

PLA Monthly Regular

Board of Directors Meeting Nov. 1, 2017

11/1/17
7:00 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
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 |
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| Call to Order | Lapinski | Lapinski called the meeting to order at 7 PM. Attendees: Bess, McElroy, McNeil, Garbrecht, Capper, Wolverton, Phillips, Wemlinger, Brooks, Strevey, Backie, Pomaranski, Fairgrieve, English. Lapinski circulated a letter from DEQ, a letter from the Guild (who donated \$200 for Petunia Parade and \$200 for concerts), and a letter from Fr. Munoz at St. Joseph Church for \$156 donation to the Food Pantry. | |
| Secretary's Report | McElroy | McElroy presented the minutes from the October 4 meeting. Action items were discussed. Vicki Strevey gave an update on plans for West Shore Bank to open a branch in Onekama pending the departure of PNC. The bank will be located at the west end of the hardware building and will open around the end of the calendar year. She is on the agenda for Farr Friends on January 18 to discuss in more detail. Brooks moved to approve the minutes; Bess seconded the motion. It was approved by a unanimous vote of those present. | Get October minutes posted at Onekama.info |
| Treasurer's Report | McNeil | McNeil had previously emailed the Treasurer's report. She briefly discussed the current state of the budget. Bank statements were circulated for review. English moved to approve the report; Wemlinger seconded the motion. The report was approved by a unanimous vote of those present. The notion of moving PLA funds to a different financial institution was suggested. Lapinski mentioned that Jackie Wallace CPA has offered to do a presentation about pros and cons of becoming a 501 (c) (3) status. | Jackie Wallace to make presentation in December to PLA Board |

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| Membership | Backie | Backie reminded the group that annual dues will increase to \$35 effective January 1, 2018. We need to make sure that written and electronic information sources are updated with that information. | |
| Fundraisers | Bess | <p>Bess reported it is anticipated that the calendar year fundraising revenue will be around \$16,000. Sources include:</p> <ul style="list-style-type: none"> • Cash donations from businesses and individuals; • Auctions (Debby Majors helping with online auctions); • Raffles; we are about \$2K behind; need a few more that will be successful; online auction for Kevin Hughes was very successful; • Coffee table book with Taylor's photographs; • Upcoming silent auction items during Christmas in Onekama. <p>About \$2000 this year is yet to be realized. All 100 tickets for kayak and 100 tickets for dinners at restaurants have been sold.</p> <p>Bess requested that every board member and committee head actively sell raffle tickets. She suggested that we should approach other community clubs, groups, or organizations (such as Portage Lake Garden Club, Farr Friends, etc.) for assistance.</p> <p>Wemlinger asked if it would be a good idea to have another raffle during Christmas in Onekama. It is estimated that the event draws about 400 or 500 people. He also suggested that since the Casino is again amenable to hosting a large social event as a fundraiser, the Board needs to decide soon if that is a plan for 2018. Then we will need to find plenty of volunteers to get it together. Other venues such as the Ramsdell Theater, Portage Point Inn, Lion's Den, or Douglas Valley Winery were also suggested. Portage Point Inn has purchased a tent; an issue there is parking. The event is traditionally held at the end of June.</p> | Continue discussion about 2018 fundraising at next meeting |
| Petunia Parade | Phillips | 2018 will be the 25 th (silver) anniversary of the Petunia Parade. A meeting was held today to discuss events associated with that (e.g., presence in the Onekama Days parade, founders here for recognition, banner, etc.). Memorial funds from two years ago are targeted for funding the event. Phillips was asked to bring a proposal to the December board meeting. | Phillips to present Petunia Parade 2018 festivities at December board meeting |
| Farr Friends | Fairgrieve | Mary Fairgrieve and Kay Lubert are now taking welcome bags to newcomers. If you know of new folks to the community, please let them know. | |
| Concerts | Szilvagy | No report. | |
| Publicity | Backie | No report. | |
| Facebook Pages | Taylor | No report. | |

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| Fall Festival | Lapinski for Halloran and Sternberger | <p>Lapinski read a report from Halloran about the Fall Festival. Highlights were:</p> <ul style="list-style-type: none"> • Theme was Great Pumpkin (Snoopy) • Peak attendance over 1000 around 11 AM • 28 arts and crafts vendors; 4 food vendors • Numerous children's games and activities • Pet Parade had 16 pets, costumes, and Blessing of the Pets • Scarecrow contest proceeds donated to Food Pantry • Window painting by students • Expenses were under budget • Net revenue was -\$959 <p>Next year's event will be on October 13, 2018. We should emphasize family and children's events as a differentiator. Window cleaning post-event has become an issue; Lapinski and Bess will discuss with school teachers.</p> | Lapinski and Bess to discuss window cleaning with school representatives |
| Christmas in Onekama, Chili Cookoff, Celebration of Lights | Pomaranski, English | <p>Pomaranski said everything is ready for Christmas in Onekama and is on schedule. English will call Brett about lights. Student volunteers are all lined up. Boy Scouts will be selling hot dogs. Sternberger is asking for help in contacting businesses about following through on their commitment for the Chili Cookoff. A few people volunteered to assist for specific restaurants.</p> | English to follow up on lights |
| Website | Taylor | No report | |
| Onekama Days | Taylor, Szilvagy, English, Mueller | No report. | Lapinski to meet with Lions in January regarding 2018 Onekama Days |
| Scholarships | Jaffee | No report. | |
| Lake Issues | Reed | No report. | |
| Old Business-Follow up | | | |

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| Citizen of the Year | Wemlinger / Punches | <p>Wemlinger and Punches prepared a proposal following discussion at the October retreat. Ideas are:</p> <ul style="list-style-type: none"> • Two awards – Citizen of the Year and Business / Organization of the Year • Citizen of the Year considerations: no time restrictions on good work; anyone may nominate for Citizen of the Year; only one vote per family; need not be a member of PLA to vote; nominations and votes to be solicited via Facebook and www.onekama.info • Business / Organization of the Year must be in Onekama Village or Township: same provisions as above • Prefer a more formal gathering to present awards <p>2018 is likely Margaret's final year. John is the understudy; he will actively recruit others for upcoming years. They can mentor for one year and possibly attract future board members. Discussion ensued about a vetting process as part of this activity.</p> | Board to consider proposal from Punches and Wemlinger at upcoming meeting |
| Election of Officers / Directors | Backie | Ballots have been collected. Lapinski to figure out what to do with ballots. | |
| Fall retreat | Lapinski | Outline of discussion from fall retreat was emailed to everyone. McNeil asked about the block party last summer which was a huge success – how can the PLA raise funds associated with that without being competitive with the businesses? Wemlinger suggested that the block party could end up at Portage Point Inn with cash bar, snacks, raffle. That may be in opposition to the goal to keep people in town. Brooks mentioned that we need to get in the mind set of working with other groups for the betterment of the community. | |
| Winter Fest | TBD | | |
| Banners and Christmas Decorations (part of Christmas in Onekama) | English, Reed | English will work on lights. Lapinski acknowledged how Bear Lake added sponsors to their banners. | |
| 2018 Budget | Lapinski | Committee heads are asked to review budgets in anticipation of 2018. Budgets are due in February. | |
| 31 sign for Onekama | English | English will pursue a meeting asap. | |

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| Charter for Grant Committee | Wemlinger | <p>Wemlinger presented a draft charter for a PLA Grant Committee modeled after another community's process. Highlights of the proposal:</p> <ul style="list-style-type: none"> • Would consider grants somewhere between \$500 and \$1000 • 3 board members serv3 on committee; total not to exceed 5; include one high school student as learning opportunity • Grant Application Form to be developed and approved by PLA • Would have an annual budget (like a contingency fund) for their purview • Grant must demonstrate impact on Portage Lake community • Communication about recipients would be coordinated with Publicity chair • Written and verbal report by recipients would be required <p>Discussion ensued about possible projects that might be applicable for this grant-awarding process. Brooks mentioned that this would help with prioritization of expenditures.</p> | Please review for discussion at next meeting; send questions to John Wemlinger; Wemlinger to send electronic copy to McElroy who will distribute with draft minutes |
| Renew Onekama | Brooks | <p>Brooks broached the topic of a group within Onekama that has been formed with an intent to generate more business for Onekama. Two meetings have been held so far about the purpose, vision and mission. A common thread is that the group is economically oriented (not a social or marketing group). There is lamenting about what Onekama used to be with a lot of former activity; the question is, "Is there any way to work back into an economy like that?" They want to be politically incorrect at times if necessary for controversial issues. Taylor thinks this is consistent enough with PLA's mission to allow them a presence on Facebook page. Attendees so far are Roz Jaffee, John Wemlinger, Al Taylor, Goda Britt, and Wendell Brooks. Business people are not involved yet, although the group has considered folks they would like to invite to the meetings. Currently, discussions involve structure, finances, etc.</p> | Brooks et al to keep PLA apprised of developments |
| Newsletter | Lapinski, Capper | <p>Newsletter information / articles are due December 10. Newsletters will be distributed by board members and committee heads. We have decreased the number of printed copies. Capper suggested a conference call for meetings.</p> | Lapinski to pursue how to set up conference call for upcoming meetings |

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| Meeting with Village Leaders | Brooks | Lions Club, PLA and Onekama Village all have interest in projects related to the Village Park, i.e., pavilion restoration, band shell, and restrooms respectively. Aside that that, the Portage Lake Garden Club is working on a project to restore the historic fountain there. Some of these groups have a history of conflict. It is hopeful that we can make cooperation prevail and gain consensus to work on these projects. The first meeting of a group (with three representatives from each entity) is scheduled next Thursday. Agenda is to find out status of projects now, identify areas of common interest, and discuss infrastructure and funding requirements. The group will attempt to create efficiency among these projects and overcome obstacles to achieve a common vision and win:win for all. | Continue to keep PLA advised of developments |
| Board members attending village meetings | Lapinski | Will move to an upcoming agenda. | |
| Community annual round table meeting | Lapinski | Will move to an upcoming agenda. | |
| 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 9:05 PM. | |