

PLA Monthly Regular

04/06/16

7:00 PM

Board of Director's Meeting April 6, 2016

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:

Diane Bess - President
Julie Lapinski - Vice President
Evie McNeil Treasurer
Faye Backie- Secretary
Al Taylor – Past President

Board of Directors

Frank English, Paul Mueller
Pat Pomaranski, Al Garbrecht
Barb Wolverton, Mary Fairgrieve
Nikki Torrey, Jean Capper
Susan Barnard, Cynthia Kadzban

Committee Heads

Jon Phillips, Tammy Messner
Jeff Sternberger, Chuck Reed
Mary Reed, Susan Halloran
Roz Jaffe, Steve Szilvagy, Margaret Panches, Jamie Miester
Pat Pomaranski, Bruce Peabody, Marilyn Acker

Minutes

Order of Business	Person Responsible	Report, or To Do list	Action Plan
Call to Order, Introductions	Bess	Bess called the meeting to order at 7:00pm. Attendees: Bess, Lapinski, McNeil, Taylor, Pomaranski, Garbrecht, Wolverton, Fairgrieve, Capper and Kadzban.	
Secretary's Report	Backie	Capper filled in for Backie. March minutes were presented. Taylor moved to accept; McNeil seconded.	The March 2016 minutes were accepted.
Treasurer's Report	McNeil	McNeil presented the March monthly report. She noted that Pioneer Press donated the envelopes for the fireworks. We have received some fireworks donations; also more Kim Matthews' memorial donations for Petunia Parade. There is \$44,445.75 in the account. Pomaranski moved adoption of the report and Taylor seconded.	The March 2016 Treasurer's report was accepted.
Public Comment	Bess	No comments.	
Petunia Parade	Phillips/Messner	Consumers' Power is trimming trees, which may affect the planting date. It was recommended that the Village and Township should call Consumers'. Roger Cody might also have some sway. Petunia Committee was asked to create new envelopes. The Portage Point Summer Resort Corporation's <i>Grape Vine</i> will include the new Fireworks envelope and the old Petunia envelope.	Phillips will call the Village, Township and Roger Cody about the trimming.
Newsletter	Capper	The <i>Newsletter</i> went out on time. The article on the Evelyn Sorenson memorial was missing. Fairgrieve asked that a donation form go out in a mailing. Pomaranski mentioned that she plans to get new envelopes for the Celebration of Lights. It was mentioned that Pioneer Press has some of the older version.	Bess will check with Pioneer Press to see how many Celebration of Lights envelopes they have.
Fundraiser	Taylor/Bess	Committee is moving forward. Raffle license has been applied for. Judy Blackmore has donated a quilt which will be an outside raffle. Youth under 18 can now sell raffle tickets. Soliciting for items has a tentative end date of 5/15. Posters are done.	Taylor will call school about students selling tickets.
Website	Taylor	Taylor reported that redesign of the site has begun. Email link to the <i>Newsletter</i> has been updated and is working better. Presently there are 3,000 different users; 60% new. Taylor wants to get more businesses into the Directory on our site. We need 30 more to break even. We don't charge the Village and Township aren't	

		charged for changes/posting; which they do a lot. May have to increase their rate (Village \$600, Township \$750), as MS Creative charges \$50/hour for their work. Keeping track, to justify a rate increase.	
Membership	Wolverton	Wolverton said there are 50 members who haven't yet paid dues and 19 who owe for two years.	
Lake Issues	Reed	Bess reported for Reed. The Lake Report is on the portagelakewatershed.com site under "State of the Lake". Swimmers' Itch project is under "Water Quality". Another project is a demonstration rain garden at Farr Center done in conjunction with the Portage Lake Garden Club, Manistee Conservation District and Rob Carson, the Manistee County Planner.	
Banners and Christmas Decorations (part of Christmas in Onekama)	Reed	Taylor reported that we have 2 banners to sell – one at the auction and one for general sale. Chuck Reed would like to retire from this role; and has asked that a replacement be found.	
Fall Festival	Sternberger/Halloran	Taylor noted that homecoming (10/8) won't compete with Fall Festival. Nikki Torrey would like a list of things for Fall Fest for which we need volunteers before school is out this spring. Bess plans to meet with Marilyn Acker to make sure that she and Susan Halloran are on the same page about scarecrows.	Nikki Torrey needs a list of tasks for which we need volunteers. Bess will talk with Acker.
Winter Fest	Meister/Taylor	Taylor hopes that Eric Ross will co-chair the event with Jamie Meister. He's also hoping that Bruce Peabody will organize a tap takeover at local eateries.	
Concerts	Szilvagy	Taylor noted that he will use Facebook to "boost" (advertise) the concerts this year. We will be able to use the school free of charge in case of rain. Cousin Curtis will play Friday night after the pig roast (8/5).	
Facebook Pages	Taylor	Taylor said 12 people have asked for enhanced Facebook advertising. 110,000 reached; 65% are 54 or younger. Women to men ratio – 2:1. Facebook uses "engagement" as a measurement. 20 – 30% is considered good, ours is 130%. Page needs more content. Backie is to contact churches and other civic organizations for input.	Backie will contact churches and civic organizations for input.
Farr Friends	Fairgrieve	Fairgrieve reported that Farr Friends is scheduled through 5/19. The Village requires that a PLA member needs to be present; she asked for Board members to sign up for May dates. Some attendees would like to continue meeting over the summer – lunch or walks, even if Farr Center isn't available. An advisory committee will be convened to help with event planning.	Board members are asked to sign up for May dates for Farr Friends.
Publicity	Backie	Taylor mentioned that Backie is transitioning out of PR and he is transitioning in. Taylor said that 10 businesses have paid \$500 each for ads in the <i>Shoreline</i> magazine, so we will have a 3 page spread for Onekama. Anticipated reach is 120,000 – 140,000 people.	
Onekama Days	Taylor, Szilvagy, Peabody, English, Mueller	Taylor said the Fair Board will run a stock car race on the Friday of Onekama Days, so the craft beer tasting, pig roast and concert will move to the Village Park. Will use the Lions' liquor license but will need double fencing for the beer tasting.	
Christmas in Onekama	Pomaranski, Fairgrieve, Sternberger	Pomaranski reported that the fliers are ready to go out to the crafters. The Celebration of Lights will be on Sunday and Barnard is in charge. Pomaranski said M-22 Grille is also planning to offer a dinner on Saturday after the day's events.	

Welcome Committee	Fairgrieve/Lapinski	In March, Fairgrieve and Lapinski distributed 15 bags to area newcomers. Two new family members have joined PLA as a result. The bag includes a volunteer listing and the committee plans to have a volunteer table at all PLA events.	
Scholarship Committee	Jaffe	Members of the committee are Roz Jaffe, Lapinski, Szilvagyfi, Chris Gravlin, Jim Mrozinski, and Bess. Same rules as last year. There is \$3,300 in the scholarship fund. The committee will meet on 4/18 to review applications. Taylor noted that the scholarship funds can be used for school approved projects as well as scholarships.	
Old Business	Taylor	501(c)(3) Taylor noted that PLA was formed in the '90s. He is looking for the Articles of Incorporation. The lawyer has proposed amendments to the Bylaws if we move forward with the application. The advantage of being a 501(c)(3) is that large donors can claim a tax exemption for their donation. It will cost approximately \$2K in attorney's fees to move forward. Fairgrieve made a motion to move forward with the 501(c)(3) designation since it has been discussed as an advantage for the organization's fundraising efforts for at least a decade. Garbrecht seconded. Taylor said he'd ask Laura Heitzelman of the Manistee Foundation to speak to the Board about advantages of affiliating under the Foundation. Taylor also noted that we will have to make changes to our Bylaws which will have to be approved at the annual meeting. Taylor said he would recommend a new standing committee for fund-raising.	Taylor will ask Laura Heitzelman to speak to the Board on these issues.
Old Business	Taylor	Kayak launch – Taylor said that he worked with the Township and AES to apply for a Michigan Land Trust fund grant for a kayak launch at the DNR launch site on Andy's Point. 75% of the launch cost will come from the grant, 25% from donations. The Watershed has pledged \$5,000. Will know by December if the grant was allocated. Taylor made a motion that PLA pledge \$5,000 to the kayak launch project; Wolverton seconded.	PLA will pledge \$5,000 for the kayak launch project.
Old Business	Phillips	Storage unit – Phillips, Bess, Wolverton and McNeil will need to look at the materials stored in the unit and discard items no longer needed. Changes will be made to the unit to protect items from moisture.	Bess will schedule a time for the cleanup.
Old Business	Bess/Taylor	Annual Membership Meeting and/or Community Picnic to be held before the July 4 Monday night concert. The community picnic will be on the 4 th . The annual meeting will be later after the Bylaws changes are published – possibly August.	
Old Business	Bess/Taylor	Donation monies -- How do we account for the monies received? We hope Laura Heitzelman will be able to answer our questions.	
Old Business	Taylor	Hughes – School request - PLA was asked to donate to the upgrading of the athletic field goal posts. Cost is \$10K. If we donate, PLA will be recognized. Taylor made a motion to donate \$2K to the goal post project, taking the money out of the Contingency Fund. Garbrecht seconded. Discussion of the public being unable to use the track area due to damage and liability issues.	PLA will donate \$2,000 to the OCS goalpost project.
Public Comment,	This public comment is for	No comment.	

Adjournment	any of the special agenda items that are covered.		
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