

PLA Monthly Regular

Board of Directors Meeting May 3, 2017

5/3/2017

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
Barb 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	Lapinski	Lapinski called the meeting to order at 7 PM. Attendees: Lapinski, Bess, McNeil, McElroy, Taylor, Garbrecht, English, Phillips, Reed, Messner, Backie, Halloran, Wemlinger, Strevey, Guest: Linda English	
Secretary's Report	McElroy	McElroy presented the April 5, 2017 minutes which were distributed by email. She itemized the action items from the meeting, noting that all items are being maintained on an action plan that includes actions from the January retreat. English moved to approve the minutes as electronically distributed; it was seconded and approved by all present. Backie requested that the action plan be sent to the board along with the minutes so folks can remain aware that they have items to address.	April 2017 minutes were accepted; McElroy to get them posted online. McElroy will also update action plan and send to all board members.
Treasurer's Report	McNeil	McNeil presented the Treasurer's report as emailed prior to the meeting. Lapinski moved to approve the report. The motion was seconded by Bess, then approved by a vote of those present.	
Membership	Backie	Backie reported that 186 members have paid their annual dues; 73 members are unpaid. She plans to email those with outstanding payments to remind them of need to pay. If that is not effective, Backie will work with Wemlinger, Strevey, McElroy and Bess to call folks who are in arrears.	Backie to email members with unpaid dues; if needed, will work with volunteers to make phone calls

Fundraiser	Taylor / Bess	Taylor noted that 2017 tactics for fundraising are mapped out. They include a cash raffle, silent auction, cash donations, business sponsors, ads, coupons, and online auction. As of May 4, he will have received \$7500 in donations; \$3000 comes from prior donors, while \$4500 comes from members who responded to the request for donations sent earlier this year. MS Creative is working to create ability to link ads and coupons for businesses that purchase that. Bess noted that since there will be no casino event this year that the possibility of an event at Douglas Valley Winery was considered. After pricing it out, that appears to be cost-prohibitive largely due to the expense for tents, tables, chairs and lights. As an alternative for a social event, the PLA is considering a PLA membership picnic along with the last concert of the summer (August 14). Volunteers will soon begin to approach business for donors and we will need to leave receipts; Lapinski to find the multi-copy receipts for volunteers to use.	Lapinski to find multi-copy blank receipts
Credit Card Payments	Strevey	Strevey led a discussion about options open to the PLA for accepting credit cards as payment for goods or services. Bess noted that we are interested in the cheapest, yet secure, alternative. Options include using the machine we are already leasing; that requires electricity for power and Wi-Fi for Internet connectivity. Another option from PNC is like the Square. Strevey suggested that several PLA members come to the bank to call the merchant bank and see what our options are. Lapinski, Bess, and Garbrecht volunteered for that task.	Lapinski to set up time to discuss options for credit card payments with Strevey
Petunia Parade	Messner	Messner reported that 2018 will be the 25 th anniversary of the Petunia Parade. This year's planting date is May 24 with the following day as a rain date. Flowers have been purchased from Pleasanton. Watering will be done by the fire department. Larsen's is doing bed preparation (rototilling, application of weed killer, etc.) Volunteers will be given safety vests, all supplies for planting petunias, and refreshments. The Petunia Parade Committee has 500 thank you notes and would like to continue to have their own notes versus using the generic PLA notes. She needs to address access to the storage units which are near a construction area. Judy Blackmore is planting one strip in all-pink flowers in response to a request from the Portage Lake Garden Club. There was a discussion about options for mailing requests for donations in envelopes that need to be stuffed, stamped, licked, etc. Al Taylor volunteered to ask Sally Koon what it would cost for us to outsource this to Jackpine.	Taylor to contact Koon about doing mailings

Farr Friends	Lapinski for Fairgrieve	There will be a “Give and Take” event at Farr Friends on Thursday, May 11 from 2 PM to 6 PM. Folks can donate items for free and/or take items for free. All leftover items will be donated to the Guild for their Thrift Shop. Lapinski urged all present to donate items if they have some.	Board members should donate items if possible
Concerts	Taylor for Szilvagy	Taylor reported that Szilvagy applied for some grants and secured two of three grants in the amount of \$700. Backie mentioned that the new banner has been ordered. Taylor mentioned that when the new website is ready, people will be able to find information about concerts including bands, descriptions, and YouTube videos.	
Facebook Pages and website	Taylor	Metrics show this is doing very well. An upgrade of our website will be completed by Memorial Day weekend.	
Fall Festival	Halloran	Halloran and McElroy sent a mailing to about 160 potential vendors for the Fall Festival. The list is continually being updated with addresses, other contact information, returned letters, etc. Halloran mentioned that applications are already coming back from some food or arts and crafts vendors. The idea of a dance in conjunction with the Fall Festival probably won’t work out since the venue is already occupied by the fairgrounds management for an appreciation event. The 5K run looks positive; Taylor is making contacts for that. The issue of horses, ponies, or pets in the Village Park was addressed by Taylor with Village leadership; he plans to follow up with Roger Burger for more information about how the new rules will affect the Fall Festival. Douglas Valley is interested in being part of the festival vis-a-via a corn maze, etc. Halloran and Taylor to discuss the feasibility of starting the festival along M-22, but not in Onekama.	Halloran and Taylor to discuss including Douglas Valley Winery with Fall Festival Taylor to inquire about effect of new Village Park rules on Pet Parade and horse-drawn wagon
Christmas in Onekama	Lapinski for Pomaranski	Lapinski mentioned that Pomaranski would like a co-chair for the Christmas in Onekama event. If someone is interested, please let Julie know.	Lapinski to find a volunteer to co-chair Christmas in Onekama
Volunteer Needs	Bess	Bess requested that Chairmen for all events which require volunteers send their needs to her as soon as possible. Taylor noted that Nikki Torrey needs to know what is needed from students by the end of May before the kids scatter for the summer. In the past students have served as ticket cashiers, bussers, etc.	Send needs for volunteers to Bess asap
Onekama Days	Taylor	Onekama Days are August 4, 5, and 6. There have been preliminary discussions about using the fairgrounds bandstand for a larger band.	
Scholarships	Lapinski	Lapinski reported that the PLA has awarded \$1000 scholarships to three graduating seniors. Taylor mentioned that we need to follow up on the student from 2016 who never claimed his scholarship of \$1300.	Lapinski to follow up on 2016 scholarship

Lake Issues	Reed	Reed reported on a variety of lake water quality issues. There was a recent meeting at Crystal Lake. About 10 to 12 issues were discussed. No treatment will be recommended for narrow leaf cattails at this time. There is a lot of interest in controlling the cause of "swimmers itch". The state of Michigan appropriated \$250K this year; the group will request a grant of \$500K for next year. She also distributed a newsletter called Water Wise published by a consortium of groups interested in protecting our lakes and waters.	
Old Business-Follow up			
Fireworks	Taylor	Lions Club will hold a special pancake breakfast in June to benefit the fireworks. If that is successful, they may consider sharing the cost 50/50 next year.	
PLA Insurance	Lapinski	Lapinski received notice from Jack Jones about a \$45 increase in our annual premium this year. Jones suggested that if we want to increase our coverage, that would cost an additional \$76 per year. After discussion, the group did not feel that we have enough liability to justify the additional cost. Lapinski asked about personal liability and would like to know what exists before the premium is paid.	Lapinski to inquire about coverage for personal liability of board members, volunteers, etc.
Beautiful baby contest	Linda English	Linda English and McElroy had a preliminary meeting to discuss how to conduct a Beautiful Baby contest. She plans to schedule another meeting to include Roseanne Maue after May 11. If approved, this would coincide with Onekama Days. Details are pending.	English and McElroy to pursue
PLA / Village Council	Lapinski	Lapinski led a discussion about how PLA could work more positively with Onekama Village leadership.	
New Business			
Onekama Library Summer Reading Program	Lapinski	Lapinski received a request from Gary the librarian for monetary support for children who complete a special summer reading program. Taylor moved to donate \$100; it was seconded by English and approved by an affirmative vote of those present.	
Citizen of the Year	Wemlinger	Wemlinger is working with Margaret Panches on Citizen of the Year initiative. The application form is ready to go out with the summer mailing. Taylor suggested that the winner be announced at the PLA membership picnic or during the last summer concert.	
US 31 Onekama Sign	English	English will be meeting soon about the Onekama sign at the intersection of route 31 and 8 Mile Road. Taylor mentioned that he is involved in the M-22 Corridor Plan as chairman.	English to report in June

Onekama Summer Block Party	Taylor	Community businesses have met to discuss holding an Onekama Summer Block Party on Thursday, July 6 in the afternoon and evening. The event would include open house for local businesses, family movie in the park, fire department open house, etc. Participants would stroll the town and get a “passport” signed for prizes. Taylor suggested that PLA make a \$300 donation to support this initiative. Wemlinger moved to approve the donation; McNeil seconded and the motion was carried by an affirmative vote of those present.	
Newsletter	Lapinski for Capper	Deadline for newsletter articles is June 1. Photos must be in jpeg format.	
Public Comment	This public comment is for any of the special agenda items that are covered		
Adjournment	Lapinski	The meeting was adjourned by Julie Lapinski at 9:03 pm.	