

PLA Monthly Regular

4/3/19
6:00 PM
Farr
Center

Board of Directors Meeting April 3, 2019

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 McElroy, Taylor, Wolverton, Phillips, Major, Backie, Maylen, Sedelmaier, English and Wemlinger. Guests: Linda English and Judy Blackmore	
Consent Calendar	Lapinski	Lapinski presented the consent calendar for tonight's meeting and asked for discussion or comments. There was no discussion. Taylor made a motion to approve the consent calendar; Maylen seconded the motion which was approved unanimously by a vote of those present.	McElroy to get March minutes posted online
Budget	Taylor	2019 budget is on track; financials were emailed out by Evie McNeil.	
Membership	Backie	Backie reported that we have six new memberships, bringing the total to 249. 146 of those have paid their 2019 dues. She asked about sending out a reminder which was agreed to.	
Fundraising	Taylor / Wolverton / McElroy	McElroy reported that work on the Shoe Drive is coming along. Key points: <ul style="list-style-type: none"> • 40 persons agreed (yes or maybe) to collect a bagful of shoes per evite invitation • 175 pairs of shoes are already at pole barn with about 25 more at home • Publicity for April has been planned with Backie and Taylor • Website for ourshoedrive.com under construction; will discuss with coach on 4/4 • Received first box of plastic bags and rubber bands this week • Materials (e.g., posters, etc.) printed by Jackpine for free 	Wolverton, McElroy and Taylor to implement plans

		<ul style="list-style-type: none"> • Tomorrow night McElroy will be at parent teacher conference to have a table with information about the Shoe Drive • Work planned for week of April 22 is delivery of bags to collectors + placement of boxes at collection sites <p>Wolverton updated the group about the Adult Prom on April 6. He provided information about ticket sales, schedule for decorating, babysitting, rental of dresses and flowers. Lapinski mentioned that the silent auction items are ready to go.</p> <p>Taylor reported on general fundraising topics including donations of cash, good and services; auctions; and raffles. There will be five raffles this year; board members and committee chairs will be asked to sell tickets or buy them. Three raffle licenses have been applied for on April 6, August 3 and November 23.</p>	
Citizen of the Year	Wemlinger	Discussion about Citizen of the Year has been postponed to the fall.	
Petunia Parade	McElroy	<p>Update on Petunia Parade:</p> <ul style="list-style-type: none"> • 5 locations asked to have planters at their sites • Planting day is May 22 • Liners – found a solution • Preen – advised against it by Larsen’s • Weeder bags decorated by fifth graders • Donation envelopes and letter going out around April 15 • Larsen’s information was printed in January and April PLA Newsletters • Soil analysis and prep to be done by Larsen’s soon; Shirley Brooks is handling this <p>Al Taylor suggested that we might want to get a newspaper article to recognize the volunteers who help year-after-year. Two other ideas were Under the Radar and Destination MI.</p>	<p>McElroy and Phillips to continue with work</p> <p>McElroy to see if Garbrecht can use those methods for publicity and recognition of the volunteers</p> <p>McElroy to check with Village to see if MDOT permit was approved</p>
Near and Farr Friends	Lapinski for Fairgrieve	No report.	
Concerts	Szilvagy	Magic show will be on August 5; waiting on return of Donna Ervin to finalize. Portage Point Inn will also have concerts there this summer; the line-up is on their website. This might give some competition to PLA or Lions for planned musical events.	
Publicity	Backie	Backie is looking for someone to replace her for publicity for the PLA. She will thoroughly train whoever takes this on.	Let Lapinski know if interested or know someone who might be willing to do this
Facebook pages	Taylor	~860,000 persons reached per month on Facebook. Taylor provided some information about demographics of audience and geographical coverage. He is learning more and more about how to effectively use Facebook for the PLA.	
Fall Festival	Halloran / Major	Fall Festival Committee met on March 28 at 9:30 AM at M-22 Grill and many plans are underway. She needs a volunteer to head up Games for the Fall Festival. Their next meeting is on June 19. The 2019 poster,	

		vendor letter, and vendor application form have been created and will need to be posted on Onekama.info.	
Christmas In Onekama	Pomaranski	There are several issues with the Christmas tree in the park next to the library: 1) electrical box / post issues need to be rectified; 2) lights need to be removed; and 3) tree needs to be trimmed. Taylor and others commented that current contractor does not want to wrap the lights in a circular fashion around the tree; another contractor may be willing to look at doing this.	English to follow up on electrical issues
Website	Taylor	Taylor has heard complaints about the website not being kept up to date. The norm is to keep last year's information on the site, then replace with current information as it becomes available. The group was asked what they prefer. The general feeling was to remove all 2018 information about an event when the first 2019 document is added. Also, Taylor reported that the server was updated, and some permissions were lost. Some hacking events have also occurred.	Send updated event information to Taylor as soon as possible to get the website up-to-date
Onekama Days	Taylor	Final decisions about timing of PLA events during Onekama Days are pending more discussions with the Lions. There is more training planned for beer servers to avoid any problems with inebriation of participants. Other ideas are anything to increase activities for kids e.g., geocaching, stand up paddle board demos, ski show, horse drawn wagons. A Fun Fish is being planned with Phil Sedelmaier.	Lapinski and Taylor to share more information when it becomes known
Scholarships	Jaffe	The scholarship committee will meet soon; application deadline for scholarships is end of next week. OCS needs to submit an invoice to PLA so we can pay for student activities.	
Lake Issues	Reed	No report.	
Banners / Christmas décor	Sedelmaier / English	Sedelmaier reported that he is still trying to get in touch with the right person about getting the banners up. He anticipates they will be done in about a month.	
Welcome Committee	McElroy	McElroy had emailed those asked to deliver a welcome bag about trying to get it done by beginning of April. Four bags were delivered in March and a fifth person had already received one from Mary Fairgrieve.	
Old Business-Follow up			
Newsletter	Lapinski for Capper	April newsletter went out by email on March 27.	
New Business			
Picnic	Lapinski	Date changed to Monday, June 17. Committee met on March 28. Assignments underway. Major volunteered to help.	Lapinski to proceed with planning the picnic
Fireworks	Taylor / Lapinski	Taylor is still trying to get information about the Arcadia fireworks and to get corporate sponsors to help fund this initiative.	
Bylaws Change	Taylor	Taylor gave a verbal presentation about some changes that might be needed with the by-laws. One change is to increase the term for officers from one year to two	Taylor / Lapinski to create desired changes in writing,

		years. Then we would need to decide how many terms one person could serve as President (two terms meaning four years or three terms meaning six years). He also suggested that we add verbiage about indemnifying committee chairpersons as well as officers and directors. Lapinski will need to send this information to the general membership 30 days before the annual meeting, then ask for a vote on June 17 at the picnic / annual meeting. Taylor also suggested to add a Job Description for the past president who serves as an officer.	send to general membership, and put on agenda for June 17
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 7:10 PM.	