

PLA Monthly Regular

Board of Directors Meeting Aug. 7 , 2019

8/7/19
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 McNeil, Taylor, McElroy, Halloran, Phillips, Major, English, and Wemlinger. Guest: Linda English.	
Consent Calendar	Lapinski	Lapinski presented the consent calendar for tonight's meeting and asked for discussion or comments. Taylor moved to approve and Wemlinger seconded. It passed by a unanimous vote of those present.	McElroy to get June minutes posted online
Budget	Taylor	The discussion focused on donations for the fireworks. Lapinski reported that we received \$5050 from businesses (66%) and \$2635 from individuals (34%) for a total of \$7685. The cost of the fireworks was \$7200 in addition to the costs for permits. Donations for petunias is at \$5700. Letters with donation envelopes were used last year to make the requests. Lapinski posed the question about doing the same thing in 2020; Taylor suggested doing it in January. Discussion ensued.	Committee heads to consider using donation envelopes in 2020
Membership	Backie	Backie provided a written report as follows: <ul style="list-style-type: none"> • 44 members have not paid 2019 dues • 3 members have moved • 8 members have not paid dues for 2 years despite repeated contact • Faye has contacted 15 members who I believe simply overlooked paying their dues. • We have 13 new members. Faye lets Julie Lapinski know about new members and lets MS Creative know when someone is deleted or added. We leave people who have been deleted on the "Friends" list, if they have an email address.	Backie will remove the following from the membership list: <ul style="list-style-type: none"> • those who have moved • those who have not paid dues for 2 years

Fundraising	Taylor / Wolverton / McElroy	<p>SHOE DRIVE: McElroy reported the final numbers on the Shoe Drive. 145 bags of shoes (containing 3,625 pairs in total) were picked up on July 16. A check for \$1,377.20 has been received. The money will be given to Onekama Consolidated Schools when school is back in session.</p> <p>Taylor reported that raffle tickets for dinners were sold out. The raffle for the kayak was 35 below goal when the prize was awarded during Onekama Days. The raffle for the fishing charter still has 40 tickets to sell to reach its goal.</p>	
Citizen of the Year	Wemlinger	The recognition of The Glenwood on August 5 could be considered the 2019 recognition of Citizen of the Year. Wemlinger agrees that the PLA board should be the nominating committee and make it a PLA “inside the house” function. That would eliminate the mailing and take the popularity contest out of it. John will put a new rule of the road guide before September meeting.	Wemlinger to propose the new program in September
Petunia Parade	McElroy	<p>Update on Petunia Parade:</p> <ul style="list-style-type: none"> • Donations exceed \$5700 so far this year • We need to have the soil volume and condition analyzed and remedied if needed. We got lots of complaints in May about the depth of soil and presence of weeds in the petunia plots. The difference between the new plot in front of VanBrocklin’s which had “petunia soil” added was quickly noticeable in June. We may use some of our remaining budget to do something this fall. <p>2014 was the last year that the soil was remediated. In 2018, Larsen’s provided a soil analysis and addition of chemicals approved by the Petunia Parade Committee.</p>	McElroy and Shirley Brooks to consult with Larsen’s about soil
Near and Farr Friends	Fairgrieve	Near and Farr Friends will be held from September 12 through December 5 except for Thanksgiving.	Lapinski to remind Fairgrieve to include PLA logo on flyers
Concerts	Szilvagy	Szilvagy provided a Concert Committee report as follows: “With two more concerts remaining in the season (Benzie Playboys and Jim Hawley as the Piano Men), we have had good weather (mostly) and good crowds, although this past Monday’s event set new records for ankle-deep puddles from the torrential rain. Our costs for performers are \$7,450, and our revenue from the Bucketeers is just over \$5,000. If we have average contributions for the next two concerts, we’ll have a total cost for the summer’s concerts on the order of about \$1,000. Given the number of happy faces we’ve seen so far this summer, I think that’s not a bad investment to make Onekama “a great place to work, play and stay”.	
Publicity	Taylor	Taylor and Lapinski shared their opinions about the paid ads in the Manistee News Advocate during Onekama Days. The Manistee News Advocate article covering the results of Onekama Days did not identify the events sponsored and executed by the PLA. Also the single-page ad for Onekama Days was perceived to	Lapinski to meet and review with MNA Advertising Department before ad is published.

		<p>be misleading i.e., the bottom half of that page, under the Onekama Days list of events, included all local business paid ads. Lapinski and Taylor stated that these businesses did not directly contribute to Onekama Days.</p> <p>Al stated he would like to continue doing a two-person review on all publicity to make sure all publicity put out to the public is doubled checked and correct.</p>	
Facebook pages	Taylor	Taylor is working with Wolverton to create an Instagram account for the PLA for the age group that uses that more than Facebook.	
Fall Festival	Halloran / Major	Two meetings have been held. 7 vendors have reserved a booth. 1 booth has been donated. Major and Halloran are seeking someone to take care of children's games. A sign-up sheet for volunteers was circulated. Taylor commented on the repetition of re-posting posters on the website. The next meeting is scheduled for August 27 at 9:30 am at M-22 Grill.	Taylor to post information on Facebook
Christmas In Onekama	Pomaranski	Discussion centered around the lights on the tree and the electricity to light them up. English is working with Philip Miller to have the electrical work done. Sedelmaier and Wolverton oversee getting the lights done. Lights from last year are still on the tree. Options for testing the lights and removing / putting back up were discussed. Mark Thompson is not interested in doing the lights.	
Website	Taylor	No new information.	
Onekama Days	Taylor	<p>McElroy reported on the Pig Roast for OCS Students:</p> <ul style="list-style-type: none"> • Revenue exceeded budget because all meat was sold out; hypothesis is that this may be due to excellent weather, extended time of event to three hours versus two, and use of evite to "push" invitations out to PLA members. • Expenses were lower than budget because we made the baked beans ourselves by using Bush's baked beans and adding bacon, etc. That saved over \$300 below the quote received from EZ Market. • Net revenue is about \$2000 after all direct expenses have been paid. Indirect costs for security, tent, ticket sellers, and handwashing stand still need to be allocated. • The only hiccup was running out of lemonade. There were also requests from customers for iced tea and soda pop. <p>Szilvagy reported on the Craft Beer Tasting: "It was a beautiful day for the tasting. We got good comments from all who attended. Al said we sold 155 tickets for a total revenue of \$3,100; he didn't have a final total on the cash received for sale of the Tasting Glasses which will affect the total revenue. Our costs for Glasses (\$1,641.45 divided by 2 because the remaining glasses will be enough for next year's tasting): \$820.73, the bill from Ludington Beverage should net out to</p>	

		<p>\$766.10. and I have receipts for munchies and ice I purchased in the amount of \$82.84. With state sales tax costing \$186.00, this gives a net profit of about \$1,244.33, plus glasses sales. Overall, I think we had a greater number of satisfied customers, since many folks (myself included) shared one glass with a spouse and only bought one ticket.”</p> <p>Mueller provided a report on the Fireworks including the process, the timing, and the results. He also thanked everyone who participated in getting the show done.</p> <p>English reported on the Car Show. He provided statistics including the number of cars (65); revenue from entries, raffle, and sponsors; and expenses for DJ, etc. The only issue was the wet grass from the unusual seasonal high waters.</p>	
Scholarships	Jaffe	We have an opportunity to improve school communications with Mark Parsons as the interim school superintendent for a year. Past volunteer program was not deemed beneficial to the volunteers. Taylor, Wemlinger and Lapinski offered to form the School Program Committee.	
Lake Issues	Reed	Taylor reported that the lake will be treated next week for milfoil.	
Banners / Christmas décor	Sedelmaier / English	A few new banners are needed. Taylor spoke with Bear Lake Promoters about their banners. It was noted that the Village does not like banners or brackets in town.	
Welcome Committee	McElroy	No report.	
Old Business-Follow up			
Picnic	Lapinski	About 90 people attended the picnic.	
Fireworks	Taylor / Lapinski / Mueller	See above.	
Christmas Tree Lights	Sedelmaier / Wolverton / Taylor	See above.	
Newsletter	Capper	Capper has been keeping track of the number of newsletters delivered and later retrieved. The due date for articles for the October newsletter is September 15.	Send articles and photos to Capper by September 15 for October newsletter; she is looking for photos of the block party and Onekama Days
New Business			
Distribution of work	Taylor	Taylor discussed the skewed distribution of work. He is tired of a few people doing the brunt of the work. McElroy offered the perception that every organization she has been with has the same issue.	
Public Comment	This public comment is for		

	any of the special agenda items that are covered		
Adjournment	Lapinski	Taylor made a motion to adjourn the meeting, which was seconded by Halloran and approved by those present. The meeting was adjourned by Lapinski at 8 PM.	

Recorded by Mary Jo McElroy, Secretary