

PLA Monthly Regular

Board of Directors Meeting May 2, 2018

5/2/18
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 6:03 PM. Attendees: Lapinski, McElroy, Taylor, Wemlinger, Halloran, Brooks, McNeil, Reed. Guest: Judy Spohn.	
Consent Calendar	Lapinski	Lapinski presented the consent calendar with two items on it: minutes from April 11, 2018 meeting and treasurer’s report ending April 30, 2018. Taylor suggested one change to the minutes. McNeil mentioned that the transaction to move our bank accounts from PNC to WSB is nearly complete. Funds will be transferred, leaving a small amount in PNC checking to cover outstanding checks. Lapinski moved to approve the consent calendar; McElroy seconded. There was not a quorum present, so the vote will be put to the board of directors electronically and will be documented in the minutes from the June meeting.	Lapinski to send out for electronic vote. When approved, McElroy to get April 11, 2018 minutes posted at Onekama.info
Membership	Lapinski for Backie	Backie’s report indicates that she has begun sending out dues reminders. She did receive a few renewals since the April meeting. There are some board members who have not yet paid their dues. Backie is working on a letter to send to people who have been visited by the “Welcome Committee” and who are “friends of PLA” (about 700 email addresses).	Backie to finalize letter to “welcomed” residents and email to “friends of PLA”
Fundraising	Taylor	Taylor reminded those present about the series of activities for fundraising that will take place this year: <ul style="list-style-type: none"> • Online auctions to start in June; to be managed by Debby Major • Sale of raffle tickets -- four raffles with 100 tickets each at \$10 per ticket; items will be two dinner packages (one more formal, other more casual), a kayak, and a charter fishing trip. PLA Officers, Board of Directors, and 	

		<p>Committee Heads will be asked to sell raffle tickets as in the past.</p> <ul style="list-style-type: none"> • Silent auctions. <p>We are now under the State of Michigan gaming license rules. One thought that was mentioned was the idea of having a “signature” Portage Lake event of a kayak race as a fundraiser.</p>	
Citizen of the Year	Punches / Wemlinger	No report	
Petunia Parade	McElroy	No report	
Farr Friends	Fairgrieve	No report.	
Concerts	Szilvagy	No report.	
Publicity	Lapinski for Backie	Lapinski reported that Backie is sending out PR notices for summer event. She is looking for someone else to take this over. Szilvagy does write-ups for concerts; Fairgrieve does write-ups for Near and Farr Friends. Taylor does website and Facebook pages.	Backie will update her TO DO list and send to Lapinski
Facebook Pages	Taylor	<p>Taylor reported statistics on Facebook users for PLA page:</p> <ul style="list-style-type: none"> • 70% are 54 years of age or younger • 70% are female • Top five geographical locations are Grand Rapids, Manistee, Traverse City, Muskegon and Ludington 	
Fall Festival	Halloran	Halloran discussed a request for sharing the PLA vendor list for a summer arts and crafts event as part of Onekama Days this year. The PLA will agree to this if the requestor is a PLA member (business or individual) and if the net proceeds are donated to a charitable organization. The list is proprietary.	
Christmas in Onekama, Chili Cookoff	Pomaranski / Lapinski	No report.	
Website	Taylor	<p>Taylor reported that the harbor commission has requested to use some of the demographic data about our followers from the website and from Facebook. The intention is to learn more about the efficacy of grants through various organizations (e.g., Corps of Engineers, Manistee Land Trusts, etc.) causing an economic impact on the community. Taylor mentioned that the top three initiatives that appear to have most greatly impacted the economy in Onekama were the national recognition of Sleeping Bear Dunes, the designation of M-22 for Pure Michigan, and the publication of Shoreline travel “magazine”.</p> <p>The Business Directory part of Onekama.info is managed by MS Creative Services. Revenue so far this year is about \$3300. Over 100 businesses participate. The site is free of charge for churches and emergency medical services. Taylor explained the costs and processes of having MS Creative Services manage this for us. The top three areas viewed by readers of Onekama.info are Onekama Township, Onekama Village, and Portage Point Inn information. Taylor</p>	Brooks to make phone calls to businesses that have not renewed presence on Business Directory this year

		asked for a volunteer to call those businesses that have not re-joined this year.	
Onekama Days	Taylor	The Lions will not be doing any activities on Friday, August 3 in the Village Park this year. Taylor is seeking a parade champion and is working to get a group here to manage traffic diversion. Brochure for Onekama Days will go to the printer in early June. Approval for a fundraiser spaghetti dinner for the fireworks is awaiting a decision by the Lions at their next board meeting.	
Scholarships	Lapinski for Jaffee	Six applicants for a PLA scholarship were interviewed. Two scholarships (\$1100 each) will be awarded at a May 16 ceremony (Jaffee to represent PLA). In addition, PLA will fund two school projects (e.g., trips to Central Michigan college, Grand Valley college) this year at a cost of \$250 each.	
Lake Issues	Reed	Reed reported that spring monitoring of the lake is happening now. The watershed management plan for the future is still under development. Current information can be found on the Watershed's webpage. There will be a fundraiser on July 28 at the home of Lee and Joyce LeFleur for the watershed.	
Banners / Christmas décor	English / Reed	No report	
Old Business-Follow up			
Charter for PLA Grant Committee	Wemlinger	No report.	
Picnic	Lapinski	A "save the date" for the picnic was emailed to PLA members last week. 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. Meat 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. Guests will check in; those who have not paid 2018 membership dues will be asked to do so.	
Newsletter	Lapinski	April newsletter has been posted online and emailed to subscribers. Printed copies are being distributed. Articles are due June 15 for the July 1 newsletter. PLA Officers, Board of Directors, and Committee Heads will be asked to help distribute newsletters on a rotating basis.	Send articles for July newsletter to Jean Capper by June 15
Standard Policy and Procedure	Lapinski	Lapinski reminded each committee head to 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. Taylor also requested that committee heads submit their list of committee members.	Committee heads to send policy and procedure to Lapinski; also send committee members to Taylor
Credit card machine	Lapinski	Current credit card machine is not functional. A viable option is the Square. Halloran gave an overview of how the PLGC is using the Square for their summer boutique.	Lapinski to follow through on getting Square up and running for PLA
New Business			

Diane Bess resignation	Lapinski	Lapinski read a letter of resignation from Diane Bess who is moving to the Grand Rapids area this month. Lapinski is seeking names of people who are interested in serving as PLA Vice President.	
Village donation	Taylor	Taylor discussed the number of people (8,000 to 10,000) that the PLA brings into the Onekama Village park for its events (e.g., concerts, Onekama Days, Fall Festival). He described recent activity to improve the toilets in the park (tore down concrete walls, painting the facility, replacing flooring, etc.). Taylor made a motion to donate \$1000 to Onekama Village specifically for park improvements upon completion of the work. Wemlinger seconded the motion. It will be electronically voted on by Board of Directors due to lack of a quorum tonight. It was also suggested that we present the check to Village leadership at the first concert of the summer.	Lapinski to request electronic vote from BOD
Shake down tournament	Lapinski	Lapinski discussed our past and current relationship with Onekama Marina. Brooks moved to make a \$750 donation to Onekama Marina to help with the shake down tournament. Taylor seconded the motion. It will be electronically voted on by Board of Directors due to lack of a quorum tonight.	Lapinski to request electronic vote from BOD
Public Comment	This public comment is for any of the special agenda items that are covered	Judy Spohn, President of Concerned Citizens of Portage Lake, distributed a letter from that organization describing the intent of that group including their mission and concerns about development at Portage Point Inn.	
Adjournment	Lapinski	The meeting was adjourned by Lapinski at 7:40 PM.	