

Board of Director's Meeting. March, 2009

OUR MISSION: *We have a common goal of improving the quality of life in the Onekama area.*

Officers:

George Punches- President
 Chuck Reed- Vice President
 Barb Wolverton-Treasurer
 Mary Reed- Secretary
 Roger Cody – Past President

Board of Directors /1 Yr

Eric Beeman
 Doug Calloway

Board of Directors / 3 Yr

Jim Simons
 Dave Combs
 Frank English

Agenda

Order of Business	Person responsible	Report, or To Do list	Action Plan
Call to Order	G Punches	All board members present except Roger Cody	Meeting called to order 7PM
Introductions	G Punches	Other members present: Margaret Punches, Judy Blackmore, Lee LaFleur, Tom Gerhardt, Dan and Nancy Behring	George welcomed guests
Secretary's Report	Mary Reed	Minutes were distributed on line. Margaret Punches was added as present at the Feb meeting.	Barb moved, Chuck seconded, minutes were approved as corrected.
Treasurer's Report	Barb Wolverton	Report was distributed.* Because of payment of bill for the sign, the savings account is below the minimum. Bank has waived fees for this.	Jim moved, Chuck seconded, report was approved.
Presidents Report	G. Punches	<ul style="list-style-type: none"> • Presidents letter sent 3/1/09* • George asked for volunteer to be responsible for the watering of petunias. This would involve scheduling 4 work crews and keeping the water truck working. Dave noted that a new law will require that all petunia workers wear reflective vests (\$10) when working in the street. • Noted that the Onekama Brochure was missed at the February meeting and in the budget. Nancy Cody and her committee have been working to update our current brochure.. • Eric lead discussion on ways to anticipate revenue from the fund raiser for this year. Because of the economy issues what will happen to our large contributors? • 501C3 - See attached summary written by George.* We do not meet the criteria for a 501C3 organization and it is very expensive. • Citizen of the year award. Board reviewed the purpose and method of selection that George distributed.* • Website signature with your emails has had a positive response. 	<p>Board members are to let George know who might be willing to do this.</p> <p>Nancy Cody will report at next meeting.</p> <p>Discussion will continue.</p> <p>Lee LaFleur will attend a meeting in Manistee to explore some of the options that Muskegon has used.</p> <p>Board should use these guidelines to select candidates. Presentation will be made at the June Fund Raiser.</p> <p>Encourage board members to add this to their emails.</p>
Presidents Report (continued)		<ul style="list-style-type: none"> • Buy locally – Board discussed that advantages of supporting our local businesses from an email George sent. 	

		<ul style="list-style-type: none"> Open PLA meetings. Board followed up on discussion from the last meeting. The first will be a short meeting at the first concert in the park combined with a picnic. 	The board decided to have 2 open meetings. The first will be at the first concert in the park and the other will be the October meeting.
Committee Reports			
Newsletter	M. Punches	Margaret needs all articles by April 10 th . Doug will write something about the second sign. Eric will give an update on the website.	Newsletter will be mailed the first of May.
Fund Raiser	Lee LeFleur	The Fund Raiser is on track. Some large items have been donated. Agreed to purchase large TV (32",LCD,HD). Laptop computer was suggested as another item. Sell 100 tickets at \$10 each. Dave may have a source for obtaining these items. Lee distributed the flyer that will be used.*	Lee's written report on file with the February minutes for future reference. Fund Raiser article will be the front page of the Newsletter. Name for this event is Hollywood, Stars of the Show.
Website	Eric Beeman	History pictures from Tom Gerhardt have been added to the site. Eric plans to work with the school to get more school info on the site. Developing the site so it becomes, "the place for the community to go for information.:"	Web continues to be expanded and improved by Eric. The number of hits per day has increased from the 5 year average of 68/day to 117 hits per day.
Invasive Species	Mary Reed	Township has agreed to finance the hiring of a Lake Management company to assist the Invasive Species Committee. A new survey will be done in June. An ordinance will be written and a special assessment district developed for financing. Public hearings will be scheduled.	Community education programs will start in April.
Onekama Sign	Doug Calloway	2 nd sign will be started this spring. Letter to Onekama township to state our maintenance of signs has been signed by George and will be mailed to the township.*	Board should think about money raising ideas. George will follow up with Trinity Luthern Church about another fund raising dinner. Doug will follow up to see if there might be any grant money available for the second sign. Follow up request for donations will be in the Newsletters.
Fireworks	Paul Mueller	Dave reported that he is checking into the possibility of public funds if the fireworks are moved to the 4 th of July weekend. The company still has July 3 rd open. Onekama Days fireworks have been supported by the Lions Club and PLA.	Dave will follow up on the amount of state funds that might be available if it is moved from Onekama Days to the 4 th of July weekend.
Banners/ decorations	Dave Combs	We plan to order 8 new banners and 4 more spring loaded holders. Dave reported that our current contract for putting up and removing the Christmas Lights and banners has expires.	Dave will review the contract and ask for new bids for the Christmas Lights and Banners.
Mon. night concerts	M. Punches	All the schedules have been filled. Her committee will work on the picnic and membership meeting at the first concert. It could start at 5PM, short meeting at 6, concert at 7PM.	Dave will check on having the Lions Food wagon at the first concert
Membership	Roger Cody	Membership dues: Discussion on ways to get dues paid. Concensus that sending out a bill will result in a better response than reminders in newsletters. Include invoice in newsletter?	Barb to explore options of getting an invoice included in the newsletter.
Organizational chart for PLA	Chuck Reed & Doug Callaway	Chuck and Doug distributed guidelines to flesh out descriptions, purpose and expectations. Information should be gathered in personal discussions with committee chairs by Doug and	Board to review questionnaire and Doug and Chuck will continue to work on this.

		Chuck.	
Summer Dinner dance project	Lee LaFleur	Work for this fund raiser is 90% completed. Table decorations and other minor tasks are left. Lee distributed a flyer on this event.* Eric reminded us that all promotional PLA materials should try to incorporate our colors and logo to “build a brand” for PLA. .	Lee will continue to report on the progress and sale of tickets for this event. Real promotion will be done after the June Fund Raiser.
Winterfest 2010	Eric Beemam & Doug Calloway	No report at this time.	
Lighthouse project	Chuck Reed & Frank English	Tom Gerhardt, Historian. Parks & Recreation Tom distributed information to the board on the history of the lighthouse with several pictures. He also gave the PLA a notebook with colored pictures and reviewed the history of the lighthouse. He noted that the PLA paid \$500 for the lighthouse and had it moved by Sengs to Dommers property. He reviewed the reasons that several locations have not worked out. He also had some estimates on what the costs would be to have it moved and erected. Tom noted that the lighthouse is still in good condition and had pictures of it taken last fall. He recommended that if we could not find a place for it in our community that it be advertised and sold as a maritime artifact.	Frank English and Chuck Reed are to follow up and report back to the board at the next meeting. Note: this has been an agenda item for at least 5 years....
Old Business		M-22 Project – Dan Behring reported that a grant has been applied for and it is part of the new economical development plan of the Master plan.	Dan will continue to keep the board updated.
New Business		<ul style="list-style-type: none"> • Eric and Barb clarified that Pay Pal can be used to pay dues and make donations. • Dan and Nancy Behring reported on the work of the Energy Fair Committee. Friday (Date?) will be designated as “Village Night”. 	
Public Comment			
Adjournment		Meeting adjourned at 9:20 Submitted by Mary Reed, Secretary	
		* Item is attached to the original copy of the secretary's minutes and is on file with PLA.	