

PLA Monthly Regular

9/6/2017

7:00 PM

Board of Directors Meeting Sept. 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	Bess for Lapinski	Bess called the meeting to order at 7:00 PM. Attendees: Bess, McElroy, Taylor, Wolverton, Wemlinger, Johnson, Backie, Halloran, Phillips, Brooks. Guest: Husband of Shelli Johnson	
Secretary's Report	McElroy	McElroy noted that the June 7 Secretary's and Treasurer's reports were both approved by electronic (email) vote of a majority of the officers and board of directors following that meeting. She then presented the July 5, 2017 minutes which were distributed by email. She itemized the action items from the meeting which are still pending. Backie moved to approve the Secretary's report; Brooks seconded; the minutes were approved by a vote of those present.	McElroy to get July 5 minutes posted online. McElroy will update action plan and send to all board members.

Treasurer's Report	Taylor for McNeil	<p>Taylor presented the Treasurer's report as emailed prior to the meeting. He noted that expenses are being controlled well and are below budget. He will discuss some errors in categorization of line items with McNeil. He explained some variances to budget, both in expenses and in revenue; examples are:</p> <ul style="list-style-type: none"> • Legal fees and banner expenses under budget • Park appreciation day approved variance over budget • Membership dues revenue below budget • Fireworks, petunia parade, and concerts revenue below budget <p>Brooks inquired about making possible adjustments in upcoming expenditures based on the status of the budget. Taylor will discuss with McNeil. Brooks made a motion to approve the Treasurer's report; Wemlinger seconded the motion. It was passed by an affirmative vote of the majority of the board members. Taylor added that he has discussed the feasibility of becoming a 501 (c)(3) under the auspices of Manistee County Foundation.</p>	Taylor to discuss items listed with McNeil; Taylor to invite representative from Manistee County Foundation to discuss 501 (c)(3) with the board
Membership	Backie	<p>Backie reported that a sample of those members who have not paid their dues were contacted by phone, by email, or in person. Of five contacted, only one renewed, one has decided to not continue membership, and three were unable to be reached. Based on that sample size, we will not pursue this line of activity. A more general discussion was then held about declining membership, businesses versus individuals as members, etc. No conclusions were reached.</p>	
Fundraiser	Taylor	<p>Taylor distributed 75 (out of 100 total tickets) for the dinner raffle to be drawn on November 18. The value is \$400 for dining at The Glenwood, Fillmore, TJ's Pub, Bluefish, and Grille 44. Tickets cost \$10. Backie assisted in recording which person took which raffle tickets to sell. We still have the rug and quilt items to raffle off. Taylor questioned the feasibility of doing the cash raffle. He briefly discussed how the two online auctions through eFlea went – he described the auction items, bidding, winners, etc. Debby Major managed the online process. The revenue was fifty cents on the dollar. Total profit was \$1900.</p>	
Petunia Parade	Phillips	<p>Phillips reported that the Petunia Parade Committee has recruited three new members: Mary Jo McElroy, Pat Lawrence, and Debby Major. A meeting will be held on September 13 to discuss roles and responsibilities for the next season. Petunia roll-up date is Wednesday, September 27. Next year will be the 25th anniversary of the Petunia Parade. Phillips asked for ideas on ways it could be celebrated / recognized. He voiced concern that we may lose the current storage unit.</p>	
Farr Friends	Fairgrieve	<p>Not present. Bess distributed the list of topics for upcoming Farr Friends this fall.</p>	

Concerts	Taylor for Szilvagy	The concerts made slightly less money than expected. There are two risks to the concerts in 2018: 1) the school will be closed during the summer to make needed infrastructure changes and thus we will lose the rained-out alternative location; 2) the pavilion replacement project has been delayed until Spring 2018; if that gets delayed, we may not have the updated electricity and pavilion to use for the concerts. The pavilion replacement is a Lion's community project (required annually). Taylor suggested the PLA may want to donate some funds to assist with its completion.	
Publicity	Backie	Backie is working on publicizing PLA's fall events.	
Facebook Pages	Taylor	Taylor reported that Facebook viewing shows more females than males, with 67% under the age of 55. City penetration shows that Manistee is #1. Also MyNorth.com's articles about the Portage Point Resort and Things to Do in Manistee have been linked to our Facebook page with positive results. We are getting close to having 10,000 "likes".	
Fall Festival	Halloran	Halloran reported that we are short on vendors; only 5 have requested space so far. She plans to send an email to those whose names we have advising them of the opportunity. Meetings have been held about scope of the fall festival, volunteers, space planning, and the pet parade.	
Christmas in Onekama, Chili Cookoff, Celebration of Lights	Bess for Pomaranski	Bess reported that Pat will continue to chair this year, but would like an "understudy" who could take over in the future.	Need to find a volunteer to co-chair Christmas in Onekama
Website	Taylor	Taylor mentioned the new website will be up and running next week; it is mobile-ready.	
Onekama Days	Taylor	Onekama Days were August 4, 5, and 6. The car show was a huge success with 80 vehicles on display. The attendance at the beer tasting and pig roast were down from last year, probably due to the lousy rain, cold, and wind that were experienced on Friday. The Lions have requested a meeting with the PLA to discuss items related to Onekama Days.	
Scholarships	Jaffee	No report.	
Lake Issues	Taylor for Reed	Reed et al are involved with updating the watershed plan. A group called Concerned Citizens of Portage Lake approached the PLA about their issues surrounding changes at Portage Point Inn. The response is that we are adhering to the plan for controlled development around the lake.	
Old Business-Follow up			
Citizen of the Year	Wemlinger	Wemlinger reported that twelve organizations and two individuals were nominated. Voting has occurred; the winner was Bret Mathieu. All were recognized at the last Concert in the Park. Wemlinger recommended that we continue this initiative next year. He agreed to chair it.	

Beautiful Babies photo contest	McElroy for Linda English	McElroy reported that six photos were posted. Gross revenue was a little over \$800. Prizes of \$250 were awarded (gift cards to Meijer). Net revenue was \$550. One consideration for next year might be to have a pet contest instead of baby contest.	
Tucker Laws concert	Taylor	Concert is not happening.	
US 31 Onekama sign	English	Not present. Taylor to discuss with English.	Taylor to discuss with English
New Business			
Election of Officers / Directors	Taylor	Taylor explained that the process is names will be submitted at the October meeting after approval by the President. Following that, a vote by PLA members will be done in conjunction with mailing out the Celebration of Lights letter. Some terms may need to be adjusted. Officers / Directors for 2018 will be announced at the December meeting.	
Fall retreat	Bess	Bess announced that a Fall Retreat for the PLA board will be held on Monday, October 16 from 9 AM to 12 Noon at Covenant Bible Camp. A major topic will be the real vision, goals, and objectives of PLA and how we are focused on meeting them.	
Winter Fest	TBD	A cabin fever reliever has been discussed in the past. The idea of a spaghetti dinner was mentioned.	
Banners and Christmas Decorations (part of Christmas in Onekama)	TBD	No report.	
Newsletter	Bess	Articles are due to Jean Capper by September 10.	
Public Comment	This public comment is for any of the special agenda items that are covered		
Adjournment	Bess	The meeting was adjourned by Bess at 9 PM.	