

PLA Monthly Regular Board of Director's Meeting Minutes

6:00 PM
Township
Hall

Date MAY 5, 2021

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
Kevin Wolverton, Vice President
Evie McNeil Treasurer
Jean Capper- Secretary
Al Taylor – Past President

Board of Directors

Nikki Schneider, David Maylen,
Frank English, Jean Capper
Susan Halloran, Jon Phillips
Larry Paz, Debby Major,
Mary Bergren
Michelle Ervin

Committee Heads

Mary Jo McElroy,
Debby Major, Susan Halloran,
Justin Sedelmaier, Mary Reed,
Steve Szilvagy, i,
Paul Mueller, Faye Backie,
Margaret Panches, Mary Fairgrieve,
Frank English, Al Taylor,
Jean Capper, Julie Lapinski
Jeff Sternberger, Susan Barnard,
Pat Pomaranski, David Maylen

Agenda

Order of Business	Person Responsible	Report, or <i>To Do</i> list	Action Plan
Call to Order, Introductions	Julie Lapinski	Julie called the meeting to order at 6:02. Present: Julie Lipinski, Kevin Wolverton, Evie McNeil, Jean Capper, Al Taylor, Susan Halloran, Frank English, and David Maylen.	Michelle Ervin on the phone
Consent Calendar	Julie Lapinski	There is a Quorum. Lapinski inquired about any questions or issues with the Consent Calendar as emailed prior to tonight. The Consent Calendar included the draft minutes from the April 15, 2021 board meeting and financials as of 4/30/21. Wolverton made a motion to approve the minutes; the motion was seconded by Halloran and unanimously approved by those present. Mary Fairgrieve had asked Evie why Farr Friends wasn't in the Financials in April. It wasn't on the report (\$200) but Evie attached the Budget to clarify. Wolverton made a motion to approve the financials; the motion was seconded by Maylen and unanimously approved by those present.	
		Larry Paz has stepped down from the board (he was Lions connection). We are down two members of the board.	

PLA 2021 Spring Fundraiser	Kevin/Julie	<p>All set for 5/28. Working on decorations, food is good to go. Have a lot of interest, but not a lot of actual tickets purchased. Good company. We don't have a flyer-Kevin will give one to Lynn and Al. Discussion about boosting or an ad. Can do a boost by zip code.</p> <p>2000 people have seen it on FB</p> <p>We only have 100 seats available. Dinner at 6, the murder mystery starts at 6:30. Participants will be from the audience.</p>	
Budget	Al, Julie	No report	
Membership	Faye Backie	<p>Most people that I see making their donations through Paypal have been responding to the request for the Petunia Parade donations.</p> <p>I've had a couple of renewals this month and we have one new member.</p> <p>Evie's balance and mine are only 5 memberships off, which is good. I am about \$1000 short of our budget but there are a number of people who haven't yet paid dues. I will probably send out reminders in mid-June, after folks get back from where they've wintered.</p>	
Fundraising	Al, Julie	See below PLA Events	

PLA Events	Julie/Al/Kevin	<p>Event survey Last year's survey-500 responses 50% local, 50% away</p> <p>This years-included all of the PLA events, plus other major county events like Fair. We received 300 responses, evenly divided between locals and non locals. Gender 2/3rds women and 1/3rd men Results: Would you attend an event if restrictions met? Last year 27% said no. 44% yes, if followed This year 9% said no to anything 1/3rd on the fence. 60% said they'd attend all if most.</p> <p>Comments were constructive and support as opposed to last year when it was the wild west Other groups say attendance has been done 10-15%</p> <ol style="list-style-type: none"> 1. Concerts 2. Fireworks 3. Not necessarily in order below 4. Block party 5. 150 events 6. Arts and crafts 7. Donut wagon (probably not coming this year) 8. Parada 9. Clown band 10. Antique cars 11. Fall Festival <p>Input from community Kevin -Manistee County- Approximately 1100 total cases 0.61% infection rate 24444 population 18000+ vaccinations. But state says we're at 45% State Website Some people got their shots here and aren't living here. Cases have started to go down. Al-we will make decisions early in June, based on how the State is doing. We look to be on a positive trend. For the concerts we can have 300 people max. Concerts are scheduled , they can pull out and we can cancel with no cost. Al looked at other areas. Cherry festival cancelled (300 is too few)-most others are good to go. Interlochen will have something-have firmed it up yet.</p> <p>Fireworks are scheduled-no one has asked for a deposit according to Evie. \$9800 if 3</p>	Julie will touch base with Paul about the fireworks and whether we need to give a deposit.
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Petunia Parade	Mary Jo	Going well	
Near & Farr Friends	Mary Fairgrieve	Waiting, hoping for fall start	
Concerts	Steve/Al	Banner see above	
Publicity	Al/Mary Jo/Jean	No Report	
Facebook Pages	Al Taylor	No Report	
Fall Festival	Julie	No Report	
Christmas in Onekama	Pat Pomaranski	No Report	
Website	Al Taylor/Kevin/Debbie/Julie	Township wants their own We may need to redo our website-presentation needs to be worked on MS Creative or someone else?	
Onekama Days	Al/Julie	See above PLA Events	
School Projects/ Scholarships	David Maylen	Only two applications-the Bromley twins Last year was \$1000 total for scholarships, each to receive \$500.	Dave will contact Nikki Torrey further about school projects and scholarships.
Lake Issues	Mary Reed	No report	
Banners/Lights	Justin	Monday Night Concert Banner has been ordered.	Report – Monday Night Concert Banner
Welcome Committee	Mary Jo	No Report	
Old Business-Follow up			
New Banners	Jean/Nikki	150 may need to have garden flag fund raiser. Instead we could use the other logo. We will wait for 150 committee before we go ahead.	
Newsletter	Jean	Articles due by 6/15	
New Business			
Public Comment	This public comment is for any of the special agenda items that are covered	None.	
Adjournment	Julie Lapinski	Al Taylor moved to adjourn, Dave Maylen seconded and unanimously approved by those present. Julie adjourned the meeting at 7:32.	