

# PLA Monthly Regular

## Board of Directors Meeting April 11, 2018

4/11/18

6:00 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	Lapinski	Lapinski called the meeting to order at 6:05 PM. Attendees: Lapinski, McElroy, Taylor, English, Wolverton, Johnson, Backie, Pomaranski, Fairgrieve, Wemlinger, Halloran, Phillips. [NOTE; Meeting was rescheduled from April 4, 2018 due to inclement weather.]	
Consent Calendar	Lapinski	Lapinski previously sent information by email about the meaning and process for a “consent calendar”. There was one agenda item on the consent calendar today (i.e., draft minutes from February 7, 2018 meeting). Lapinski inquired if anyone wanted to remove it from the consent calendar; all dissented. Taylor moved to accept the consent calendar; Wemlinger seconded. The motion passed unanimously.	McElroy to get February 7, 2018 minutes posted at Onekama.info
Treasurer’s Report	Taylor for McNeil	Taylor reported that current funds in all accounts (checking and reserved funds) are about \$73,000. He reviewed a few of the reserved funds. Revenue is starting to come in from payment of dues and cash donations. Taylor voiced two areas of concern: 1) \$400 invoice from bank for credit card machine; 2) cost of printing the newsletter (\$1 per copy). Wemlinger moved to accept the Treasurer’s report; English seconded; the motion passed unanimously.	Lapinski to address bank charges for credit card machine  Plan to reduce printing newsletter in winter
Membership	Backie	Backie reported that of the 253 memberships in the database, 125 have renewed their membership for 2018. The renewal letter had stated that we would like dues payment by April 1. The amount received (as of March 31) is about \$4200 for dues. Backie will send a reminder. The picnic committee will encourage members who show up and have not yet paid, that the annual meeting is an opportunity to pay dues. Backie	Backie to send email reminder about 2018 dues payment  Backie to draft letter to “welcomed” residents

		<p>will work on a letter to send to people who have been visited by the “Welcome Committee”. She has also drafted an email to be sent to “friends of PLA” (about 700 email addresses). Taylor has met with MS Creative Services about the email addresses and the vendor they use to avoid issues with spam and duplicates.</p> <p>Backie noted that in 2017, 34 former members did not renew. Also, in 2017, there were 11 new members, but only one of those has renewed thus far in 2018.</p>	<p>Backie to draft email to friends of PLA</p> <p>Picnic committee to let PLA members who show up about opportunity to pay dues</p>
Fundraising	Taylor	<p>Taylor announced that the PLA has been approved by the State of Michigan as a non-profit and will be able to hold raffles. The projected revenue from raffles in 2018 is \$4,000. Some of the items to be raffled off are a charter boat trip, restaurant certificates, kayak, etc. Raffles will be on-line and via silent auction. Taylor then reported a profit of \$610 from the benefit dinner held at M-22 in February. There are discussions about doing another dinner, perhaps sometime in May. Mother’s Day (May 13) was suggested for an evening meal.</p>	
Citizen of the Year	Punches / Wemlinger	<p>Wemlinger reported that the new awards will be called Distinguished Individual (or Business/Organization) Service Awards. He distributed the form for nominations, then presented a process for getting the form out (i.e., mailing and posting on website), and a process for awarding the winners. The time frame is tight this year: mailing to go out in April, nominations due back by May 30, review by Committee between May 30 and June 4, recommendation to PLA board on June 5, and decision on winner/s at PLA board meeting on June 6. Confirmed members of the Committee include Wemlinger, Punches, Patty Carter, and Phillips; Wemlinger will also ask Jaffe and Mueller to participate. Awards are not limited to one winner per category. Entities who previously won Citizen of the Year are eligible to win this award. The winner/s will be announced at the annual meeting / pot luck picnic on June 18.</p>	Wemlinger to proceed as planned
Petunia Parade	McElroy	<p>McElroy reported that April is a busy month for the Petunia Parade Committee. A meeting is scheduled for April 25. Planter replacement is moving along; planters have been delivered; the committee is working with Pleasanton for soil and plants. Donation envelopes will be sent out this month to PLA members and PPSRC members. One topic under analysis and discussion is fertilization using products that contain phosphorus. Discussions are ongoing and will be decided in the next few weeks.</p>	
Farr Friends	Fairgrieve	<p>Fairgrieve reported that the new name for this activity is Near and Farr Friends. The new location is Onekama Township hall. The presenter on April 12 is the 2017 winner of ArtPrize (Grand Rapids event). April 19 is an event for writing thank you notes. April 26 is a presentation about the history of Portage Point</p>	

		Inn. Near and Farr Friends provides free activities for 33 weeks during the year, from September through May.	
Concerts	Szilvagy	No report.	
Publicity	Backie	No report.	
Website Pages	Taylor	<p>Taylor reported the following statistics on utilization of PLA website (Onekama.info):</p> <ul style="list-style-type: none"> <li>• 21,475 sessions</li> <li>• 15,365 users</li> <li>• 61,540 page views</li> <li>• 2.87 pages per session</li> <li>• 2 minutes 21 seconds average session duration</li> <li>• 71% new sessions</li> <li>• Predominately women between the ages of 45 to 64</li> </ul> <p>Analysis of the data demonstrates the benefits of using the website to communicate information for the PLA and others.</p>	
Fall Festival	Halloran	Halloran that Jeff Sternberger is seeking a role as a committee member versus co-chairman this year. Taylor reported that pets and horses have been approved by the Village for this year's events. Discussion arose about the possibility of holding a scarecrow 5K run / walk this year. Several names of people who might help were suggested (e.g., Eric Ross, Bonnie Brown, Julie Lapinski, etc.).	
Christmas in Onekama, Chili Cookoff	Pat / Julie	Pomaranski reported that a small group discussed the proposal that Bonnie McPhedran brought forth in February. Bonnie prefers to remain in the Village versus going to the school. Two businesses (Anchor Design and Yellow Dog Café) plan to provide activities in their businesses on the day of the craft fair at the school. Pat has received some updated addresses, etc. from vendors.	Pomaranski to send updated information to McElroy to keep vendor list up-to-date
Website	Taylor	Revenue from sale of business directory was \$4040 in 2017; so far in 2018, \$3310 has been collected. Nothing is charged to churches.	
Onekama Days	Taylor	<p>A meeting with the Lions about Onekama Days is being planned. No one from the Lions has stepped up to organize their part of Onekama Days. There are implications for licenses, permits, volunteers, etc. that need to be addressed. A small group of PLA leaders are meeting tomorrow to discuss.</p> <p>The idea of hosting a spaghetti dinner to benefit the fireworks has been bantered around. That will be discussed tomorrow as well.</p>	
Scholarships	Jaffee	There are 5 applicants for scholarships this year. Next year, we will consider funding events versus individuals so that our impact has a greater feel at the school. The pig roast this year will be advertised as benefiting Onekama Consolidated Schools versus scholarships.	
Lake Issues	Reed	No report.	
Banners / Christmas décor	English / Reed	No report	

<b>Old Business-Follow up</b>			
Storage garage	McElroy	McElroy reported that she verified with Blarney Castle that the PLA needed to secure new storage. She researched options, then presented options to PLA board; the new storage unit that was approved is owned by a PLA member (Dave VanErden). It has 150 square feet and is less than a mile from town. We received a discount. Contract has been signed; fees have been paid April through December. A team of folks moved all items from old storage to new storage a few weeks ago.	
Charter for PLA Grant Committee	Lapinski	No report	
Picnic	Lapinski	The annual meeting will be held on Monday, June 18, from 6 to 8 PM at Onekama Village Park. We are purchasing food items from EZ Market at a discount. Meet will be cooked by Papa J's. Guests will be asked to bring a side dish or dessert to share. Evite invitation will be sent out May 30; 20 members without email addresses will receive paper invitation by mail. Evite allows us to track numbers of individuals who say they will come. This does not need to be reviewed by Department of Health since it is a pot luck and is not open to the public. Guests will check in; those who have not paid 2018 membership dues will be asked to do so.	
Newsletter	Lapinski	April newsletter going out soon. We will reduce the number of newsletters printed during the winter to reduce costs and eliminate waste.	
<b>New Business</b>			
Standard Policy and Procedure for each committee	Lapinski	Lapinski suggested that each committee head write up a short policy and procedure for their respective events. She would like to have a notebook that contains that information in the event of turnover of chairmen.	Lapinski to send out a sample
Summer block party	Taylor / Lapinski	Summer block party is July 5. PLA plans to sponsor a beer drinking event and band at Shirley's. Band that is contracted for is Cousin Curtis. Taylor is working with CERT for traffic control.	
Credit card machine	Bess / Lapinski	No report	
"What does it cost?" news article	Taylor / Lapinski	Lapinski circulated an article that will appear in the April newsletter about how much PLA events cost to educate the public about the topic.	
Village request – donation for power door	Lapinski	Lapinski received a letter from the Village asking for a contribution toward installing a power-assist door at the entrance to Village offices. It would help the elderly, those with mobility issues, and those trying to load / unload items for Farr Center. Taylor proposed that the PLA donate \$250 toward the project or, if funding is not secured, that the donation be used for Farr Center improvements. It was unanimously approved to donate this amount.	

Board Members attending Village meetings	Lapinski		
Magic show	Taylor	Taylor mentioned that Donna Ervin is interested in bringing a magician to town for a magic show. Preferably it would be before a concert and held in Village Park. Ervin will fund; PLA will provide advertisement about it.	
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 8 PM.	