstorm.

- Volunteer Growth:

- Volunteer Coordinator (s);
- Master List of Volunteers;
- Online SignUp tool;
- Publicize volunteer needs;
- Talk to Onekama School;

Discussion: Right now everyone is doing their own volunteers, no way for PLA to know who all the volunteers are. So suggested that we need a volunteer coordinator. We did try this in the past. Master List may run into problems with some committees. Arcadia Lions have a good plan for getting volunteers. Must have an online signup tool.

Roz Jaffe will be the coordinator, Kyle Miller will help. Should also approach Mary Bergren.

Plan Volunteer Appreciation event.

Discussion: When to have it? This will be in the purview of the Coordinator and committee.

- Membership Brochure Update.

Discussion

We have quite a few brochures still. Do we need a new one? Could just use a sticker to update. Maybe get more focused on PLA and what we do and why someone should join. Faye Backie and Mary Jo McElroy to review it.

- Event List Schedule

Discussion: already discussed this years. We need to put preliminary dates in the Fall of 2022 for 2023.

- Fundraising:

Discussion: June Event; good feeling towards an event at the planning meeting. If we are going to do it in June, we need to plan now. Need committee for this. Roz Jaffe would be willing to be on a committee. Julie Lapinski and Al Taylor will join.

Online Auctions;

Discussion: Debby Major is looking into this. She will probably chair it.

Book Drive;

Discussion: Roz Jaffe and Mary Jo McElroy will lead this.

Light Up the Lake;

Discussion: John of M22 Grill mentioned this. Sounds like an event, but not a fundraiser. Roz Jaffe will follow up with him.

Business Sponsorship Structure.

Discussion: Al Taylor and Julie Lapinski will report back in March.

- Communication:

Form Committee; Al Taylor, Roz Jaffe, Kyle Miller, Debby Major, Mary Jo McElroy

Discussion: Committee to meet hopefully soon and report back in March.

Newsletter;

Discussion: Township/Village/Harbor/School highlights instead of minutes, plus a special area for asking for volunteers.

Instagram;

Discussion: Nikki Schneider and Roz Jaffe went to bootcamp. Kyle Miller can help with this. Need people to maintain this.

Publicity Guidelines;

Discussion: Roz Jaffe and Mary Jo McElroy to meet on these.

Community Calendar;

Discussion: It's not a community calendar, it's a PLA calendar and we need to change it to reflect that.

Website & Facebook content;

Discussion: Communication committee to work on this.

Invasive Species Group

Discussion: Invasive Species Group-Township is going to be in charge, not PLWF. Communication is an issue. Al proposes PLA , Summer Resort Corp. Wikki te wae to be part of this group.

-Social media marketing help

Discussion: tabled.

-Granting

Discussion: tabled

#### **OTHER BUSINESS**

Discussion: Al wants someone to talk to Beth McCarthy and Jennifer Bromley about the banners. Banner committee will communicate with them.

**ADJOURN** Al Taylor moved to adjourn. Evie McNeil Seconded. Meeting adjourned at 7:33.