

PLA Monthly Regular

1/10/18

7:00 PM

Board of Directors Meeting Jan. 10, 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
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 |
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| Call to Order | Lapinski | Lapinski called the meeting to order at 7 PM. Attendees: Bess, McNeil, McElroy, Taylor, Garbrecht, English, Wolverton, Phillips, Halloran, Backie. Guests: Linda English. | |
| Secretary's Report | McElroy | McElroy presented the minutes from the December 6 meeting with addition of changes emailed to her in early December. All action items from that meeting were reviewed. English moved to approve the minutes as distributed electronically; it was seconded by Bess. It was approved by a unanimous vote of those present. | Get December minutes posted at Onekama.info |
| Treasurer's Report | McNeil | McNeil had previously emailed the Treasurer's report. She briefly discussed the current state of the budget and funds in our bank accounts. Wolverton moved to approve the report; Taylor seconded the motion. The report was approved by a unanimous vote of those present. McNeil mentioned that moving PLA accounts to West Shore Bank is pending opening of the local branch. McNeil asked Taylor to assist with submitting numbers for unrestricted assets versus restricted funds for purposes of filing a tax report. The Kim Matthews fund has been set aside as contingency. McNeil will earmark a \$5000 pledge toward restoration of the village fountain project in the 2018 budget. Taylor commented on the balance sheet noting that total assets are up; he cited good fundraising, donation, and better control on expenses as contributors to this positive state. | Submit 2018 budget numbers to McNeil / Taylor; meet with them if needed |
| Membership | Backie | Backie has revised the membership renewal letter and plans to send it out soon. It will be printed in black and white to conserve funds. She will also send a letter to people who have been visited by the "Welcome | Send membership renewal letters; send letters to "welcomed" |

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| | | Committee”. She is working on sending an email to “friends of PLA” (about 700 email addresses); she will draft a letter and send it to the Board for approval before sending out. | residents; draft email to friends of PLA |
| Fundraising | Taylor and Bess | <p>Bess announced that a meeting of the Fundraising Committee is planned for mid-January; the date, time and location will be communicated on Thursday. The meeting will be to discuss strategy around specific events, e.g., concerts, fireworks, Petunia Parade, etc. A few new ideas for fundraising were suggested. Susan Halloran mentioned a program from Younkers for selling coupon books; she will bring information to the meeting. Taylor suggested corporate sponsorships.</p> <p>Taylor reviewed what went well in 2017 (e.g., car show, fireworks donors, Christmas in Onekama sales, Petunia Parade donations) and what could be improved upon (e.g., online auctions, sales at concerts, outside raffles). Based on lessons learned, the plan for 2018 is to continue with what was done this year. There is no plan to hold a large social event for fundraising in 2018.</p> <p>Taylor requested that every board member and committee head actively sell 5 raffle tickets for each raffle.</p> | Bess to chair meeting of Fundraising Committee this month |
| Petunia Parade | Phillips | The storage unit where petunia planting supplies are kept must be relocated. Blarney Castle which owns the current storage unit needs to reclaim it for themselves. Phillips agreed to research what our options are (e.g., Jean Capper’s storage unit, Joe Skiera site, storage lockers near the fairgrounds, etc.) | Phillips to find new storage area; need to move all items by spring |
| Farr Friends | Fairgrieve | No report. | |
| Concerts | Szilvagy | No report. | |
| Publicity | Backie | No report. | |
| Facebook Pages | Taylor | Taylor provided statistics showing the use of our Facebook page (e.g., likes, age demographic, city of origin, people reached, etc.). Taylor frequently gets requests from others to “advertise” events via our Facebook page. | |
| Fall Festival | Halloran | No report. | |
| Christmas in Onekama, Chili Cookoff, Celebration of Lights | Pomaranski | No report | |
| Website | Taylor | Taylor reported statistics showing use of the Onekama.info website (e.g., sessions, users, session duration, bounce rate, pageviews, etc.). The newly revised website is also mobile-ready. Backie mentioned she experienced a little trouble using electronic payment of dues; she asked McElroy to pay her dues via the website to see what she experiences. | |
| Onekama Days | Taylor, Szilvagy, English, Mueller | Taylor and Lapinski to meet with Lions this month. Date and time of meeting to be confirmed by Taylor. | |

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| Scholarships | Jaffee | No report. | |
| Lake Issues | Reed | No report. | |
| Fishing tournaments | English | English has advised Onekama Marine that the PLA will not be involved with shakedown fishing tournament this year. | |
| Old Business-Follow up | | | |
| Citizen of the Year | Wemlinger | No report. | |
| Coordination of Park Project | Lapinski | Lapinski and Wemlinger attended a meeting with Village and Lions representatives about coordination of efforts around the Village Park enhancements. Planning is in the very early stages. A third meeting is planned for March. | Wemlinger and Lapinski to represent PLA at March meeting |
| 2018 Budget | Lapinski | Lapinski reminded Committee Heads that their 2018 budgets are scheduled to be approved in February. | Work with Taylor and McNeil for your budgets; budget to be approved in February |
| Winter Fest | TBD | No report. | |
| Banners and Christmas Decorations (part of Christmas in Onekama) | English, Reed | No report. | |
| Summer Picnic / Annual Meeting | Lapinski | Lapinski again asked for input to the idea of hosting a summer picnic for PLA members that could serve as the required annual meeting. It would be free for PLA members. We would need some volunteers to help out. The date chosen is June 9. | |
| 31 sign for Onekama | English | English reported that he discussed the sign on 31 with its owner. Questions were asked about structural soundness of the sign, lighting, viewability from north or south traffic. The owner asked for a proposal. After some discussion, it was felt that the benefit does not outweigh the cost (probably \$1800 per year). | Will not pursue sign on 31 |
| Newsletter | Lapinski | Newsletter is coming out on January 15. | |
| Board members attending village meetings | Lapinski | No report. | |
| Community annual round table meeting | Lapinski | No report. | |
| Consent calendar | Taylor | Taylor proposed that some components of this meeting we handled as Consent Calendar (aka Consent Agenda). Garbrecht commented about the meaning of the concept. [NOTE: From The Institute for Local Government: To expedite meetings and reserve time for matters that need to be discussed, many local agencies have a section on their agendas labeled as the "consent calendar." Items on the consent calendar are generally | Will start to use Consent Calendar as part of February agenda |

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| | | non-controversial items that do not require much, if any, discussion. The consent calendar allows decision-makers to group such items together under one heading and decide them at one time. Local agencies typically have a procedure for removing an item from the consent calendar for separate discussion. This enables the item to be considered and voted upon separately if discussion is needed or if a decision-maker needs to not vote on that item because of a disqualifying conflict of interest.] | |
| Public Comment | This public comment is for any of the special agenda items that are covered | Bess and others asked if the time of this meeting can be changed. After some discussion, it was decided that the new meeting time will be 6 to 8 PM starting in February. | Change meeting time to 6 to 8 PM starting in February |
| Adjournment | Lapinski | The meeting was adjourned by Lapinski at 8:40 PM. | |