

# PLA Monthly Regular

12/6/17

7:00 PM

## Board of Directors Meeting Dec. 6, 2017

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 around 7 PM. Attendees: Taylor, McElroy, McNeil, Garbrecht, English, Wemlinger, Halloran, Backie, Fairgrieve, Phillips. Guests: Linda English, Jackie Wallace Erdman Lapinski circulated a thank you note from Patty Carter who won the \$400 raffle for restaurant gift certificates.	
Secretary's Report	McElroy	McElroy presented the minutes from the November 1 meeting. All action items from that meeting have either been completed or are on agenda tonight. English moved to approve the minutes as distributed electronically; it was seconded by Wemlinger. It was approved by a unanimous vote of those present.	Get November 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. Bank statements were circulated for review. English moved to approve the report; Wemlinger seconded the motion. The report was approved by a unanimous vote of those present. The notion of moving PLA funds to a different financial institution was suggested. Costs would be new checks; costs of bank fees, square, etc. are unknowns at this time. A new bank is opening in mid-January in Onekama. Taylor made a motion to make the change from PNC to West Shore Bank; Garbrecht seconded the motion. The motion was approved by a unanimous vote of those present.  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.	If any questions about transition between banks, please email McNeil so she can address with new bank

Guest Speaker	Jackie Wallace Erdman	<p>Jackie Erdman was present to address two topics: 1) use of memorial funds and 2) pros and cons of becoming a 501 (c) (3). Re: memorial funds, she stated that we have a moral obligation to spend those funds in the way the donor wanted. If the cause for which memorial funds were given no longer exists, we should contact the family to decide about how to use funds.</p> <p>Re: possible change to 501 (c) (3) status, Jackie explained that the PLA is currently a 501 (c) (6) organization which appears to be appropriate after reading PLA bylaws (the PLA bylaws “fit” better with a 501 (c) (6) or 501 (c) (4) organization).. With that designation, the PLA does not pay income taxes (however, should be aware that there is a monetary limit on how much we can sell without charging sales tax -- \$5,000 per year). If PLA sponsors an activity that is like a commercial business, we must pay income tax. Implication is that we need to make sure all labor is volunteer. One advantage of 501 (c) (3) status is that donors can take a tax exemption for charitable donations. Jackie is not well-versed yet on how a new tax law (pending US Senate and House of Representatives final law) might affect desire for personal exemptions for charitable donations. It is clear that PLA could not accumulate money solely for providing a means for tax exemptions. Jackie provided some IRS booklets for tax-exempt organizations that will be useful for PLA to review. PLA does not need to pay sales tax for purchased items; need to provide the correct forms when making purchases. Jackie’s opinion was that PLA does not fit the definition of a 501 (c) (3) organization since many of its activities are social in nature (e.g., fireworks, fall festival, etc.) There are a few PLA activities that would meet the intent e.g., scholarships and sponsoring student activities. Jackie also provided leadership with a copy of PLA Articles of Incorporation (also available through LARA website).</p>	Taylor to invite representative from Manistee County Community Foundation to discuss feasibility of PLA becoming 501 (c) (3) under their umbrella [NOTE: schedule this after March]
Idea	Erdman	Jackie mentioned that PLA might want to consider an organization called hometownshopping.com. It encourages buying at the local level. It is run by Cameron Clark from Beulah. Merchants get 95% back from gifts purchased via the website. The recipient chooses how to spend gift they receive.	

Membership	Backie	Backie had previously emailed the letter she drafted asking for membership renewals and donations. After some discussion, Backie will revise the letter based on input from those present. She will mention the numerous ways in which people can contribute to PLA. Memberships are down about 30 families (resulting in \$1,000 less per year from membership dues). Dues will go up to \$35 in January. Discussion ensued about how to attract new members. In addition to physical letter to PLA members, it was suggested to email friends of PLA (available via website).	
Fundraisers	Taylor	<p>Taylor reported that 2017 fundraising efforts to replace the spring Fund Raiser raised \$16,500. PLA actually raised about \$52,000 for all fundraising efforts. He reviewed what went well (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 raffle tickets. He suggested that we should approach other community clubs, groups, or organizations (such as Portage Lake Garden Club, Farr Friends, etc.) for assistance.</p>	Continue discussion about 2018 fundraising at next meeting
Petunia Parade	Phillips	<p>2018 will be the 25<sup>th</sup> (silver) anniversary of the Petunia Parade. Activities will include planting a special plot with silver petunias, presence in the Onekama Days parade, founders here for recognition, banner, etc.). Memorial funds from two years ago are targeted for funding the event.</p> <p>Taylor suggested that we find a major sponsor for Petunia Parade (perhaps Blarney Castle).</p> <p>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. Options were discussed.</p>	<p>Petunia Committee to proceed with plans; will use funds from Kim Matthews Memorial Fund</p> <p>Find new storage area and move all items by spring</p>
Farr Friends	Fairgrieve	Mary Fairgrieve announced that she approached Onekama Village to reserve Farr Center for Farr Friends. January, February and March dates were approved. However, the Village Council stated that dates in April and May must be requested weekly, one week in advance of each meeting. That would complicate using speakers who won't know until one week prior whether the event will be held or not. Fairgrieve was advised to contact Onekama Township and inquire about using their community facility for this purpose.	
Concerts	Szilvagy	No report.	
Publicity	Backie	No report.	

Facebook Pages	Taylor	No report.	
Fall Festival	Halloran	No report.	
Christmas in Onekama, Chili Cookoff, Celebration of Lights	Lapinski	Lapinski reported that Christmas in Onekama netted \$3,057 profit. Craft show went well; poinsettias sold with a small profit. Twelve students assisted. A huge plus was traffic management. Pomaranski will continue to chair this event in 2018 but wants to have a co-chair to learn the ropes and take over eventually. It was suggested to have a “wait list” for vendors who could fill in for the event of no-shows or other cancellations.	
Website	Taylor	No report	
Onekama Days	Taylor, Szilvagy, English, Mueller	No report.	Lapinski to meet with Lions in January re: 2018 Onekama Days
Scholarships	Jaffee	No report.	
Lake Issues	Reed	No report.	
<b>Old Business-Follow up</b>			
Citizen of the Year	Wemlinger	Wemlinger presented a proposal with four scenarios. After some discussion, it was agreed to proceed with this process: <ul style="list-style-type: none"> <li>• Two awards – Distinguished Individual Service Award and Distinguished Business / Organization Service Award</li> <li>• Awards Committee formed with Wemlinger and Panches chairs plus no more than 5 other PLA members</li> <li>• Anyone in PLA can nominate</li> <li>• Will use a formal nomination form developed by Wemlinger / Panches</li> <li>• Committee to make recommendation on awardees to PLA board</li> <li>• PLA board to make final determination about how many and what awards will be given.</li> </ul>	Wemlinger to submit budget during 2018 budget cycle (requesting \$500)
Coordination of Park Project	Wemlinger for Brooks	Brooks facilitated a meeting including PLA representatives, Onekama Village council members, and Lions. The meeting went well. Their respective interests include band shell, bathroom renovations, and picnic pavilion improvements. A second meeting is scheduled for December 14.	Wemlinger and Lapinski to represent PLA on 12/14/17
2018 Budget	Lapinski	Lapinski reminded Committee Heads that their 2018 budgets are scheduled to be approved in February. Taylor asked to pre-approve three budget items now due to planning requirements: <ul style="list-style-type: none"> <li>• Onekama promotion -- \$3,000</li> <li>• Petunia Parade purchase of petunias -- \$1,660</li> <li>• Concerts in the Park -- \$8,000</li> </ul> Taylor made a motion to make a financial commitment for those three items; it was seconded by Garbrecht. All presented voted to approve the motion.	
Winter Fest	TBD	No report.	

Banners and Christmas Decorations (part of Christmas in Onekama)	English, Reed	No report.	
Summer Picnic / Annual Meeting	Lapinski	Lapinski asked all to consider 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 a chairman and volunteers to help.	
31 sign for Onekama	English	No report.	
Newsletter	Lapinski	Newsletter information / articles are due December 15.	
Request from PLGC	Taylor	The PLA board received a letter from Shirley Brooks requesting a monetary pledge toward restoration of the Village fountain in the park. Other sources of funding are either obtained or a work in progress. Taylor moved to pledge up to \$5,000 toward this project; it was seconded by English. All were in favor with one exception to the amount pledged.	
Board members attending village meetings	Lapinski	No report.	
Community annual round table meeting	Lapinski	No report.	
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 9:08 PM.	