

PLA Monthly Regular

9/12/18

6:00 PM

Board of Directors Meeting Sept. 12, 2018

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
Kevin Wolverton -Vice President
Evie McNeil - Treasurer
Mary Jo McElroy- Secretary
Al Taylor – Past President

Board of Directors

Nikki Torrey, Al Garbrecht
Frank English, Jean Capper
Susan Halloran, Jon Phillips
John Wemlinger, Wendell Brooks
Vicki Strevey, Shelli Johnson

Committee Heads

Jon Phillips, Mary Jo McElroy
Jeff Sternberger, Susan Halloran
Chuck Reed, Mary Reed
Steve Szilvagy, Al Taylor,
Paul Mueller, Frank English
Faye Backie, Roz Jaffe
John Wemlinger, Pat Pomaranski
Frank English, Susan Barnard
Margaret Panches, Mary Fairgrieve
Julie Lapinski, Jean Capper

Minutes

Order of Business	Person Responsible	Report / Discussion	Action Plan
Call to Order	Lapinski	Lapinski called the meeting to order at 6:02 PM. Present were Lapinski, Wolverton, McElroy, Taylor, Garbrecht, Phillips, Wemlinger, Brooks, Johnson, Pomaranski, Fairgrieve. Guests: Chris Gravlin and Greg Bower.	
Election of board members per electronic vote	Lapinski	<p>Lapinski previously sent the following on August 30, 2018:</p> <p>“Please vote for the following individual to replace Diane Bess as Vice President of the Portage Lake Association. He would be serving the remainder of the Vice President's one-year term.</p> <p>KEVIN WOLVERTON - is a businessman in the Onekama Region - Manager of the Inn at the Alpine and owner of INN FUN CRUISES, offering cruises on Portage Lake and Lake Michigan. He and his wife, Tonya, have three children that attend Onekama Consolidated Schools. Over the past year, Kevin has been a member of the Portage Lake Association Board of Directors. He attends all Portage Lake Association BOD meetings and volunteers on the Fundraising Committee and for Fall Festival. He brings a young businessman's prospective to the PLA along with great ideas.”</p> <p>OUTCOME OF VOTE Yes = 11; No = 0; No vote received = 3.</p> <p>“Please vote on the following individual to replace Kevin Wolverton on the Portage Lake Association Board of Directors. She would be serving out the remainder of a 3-year term.</p> <p>SUSAN HALLORAN -- Susan is a resident of the Village of Onekama. She is a member of the Portage Lake</p>	Wolverton and Halloran will assume their new roles respectively

		<p>Watershed and Portage Lake Garden Club. She will soon become the President of the Portage Lake Garden Club. Susan is a long-time member of the PLA and is the Chairman of Fall Festival as well as part of the Fundraising Committee. She is a regular attendee of the PLA BOD meetings and provides great input and ideas.”</p> <p>OUTCOME OF VOTE: Yes = 12; No = 0; No vote received = 2.</p>	
Consent Calendar	Lapinski	<p>Lapinski presented the consent calendar for tonight’s meeting and asked for discussion or comments. Taylor made a motion to approve the August 8 minutes; Wolverton seconded the motion which passed unanimously by a vote of those present. Questions were raised about the financial report, specifically about interest bearing accounts such as money market funds, CDs, etc. Taylor explained that the PLA could use MMFs and / or CDs, but the money in the checking account is used to cover annual expenses. Johnson made a motion to accept the treasurer’s report; Brooks seconded the motion. The report was approved unanimously.</p>	McElroy to get August 8, 2018 minutes posted at Onekama.info
Membership	Taylor for Backie	Taylor reported that memberships are back up to 2016 levels after a dip in 2017.	
Fundraising	Taylor	Taylor reminded the group that the online auctions using eFlea was not available this year; eBay also did not work for our purpose. Taylor stated that only 3 persons are selling raffle tickets and he asked for help from board members. Raffles are advertised via the PLA newsletter, PLA website, Facebook pages, and are also sold at events. The kayak raffle did not sell out this year.	
Citizen of the Year	Wemlinger / Punches	No report.	
Petunia Parade	McElroy	<p>The Petunia Parade Committee met today. Roll-up of petunias is scheduled for September 26. Planters will remain up through middle of October; mums have replaced the daisies and pumpkins / gourds will be placed when available. There have been some resignations from the Committee (i.e., demise of Pat Lawrence, resignations from Tammy Messner, Marilyn Acker, and Richard Mirabatur). Co-chairs are recruiting for new members; Shirley Brooks has accepted a role on the committee. Mary Jo McElroy asked that Acker and Messner be recognized via a gift certificate for their years of service. Wemlinger made a motion to give Acker and Messner a \$100 gift card; Taylor seconded the motion. The motion passed unanimously. All money from the Kim Matthews Memorial Fund has been expensed. Donations have been very good this year; over \$500 was raised in the cannisters especially at EZ Market. Revenue as of August 31 is \$3,655. Memorial funds were \$1730. Expenses are about \$3910 with about \$700 more expected this year.</p>	McElroy to purchase two \$100 gift cards as recognition for Messner and Acker; expenditure should be charged to administrative / recognition

		<p>Taylor asked to pre-approve three budget items now due to planning requirements:</p> <ul style="list-style-type: none"> • Onekama promotion -- \$3,000 • Petunia Parade purchase of plants -- \$2,200 • Concerts in the Park -- \$8,000 <p>Taylor made a motion to make a financial commitment for those three items; it was seconded by Wemlinger. All present voted to approve the motion.</p>	
Near and Farr Friends	Fairgrieve	<p>Fairgrieve provided a history of Near and Farr Friends including their origins as a welcome committee. She described the amount of programming provided, the audience, costs of gift cards for speakers, ways to meet their budget, etc. She proposed that committee members earmark their donations to the PLA for this program, thus Near and Farr Friends will be self-funded. After much discussion, Phillips made a motion to increase the budget for Near and Farr Friends by \$250 for the remainder of the calendar year and that the committee submit a 2019 budget request per the usual schedule and process.. Johnson seconded the motion which passed unanimously by a vote of those present.</p> <p>Taylor requested that he receive information about upcoming week's event in a timely manner. Taylor and Fairgrieve agreed that Mary will submit information by prior Thursday night to AI, then AI will post on Facebook on Friday / weekend and re-post the information on Wednesday, so it is not buried in a Facebook feed.</p>	<p>2018 budget for Near and Farr Friends increased by \$250</p> <p>Fairgrieve to submit information about upcoming week's event to Taylor by Thursday night</p> <p>Taylor to post information on Facebook on next day / weekend with a repeat post on Wednesday (day before the event)</p>
Concerts	Szilvagy	Taylor mentioned that a survey about the various musicians / bands will soon be sent out using Survey Monkey.	
Publicity	Backie	Taylor mentioned that Faye is working on publicity for fall events e.g., magazine, TV, and newspaper articles or notices.	
Facebook pages	Taylor	<p>Taylor reported on demographics of our Facebook users and performance for our posts:</p> <ul style="list-style-type: none"> • 65% women • 67% under age 54; 33% 54 or older • Grand Rapids top city of viewers • 134,198 people reached on repeat report about August 2015 storm <p>Taylor reported number of people reached for alpine slide at Crystal Mountain; presentation by 2017 Artprize winner at Near and Farr Friends; Peter, Paul and Mary Remembered band; Scottville Clown Band; opening of Pink Lotus restaurant; opening of Blue Slipper; opening of EZ Market; editorial by John Wemlinger; Saddle Up seafood sale, etc. Many businesses have requested that AI post events on Facebook in return for donations to PLA.</p>	
Fall Festival	Lapinski	Lapinski summarized the activities underway to make Onekama Fall Festival a reality this year. Activities will include a costumed fun run, horse and wagon rides, arts and crafts, pet parade, pumpkin carving	

		contest, voting on scarecrows, bounce houses, etc. Poster are starting to be placed around town now.	
Christmas In Onekama	Pomaranski	Pomaranski mentioned that she is down a few vendors from same time last year. Jeff Sternberger is looking for help going to businesses asking them to provide chili for the cook-off. She stated that Frank English will probably need help with lights and Christmas Village this year. Wolverton volunteered to help Frank. Envelopes for Celebration of Lights will be sent out asking for donations in memory of those who have passed before us.	
Website	Taylor	Taylor provided statistics for website utilization (Onekama.info) as follows: number of users, new users, sessions, sessions per user, page views, pages per session, and average session duration. Usage in 2018 is higher than 2017. He also had on hand a report about PLA billable hours from MS Creative.	
Onekama Days	Taylor	Al reported that the lions will participate even less in the future with Onekama Days. The county fairgrounds board is considering moving the fair to the same weekend as Onekama Days. There is a possibility that we may swap nights for the beer tasting and pig roast (Saturday instead of Friday).	
Scholarships	Lapinski for Jaffee	Lapinski held a brief discussion about how we might spend the \$2500 to \$3500 profit from beer tasting and pig roast to benefit Onekama Consolidated Schools.	
Lake Issues	Reed	No report.	
Banners / Christmas décor	English / Reed	Taylor mentioned the plan to replace brackets; he does not think this has been acted upon.	
Old Business-Follow up			
New Business			
Process for replacement of board members	Brooks	Brooks asked about the process for replacement of vacant positions on the board. Lapinski acknowledged that mistakes were made and have been corrected.	
Fall retreat	Lapinski	Lapinski is working to schedule a fall retreat toward the end of October. Those present indicated that a Thursday or Friday would be preferable for those working.	
Nomination Committee	Lapinski	Lapinski stated that a nomination committee needs to be formed to come up with a slate of candidates for office as terms end and positions are vacated. A ballot will be prepared. Lapinski suggested that Shelli Johnson, Margaret Panches, Al Taylor, and Marilyn Acker be appointed as the Nomination Committee. Wemlinger made a motion to form the Nomination Committee with those four individuals as named. Wolverton seconded the motion. The motion passed with a unanimous vote of those present.	
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 8:25 PM.	
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