



Portage Parks Foundation Meeting Minutes

January 10, 2024

Portage Parks Foundation Board Present: Pete Strazdas, Jason Kamrath, Chris Fusciardi, Steve Meier, Charles Thomas, Shannon Myers, and Patti Lent

Board Absent (excused): N/A

Board Absent (unexcused): N/A

Guests: Ms. Kathleen Hoyle – Director of Parks & Recreation & Senior Center
Ms. Tara Gish – Chairperson for the Portage Parks Board
Mr. Jim Stephanak – Guest from the Portage Cultural Arts Committee

Meeting started and roll conducted at 5:34 pm.

I. APPROVAL OF NOVEMBER 15, 2023 MEETING MINUTES

Motion to approve November 15, 2023 minutes by Ms. Lent, second by Mr. Thomas.

Unanimous vote to approve.

II. 2024 MEETING CALENDAR

Mar 13th May 8th Jul 10th Sep 11th Nov 13th

III. ADDITIONAL / SPECIAL BOARD MEETINGS

N/A

2024 SPECIAL FINANCIAL REPORTING DATES:

- a. LARA State of Michigan Fee – pay fee on or before October 1st of 2024
- b. Federal 990N Form – submit to IRS on or before November 15th of 2024
(Time Period 01Jul2023 through 30Jun2024: Balance & Interest records required).

IV. FINANCIAL UPDATE – Mr. Fusciardi

- a. *Income/Expense Budget Statement*
 - Huntington Account Balance - \$34,670.10, PayPal - \$5,547.85
 - Donations Received - \$15,649.24
 - Invoice Payments – \$651.35



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b. *Project Fund Balances*

1. ADA Swing - \$0
2. Scholarship Program - \$2,510
3. Bike Repair Stations - \$50
4. Trail Endowment - \$1,339
5. General Fund – \$5,090.19
6. Oktoberfest Fundraiser - \$8,821.41
7. Inspirational Garden (Judy Acker-Smith) - \$16,859.50

V. COMMUNICATION UPDATE

- a. *Website Corrections & Updates* – Mr. Meier
 - NEW & improved “Go Daddy” website was built by Mr. Fusciardi. Motion to approve & activate the NEW “Go Daddy” website by Mr. Fusciardi, second by Mr. Meier. Wix/Vista website would be terminated.
Discussion: Ms. Myers made a request to add the 320 Library Lane address to the donation tab in case of mailed check donations. Board agreed with unanimous vote to approve upon correction.
- b. *Emails & Responses* - Mr. Thomas
 - No emails or responses
- c. *LARA & IRS Form 1024 Status*
 - LARA filing by October 1, 2024 – Mr. Fusciardi
 - IRS 990N filing by November 15, 2024 – Ms. Myers

VI. PROJECTS/PROGRAMS UPDATE

- a. *Bike Repair Station* – 5 locations determined (no new activity)
 - **Eliaison Nature Reserve Trail – completed and operational**
 - **Celery Flats – completed and operational**
 - Bicentennial Park at Portage Creek – **STATUS: No new activity**
 - Lakeview Park – **STATUS: No new activity**
 - Bicentennial Trail Head at Kilgore Rd. – **STATUS: No new activity**
- b. *Trail Endowment Fund* – **STATUS: No new improvements requested.**
- c. *Scholarship Program* – **STATUS: No new request applications received**



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- d. *ADA Swing* - **STATUS: No new activity**
- e. *Inspirational Garden (Judy Acker-Smith)* – Goal is to raise \$150k
 - i. **STATUS: \$6,962.39 new donations received since November 2023**

VII. NEXT STEPS & ADJOURNMENT

a. FUNDRAISING EVENTS UPDATE

Corporate Sponsor by Park Location: Ms. Hoyle

- Corporate Sponsor(s) by park location – an etched glass plaque of the corporate sponsor was under discussion. More discussion to progress regarding ideas, costs. Labor vs. Monetary Donation (\$1k, \$5k or \$10k sponsorship amounts). Twenty (20) parks in total. **STATUS: No change**

Annual Membership: Ms. Hoyle

- Portage Parks Annual Membership – discussion pertained to the Portage Senior Center membership and their success. Ms. Hoyle will provide the 5 different levels that can potentially be added to the website. Ms. Hoyle to provide an update in 2024.

Historical Markers: Ms. Hoyle

- Potential for Historical Markers throughout the Portage Parks System
STATUS: Two locations are in process: Austin Tavern & Lathrop Hotel
 - Motion to continue discussion on the two historical sites at the March 13, 2024 meeting by Mr. Thomas, second by Ms. Lent. Unanimous approval to continue discussion.
 - 12 site locations determined, w/ possibility of 15 total.
 - Idea to create an “Historical Bike Tour” connecting each historical marker.
 - PPF branding: place logo and information/donation QR code on the signage
 - Research a “Go Fund Me” page for Historical Markers throughout the trails.



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- Historical markers with “Artwork” will be the theme. 12 to 15 local artists have an interest in the project.

Oktoberfest Fundraiser: Mr. Meier

- Oktoberfest 2023 Summary provided and attached as Addendum “A” to the January 10, 2024 Meeting Minutes.
- Motion to transfer funds from Oktoberfest Fund to General Fund & allow \$2,000 to remain in the Oktoberfest Fund for 2024 by Mr. Meier, second by Mr. Kamrath. Unanimous vote to approve fund transfer.
- Oktoberfest 2024 Event: Motion to approve September 14, 2024 date by Mr. Kamrath, second by Mr. Thomas. Unanimous vote to approve the 2024 date.

Discussion: Oktoberfest 2024 liquor license permit to be researched by Mr. Kamrath regarding filing & responsibilities by the Portage Parks Foundation, instead of the City of Portage. The submittal research may include additional permits for the 2024 Portage Summer Concert events. Mr. Kamrath to report his findings at the March meeting.

Portage Cultural Arts Committee: Mr. Stephanak (Guest)

- A proposal for Fiscal Sponsorship assistance was presented. A motion to continue discussion regarding the fiduciary structure within the Portage Parks Foundation (over the next 12 to 18 months) until the committee can be formally established was made by Mr. Meier, second by Ms. Lent. Unanimous approval to continue the discussion at the March meeting.

The Meeting adjourned at 6:36 PM. Motion to adjourn by Mr. Strazdas, second by Mr. Meier.

Next Meeting: March 13, 2024 at 5:30 pm at 320 Library Lane Conference Room.

Respectfully Submitted,

Steven Meier
Portage Parks Foundation Board Secretary



PORTAGE PARKS FOUNDATION

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ADDENDUM "A" (ATTACHMENT)

Oktoberfest Event Summary

Date: Saturday, October 7, 2023

Location: Celery Flats Hayloft Theatre

Time: 5:00 – 9:00 PM

Weather: Cold, Windy and Wet (intermittent showers, cloud cover throughout the day)

Attendance: Approximately 340 people (includes volunteers & support staff)

Financial Review:

Door (Cash) Sales -	\$ 944 (\$749 at door + 25 extra tickets -\$195)
Online Sales -	\$ 1,803 (\$1,455 entry + \$348 beverage)
Sponsorships -	<u>\$13,000</u>
TOTAL REVENUE -	\$15,747
TOTAL EXPENSES -	(\$ 7,940)
NET PROFIT -	\$ 7,807

Volunteers/Support (28 approximately):

- Parks & Rec Staff (w/ Rangers) – 8 approx.
- Parks Board Volunteers – 6
- Parks Foundation Volunteers – 6
- High School Volunteers – 1
- WMU Volunteers – 7

Lessons Learned for 2024 Event Improvements:

- Address early attendance to enter the event (long entry line)
- Select an earlier date for 2024, early to mid-September
- Increase meeting frequency with food vendor(s)
- Schedule a polka band for dance entertainment
- Recruit more volunteers: teardown & clean-up
- Improve evening visibility with added temporary lighting (Sept event date is better)
- PPF to submit alcohol permit in 2024 instead of the P&RD
- Relocate port-a-potty. People were not aware of the restroom facilities @ Hayloft
- Limit the beer selection
- Gain a percentage of the food profit