

PLA Monthly Regular

Board of Directors Meeting Jan. 9, 2019

1/9/19
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	<p>Lapinski called the meeting to order at 6:00 PM. Present were McNeil, McElroy, Taylor, English, Capper, Halloran, Phillips, Johnson, Major, Sedelmaier, Maylen, Backie, Fairgrieve, Jaffe. Guests: Linda English and Phil Sedelmaier.</p> <p>New Board Members Major, Maylen, and Sedelmaier introduced themselves and were acquainted with current committee heads and board members present at the meeting.</p> <p>Taylor mentioned that he has received some input into the listing of 2019 committee heads and board members. Names and roles will be posted on the Onekama.info website (will not include phone numbers or email addresses).</p>	Taylor to get 2019 list of officers and committee heads on Onekama.info
Consent Calendar	Lapinski	<p>Lapinski presented the consent calendar for tonight’s meeting and asked for discussion or comments. McElroy mentioned that she added the results of the electronic vote for October meeting to the November minutes. Taylor mentioned that a few items were erroneously entered in the wrong categories on the December financials; these will be corrected. Taylor moved to accept the consent calendar; Johnson seconded the motion which passed unanimously.</p>	<p>McElroy to get November minutes posted online</p> <p>Taylor and McNeil to correct data entry with financials</p>
Fun Fish	Phil Sedelmaier	<p>Phil Sedelmaier was present to represent the Manistee County Sport Fishing Association which endeavors to sustain or increase their membership and interest in local fishing. This past summer they sponsored five mid-week “Fun Fish” events on Wednesday evenings at Manistee County lakes (e.g., Manistee Lake, Portage Lake, Bear Lake, Chief Lake, etc.). Any age can enter</p>	<p>Johnson to work with Sedelmaier on provision of food</p> <p>Capper to contact Sedelmaier for</p>

		for \$5 entry fee which is used to award monetary prizes for large fish. They outgrew the smaller lakes very quickly. In 2019, they plan to sponsor similar events on Wednesdays twice each month this summer. They are also planning an ice fishing Fun Fish on Saturday, January 26 from 7:30 AM to 2 PM at Portage Lake. Phil expressed that he is looking for partners for such events and is approaching the PLA to give us an opportunity to participate. He was looking for a monetary contribution, assistance of volunteers, or food donations. Papa J's will donate the food. Taylor offered to provide publicity on Facebook and assistance with getting sponsors. Lakeside Treats will handle registration.	inclusion in newsletter Taylor to assist with sponsors and Facebook posts
Membership	Backie	Backie previously requested input on a draft membership letter for 2019. She thanked everyone for their input on the letter and donation / membership form. There were some issues with delivery of letters in 2018 via US mail. Options for 2019 were discussed (e.g., bulk mailing, first class mailing, emailing). It was decided to do email send first to those with correct email addresses, then to send hard copy by USPS using first class mail. McNeil will purchase forever stamps prior to the increase at the end of the month.	Backie to send out 2019 membership letters McNeil to purchase stamps
Fundraising	Taylor	Taylor reported that fund raising revenue for 2018 was \$56,619 which was about \$4K more than 2017. Most events / activities had an increase except for fireworks. He provided detail by initiative. He advised everyone present that there is a Fundraising Committee responsible for this facet of our operations, thus no one should solicit donations without discussing with finance and fundraising committees first. He mentioned that Meijer decreased their donation by 50% last year. Raffles did not sell out (down about \$1000). Best raffle was dinner package. Silent auctions did well.	Fundraising to be discussed at retreat on January 18
Citizen of the Year	Wemlinger	No report.	
Petunia Parade	McElroy	No report.	
Near and Farr Friends	Fairgrieve	No report.	
Concerts	Szilvagy	Taylor reported that 6 of 8 concerts have been determined; all should be completed in about a month. Donna Ervin will again sponsor a magic show before the concert on August 5. She has requested \$300 from PLA to assist with costs for the magician. That amount has been included in the budget for the concerts this year.	Szilvagy to complete concert negotiations soon
Publicity	Backie	Backie expressed her appreciation for input on the 2019 listing of activities and events; she uses the information for web calendars, articles, etc.	Backie to pursue publicity opportunities for 2019 events
Facebook pages	Taylor	Popularity of Facebook continues to increase. Boosts (at a cost of \$25 each) are a useful way to reach more customers since boosts can be targeted to age and geographic populations.	Taylor to work with specific committee heads when boosts are warranted

Fall Festival	Halloran	Halloran announced that Debby Major will join her as co-chair for the Fall Festival. They plan a meeting for March. The 2018 event was successful even with competition from Crystal Mountain, Frankfort, and homecoming on the same day. It has been agreed to hold the 2019 event on October 12 from 10 AM to 3 PM.	Halloran and Major to do early planning meeting in March
Christmas In Onekama	Lapinski for Pomaranski	This event was also very successful with 43 vendors for arts and crafts. The silent auction and chili cook off also went well. One vendor failed to pay her expense for space rental. This should be noted for the future.	
Website	Taylor	Taylor recently sent out an accounting for 2018 expenses for the website. The township pays \$1000 per year based on their utilization; the village pays \$750. MS Creative Services bills about \$4000 – \$4200 to various government and business entities for this service. Their hourly rate is \$55 in five-minute increments for additional work for us.	
Onekama Days	Taylor / Lapinski	Jaffe and Taylor will meet soon with Lions’ leadership about their intentions for Onekama Days in 2019. There is a suggestion from the PLA to swap the steak dinner by the Lions from Saturday night to Friday night. That means the beer tasting and pig roast would be on Saturday night instead. Fireworks is a major issue. The expense is about \$7500, yet we received only \$900 in donations toward that expense. Some root causes were suggested (e.g., no donor envelopes for fireworks were sent out last year). Other options to fireworks were also discussed e.g., lights around the lake, a lighted boat parade. Fairgrieve suggested that the block party might be an ideal time to focus participants on the need for donations toward fireworks. Donation jars at strategic locations were also suggested.	Taylor and Jaffe to meet with Lions’ leadership Lapinski et al to address issue with fireworks’ funding
Scholarships	Jaffe	Jaffe reported that the two scholarship recipients for 2018 have not yet claimed their money. There is a plan in place to use such monies for activities which benefit more children in the school. Taylor suggested that Michigan Humanities programs might have some good content for presentations to groups of students.	Jaffe to pursue ideas from OCS about projects to benefit kids
Lake Issues	Reed	No report.	
Banners / Christmas décor	Sedelmaier / English	Justin Sedelmaier, new member of the PLA Board, has agreed to take on the responsibility for banners and lights. This includes the Onekama Two-Lake Town banners, banners announcing summer concerts, etc., and the lights put up at Christmas. He has met with Chuck Reed for a hand-off of information. 8 banners need to be replaced at a cost of \$1200. Reed had previously requested replacement of brackets over three years, but Sedelmaier thinks a cheaper solution has been reached. Timer boxes are rusting and will need to be replaced in 2020. The electric box which is used to power lights on the Christmas tree in the park needs to be replaced or repaired; English will address this with the Village.	Sedelmaier to work with Reed, Taylor, and McNeil to get funding and tasks determined for 2019 English to approach Ray Franz about repair of electric box in park

Old Business-Follow up			
Budget / Financial Review	Taylor	Budgets are due to McNeil by Friday, January 11. The budget will be approved at the February meeting. Taylor complimented folks on the great job done with cost control.	
Newsletter	Capper	January edition of newsletter is coming soon. Jean expressed some minor frustration at getting people to follow up with articles, photos, etc. Fairgrieve mentioned readability complaints about the bright yellow color of paper on which the newsletter is printed. Jackpine offers about a dozen options of colors which might be better. A decision was made in November to reduce the number of printed copies to 200.	Taylor to send photos to Capper Capper to contact Sally Koon about choices for paper
New Business			
Recognition of Chuck Reed	Lapinski	Chuck Reed has resigned from his PLA committee work with banners and lights after over a decade of commitment. Lapinski suggested a gift of appreciation. Taylor will ask Mary Reed for ideas.	Taylor to ask Mary Reed about what Chuck might appreciate Lapinski to follow up
Village Park Pavilion	Taylor	Taylor recounted a discussion with Lions' leadership about lack of ability to fund the \$75-80K cost of a new pavilion in the park. Taylor will address with Ray Franz about its impact on the economic sustainability initiatives.	Taylor to meet with Franz on January 12
Fishing tournaments	Taylor	A component of the fishing tournament trails is a proposal to hold four salmon tournaments in July and August all in Manistee County. Previously, the PLA had decided not to support such events because it did not appear that they benefited Onekama. It is proposed now that the PLA be a major sponsor, but details are unknown at this time. Taylor is working with Denny Blue and Jim from Onekama Marine on this project.	Taylor and/or others to make a formal proposal to PLA at February meeting
Glenwood Recognition	McNeil	2019 will be the 25 th anniversary year for the Glenwood Restaurant. Donna Ervin and Chris Short (co-owners) contribute significantly to the community. McNeil suggested a couple of ways that we might recognize them e.g., large banner, plaque, presentation at Magic Show, collaboration with the school, etc. McNeil and Johnson will work on this initiative.	McNeil and Johnson to pursue ways to show PLA recognition of Glenwood Restaurant
Sustainable Economic Development group	Taylor	One of the outcomes of the Harbor Commission's work on the inlet is that the State of MI is looking at the impact of improved harbors on economic benefit to local communities. Onekama Township and Onekama Village have now endorsed formation of a Sustainable Economic Development group, co-chaired by Al Taylor and Dan Behring. The first meeting is planned for next week. The intent is to encourage all water activities e.g., fishing, boating, swimming, kayaking, etc. and thus bring economic growth to a community. The relationship of this group to the Renew Onekama team is unknown currently. The group has asked for creation of a web page on Onekama.info at a cost of	Taylor to continue to keep PLA updated on efforts by this group

		\$500 which will be paid back once their first grant monies are received. Al Taylor thought that may be able to happen by the end of 2019. Capper made a motion to approve use of \$500 to create a website for such a purpose; the motion was seconded by Sedelmaier. The vote was unanimous in approving the motion.	
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 8:07 PM.	