

PLA Monthly Regular

Board of Directors Meeting Jan. 8, 2020

1/8/20
6:00 PM
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, Frank English
Jean Capper, Susan Halloran
Jon Phillips, John Wemlinger
Shelli Johnson, Debby Major
Justin Sedelmaier, David Maylen

Committee Heads

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

Minutes

Order of Business	Person Responsible	Report / Discussion	Action Plan
Call to Order, Introductions	Lapinski	Lapinski called the meeting to order at 6 PM. Present were Julie Lapinski, Al Taylor, Debby Major, Susan Halloran, Mary Jo McElroy, Pat Pomaranski, Evie McNeil, Jon Phillips, Faye Backie, Larry Paz, Mary Reed, Steve Szilvagy, and Dave Maylen.	
Consent Calendar	Lapinski	Lapinski presented the consent calendar for tonight’s meeting and asked for discussion or comments. Taylor mentioned that Pomaranski had some questions about the December financials which have been answered by McNeil. Taylor moved to approve the consent calendar; Halloran seconded the motion which passed unanimously.	McElroy to get November minutes posted online
Budget	Taylor / Lapinski	<p>Year-to-date report (as of 12/31/2019) was electronically distributed by McNeil. Taylor commented that the variance between revenue and expenses is narrowing (i.e., in 2018, a surplus of \$7257; in 2019, a surplus of \$1644). The 2020 budget is under development using the “experienced-based” budgeting approach. Lapinski requested that committee chairs submit documentation to support an increase or decrease in their budget to the BOD. The budget will be approved in February.</p> <p>Lapinski asked for input and opinions about the value of costs for Chamber of Commerce and Shoreline magazine. Administrative costs include accountant and tax work, storage unit, and insurance.</p> <p>Taylor mentioned that dues may need to be raised in the future; they are currently \$35 per year which went into effect in January 2018.</p>	All event leaders and committee chairs to notify Taylor if they need more or less funding for 2020 so budget can be developed this month

Membership	Backie	Currently there are 239 members of the PLA. Eight members were new in 2019. Four members have already paid for 2020.	Backie to initiate membership renewal notices this month via emails
Fundraising	Taylor / Lapinski	The fundraising committee met to develop plans for 2020. Big donor requests will start in January / February. Taylor asked that anyone who is seeking donations for their events to please run it by Al / Julie for coordination. The Lions will do a paddle auction in June 2020; Taylor will talk with Kathleen Bowers about the PLA doing a joint paddle auction with the Lions. The fireworks did very well in 2019. Raffles had a better return than silent auctions.	
Citizen of the Year	Wemlinger	The fundraising committee proposed that instead of Citizen of the Year, the PLA will feature notable community businesses or individuals with feature articles in the quarterly newsletter. Szilvagyai suggested they be considered an MVP (Most Valuable Portager). The idea was approved.	
Petunia Parade	McElroy	McElroy distributed the 2019 annual report from the Petunia Parade Committee.	
Near and Farr Friends	Fairgrieve	No report. Lapinski mentioned that a presentation by Susan Barnard will be tomorrow's event.	
Concerts	Szilvagyai	Szilvagyai stated that the eight concerts slots are almost lined up. This year we will not include the Scottville Clown Band; instead the Lions will have the Clown Band at a tent show on Sunday during Onekama Days. Lapinski stated that she feels the PLA needs to return the Scottville Clown Band to Monday Night Concert lineup in 2021. The Scottville Clown Band has brought in some of the highest revenues in the last 5 years and the most attendance in the last 5 years. The Scottville Clown Band is also a 501C3 organization. Majority of their profits fund music scholarships for high school students in the area to attend Music Camps such as Interlochen and Blue Lake.	
Publicity	Taylor / Lapinski / McElroy	No report.	
Facebook pages / website	Taylor	Doing well.	
Fall Festival	Lapinski	Lapinski is seeking people to organize Fall Festival. The date this year is October 3, 2020. Major agreed to help with budget.	
Christmas In Onekama	Pomaranski / Lapinski	Pomaranski suggested that one person be responsible for Christmas tree lighting, banners, and "snowflake" lights on telephone poles through town. Some tree lights need to be replaced. Since there are after-Christmas sales going on now, Pomaranski was advised to purchase replacements now.	
Onekama Days	Taylor / Lapinski	Taylor and Lapinski met with the Lions yesterday about Onekama Days. The Lions are planning a steak dinner on Friday night, a dance on Saturday night, and	

		the Clown Band in Village Park under the tent on Sunday after the parade. The PLA will do our beer tasting and pig roast on Saturday, August 8. The parade route will be reversed (starting at Dyke Street and ending in the park). Other ideas / plans underway are a softball tournament for girls, rock painting, pickleball tournament, and two breakfasts. Frank English might need some help with car show this year.	
Website	Taylor	Taylor will seek input from board members about improvements to the website. There were 17,000 unique visitors to the website this past year.	
Scholarships	Lapinski	Awaiting information from Nikki Torrey.	
Lake Issues	Reed	The lake management report will be available end of January at which time there will be presentations for the community. Sharon Marie is the new chairman of Portage Lake Forever watershed group.	
Banners / Christmas décor	Sedelmaier / Lapinski	See above.	
Welcome Committee	McElroy	No report.	
Old Business-Follow up			
Spring fundraiser	Wolverton	The spring fundraiser event will be at Portage Point Inn on Friday, May 29. It will be a murder mystery dinner using a professional group from Grand Rapids. The cost is \$50 per person in advance. It will be catered by PPI.	
School projects	Lapinski	Jean Capper has organized a book club for fourth and fifth graders. John Wemlinger will form a book club for seventh and eighth graders when he returns in the spring. Lapinski is awaiting information from Gina Hagen about requirements for the mentor program aka “lunch buddies”.	
Christmas tree lights	Lapinski	See above.	
Newsletter	Capper	The January edition has been sent to Sally Koon for printing, so should soon be available. The number of printed copies will be reduced to 50 in winter and 200 in summer.	
New Business			
Documents / MS Creative	Taylor	Taylor suggested that we electronically “store” some important documents in the cloud. This might include the bylaws, EIN documentation, etc. Sarah from MS Creative is interested in doing a presentation to our group about their services.	
Winter retreat	Lapinski	Lapinski will plan a retreat for a morning during the week of February 17. Stay tuned for more information.	
Public Comment	This public comment is for any of the special agenda items that are covered		

Adjournment	Lapinski	Taylor moved to adjourn the meeting which was seconded by McElroy. The meeting was adjourned by Lapinski at 7:10 PM.	
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Recorded by Mary Jo McElroy, Secretary