

PENTWATER HISTORICAL SOCIETY

Board Meeting Minutes – October 4, 2016

The meeting was called to order by board president, Dick Warner at 1:00 p.m. in the lower level of the museum.

Board Members Present: Dick Warner, Roger MacLeod, Michael Castor, Ed Bigelow, Jim Lambrix, Mark Shotwell, Sally Ouweneel, Debbie Deward and Bill O'Donnell

Board Members Absent: Joan Gehringer and Bob Childers

Approval of agenda: A motion to approve the agenda was made by Ed Bigelow and seconded by Mike Castor. The agenda was unanimously approved.

Approval of minutes: A motion to approve the minutes of the meeting held at the annual dinner meeting on August 24, 2016 was made by Ed Bigelow and seconded by Mike Castor. The minutes were unanimously approved.

ONGOING ACTIVITIES STATUS REPORTS:

Treasurer's Report: A financial report was emailed to all board members by Mike Castor prior to the meeting to save time. He asked the board to please send him their individual numbers for **2017** by October 30, 2016 so that he can have the 2017 budget prepared in time for the November 2, 2016 meeting.

A motion to approve the Treasurer's report was made by Ed Bigelow and seconded by Roger MacLeod. The report was unanimously approved.

Museum Activities: Dick Warner recently met with Eric Gustad from Consumers and was shown a film called, "The Big Dig". It told about the project that was built in 1969 on Lake Michigan. We will get some posters to put up from that time that shouldn't take up much room in the museum.

The State of Michigan has a display that we could use telling about Idlewild.

We could also bring back the "Lost and Found Ships" exhibit that we had on display last year.

Roger MacLeod suggested we do a display on Ted Resser. His family wants to make a substantial gift in his name and would like to see something solid put up that could be a permanent display of his paintings. Roger will follow up on what exactly they have in mind.

Mike Castor suggested doing what he saw done in several museums he recently visited. One being a film that is split up to be seen in several areas of the museum. Also, small displays could be set up that have an arrow that you push and the screen will tell you about the item in front of you. He would like to possibly develop the idea and get a cost estimate for a possible grant opportunity in the future.

Special Events: Debbie Deward gave the following report on the summer dinner held in August. There were 124 people attending the dinner. She got negative comments on both the dinner and the speaker. Roger MacLeod suggested that we have water on the each table for our dinners in the future. From now on, Debbie said she will get an outline from the speaker ahead of time on exactly what they are going to talk about. We made \$136 on the 50/50 drawing as well as an additional \$130 from the lighthouse (donated by Peter and Ann Rexford) that was auctioned off. We did make a profit on the dinner, but the exact amount is still to be determined and will be reported at the November meeting.

The tea held on September 10th went very well. We had 29 people in attendance. The weather did not cooperate, so instead of having the tea on the Roisen's front porch, we moved it inside. Debbie's committee made all of the sandwiches and desserts. We made approximately \$200. The Roisen's also gave tours of their house which was very popular. Debbie stated that it was a lot of work so doesn't know if she will do it again.

Debbie was told by the Pentwater librarian, Mary Barker, that we can no longer sell out dinner tickets at the library. She was told that they can't show any partiality for one group over another.

Museum Report: Ed Bigelow reported that we had 878 visitors this year. There were 942 visitors in 2015 which was 64 more visitors in 2015 than this year. He felt we were still doing quite well. According to the guest book, there were 19 different states represented and

some from other countries, as well. It's showing that the advertising we do seems to be getting out to people.

Roger MacLeod suggested putting a more visible sign at the post office. That might get more people into the museum.

Mike Castor suggested that we get a different type of guest book that would ask for an email address in addition to the other information that we get. That way we could make further contact with each guest to let them know what's new and about any upcoming events, etc.

Roger MacLeod suggested doing something to make the hosts at the museum feel appreciated for their time. It would go hand in hand with them feeling more generous in their contributions to the museum.

Ed Bigelow will check with Amy LaBarge to see if she is going to send out thank you letters this year to all the volunteers.

Buildings and Grounds: Ed Bigelow said that the artist's room behind the stage is done. Mary Barker, the Pentwater librarian said some cabinets and more shelving will be available from the library when the renovations start soon. She is also giving us the Henry Carter Johnson figurines from the library to add to our collection at the museum.

Sally Ouweneel said Mary needs to contact the people who donated the figurines to the library in the first place to get permission to donate them to the museum.

We have a quote from Pat Ruggles on the masonry update of \$5,000 to be done in 5 days. We also have a quote from Dave's Masonry for \$2,600.

Ed also stated that the gutter will be fixed by Glenn Beavis and Jim Gehringer this week. Mike Castor wondered if a gutter is needed on the northeast corner of the building. He thought the foundation would eventually be damaged if something wasn't done.

Dick Warner thought that we needed to think about replacing Glenn as the building and grounds manager. When he took on the job he was only working part time and now is working full time. He's done a good job, but doesn't seem to have the time to get the necessary jobs done in a timely manner. Dick asked Mike Castor to approach Jim Gehringer to see if he would be interested in replacing Glenn.

Web Site Management: Jim Lambrix questioned who does what with the web site? Mike Castor stated that Ron Derby is the host that bills us and does the updates. Jim Lambrix and Mark Shotwell need to get together to decide what each of their jobs will be.

Bill O'Donnell asked who he should give the newsletter to so it will be put on the web site.

Anything under the web site will be under Mark Shotwell. Marketing that Jim Lambrix will put together will then be given to Mark to go on the web site.

Dick asked that when Jim and Mark get together that they re-write the job descriptions for each position.

Ed Bigelow said he received a call requesting a calendar. He told the person to go the web site and he could then go through Pay-Pal. Jim Lambrix was reminded to check his emails for a Pay-Pal notice and then to let Mike Castor know so he can make the transfer to the account.

Newsletters & Walking Tour Booklet: Bill O'Donnell said the deadline for any submission in the newsletter is November 13th. The submissions can be sent to Amy VanderZwart. He will email everyone her email address and phone number.

We need to keep campaigning for emailing the newsletters rather than mailing them to members.

The walking tour booklet is ready to send to the printer and we are ordering 250. It is being done by a company in St. Louis, MO. We could have them back by our November meeting. The tentative price is \$10, but is still under discussion. They will cost us \$5 to produce.

INITIATIVES:

2017 Calendar Sales: Dick Warner said we have about 38 calendars left. Dick and Mike Castor will sell them at Oktoberfest this weekend. Mike is recommending we order 250 to 300 for 2018. We will discuss this at future meetings.

Dick needs someone to make sure that the front door project gets done. This includes the sign and the lighting. The doors are done, but the rest has not been finished. It has already been paid for by Dick and Sylvia Warner. They would also like to donate \$1,000 for five

chairs for the upstairs tech center. Also, the balance is to go towards archival material. Jim Gehringer was suggested to take on this project. Roger MacLeod wondered if Dave Slachter had ever been asked to do any of this? Ed Bigelow said that Tony Sisson has always done it for us in the past. Tony is retired and Dave is not.

Bench Donation: Bill O'Donnell said it has not appeared in the newsletter as it was supposed to be a surprise for the family. It was decided that it should be brought inside for the winter.

Red Barn: Mike Castor reminded the board that we still have \$8,000 that was donated towards the red barn renovation. Could we use the money elsewhere? Can we roll it into our treasury? Mike wants to talk to Andy Skinner about running an article in the paper about it and see where it goes from there. He first needs to check with Ron Beeber to see if he has done anything yet towards saving it.

Past Perfect – Grant Status Update: Mike Castor said that the project still has not been defined as far as the following: How much money is needed, what the scope of the project is and who is going to be the coordinator? These are all things we need to know before we apply for a grant.

2017 Sesquicentennial Planning: Debbie Deward told us that the theme for the Sesquicentennial is going to be, "The Village of Pentwater celebrates their Sesquicentennial, 150 years – Throughout the Years"! There will be a kick-off dinner on Thursday, March 16, 2017 at the Friendship Center which is already reserved. The village is giving away pencils (10,000 ordered) and they will be at the village hall, chamber, library and PHS. Juanita Pierman spoke with the highway dept. and we were okayed for 4 signs at the 4 entrances into the village. There will be 100 double sided 3 x 5 cards ordered for the time capsule. They will be distributed to school children and can be picked up at the chamber office. Eva Gregwer from the chamber office has an Instagram up which is: #pentwater 150. It is a new tab on the chamber web site but is not live yet.

PHS is one of the three grand sponsors. The other two are West Shore Bank and House of Flavors.

Debbie suggested that our float for the parade look like the old ferry crossing the channel. We could have people dressed in period costumes on the float with people along the sides giving out our

“giveaways”. The give-away that she suggested would be shopping bags with our logo on it. If we are first in line in the parade, we can hand out the bags and they can be used to hold candy and other giveaways from the parade. The bags are recyclable so they can be used over and over again promoting PHS.

Mini Split Project Update: Mike Castor stated that we will be getting three quotes from contractors within the next week. It’s meant to heat and cool the upstairs area just for several hours at a time while research is being done. It won’t be all of the time.

Debbie Deward questioned whether or not we want to have an anniversary celebration in May as we have done for the last three years. It will be discussed by her committee and we will go from there. Ed Bigelow is going to see how many visitors we had on that day last year.

Dick Warner brought up that prime time for advertising in the historical magazines we subscribe to is July and August. Jim Lambrix is going to check on the rates for advertising.

PHS – 2017 Board Meetings – Proposed Annual Date Schedule:

January 4th, March 1st, April 5th, May 3rd, June 7th, July 5th, August 2nd, October 4th, and November 1st, 2017. All are Wednesday meetings at 1:00 p.m.

A motion was made to approve the 2017 meeting dates by Mike Castor and seconded by Debbie Deward. It was unanimously approved. The next meeting will be on November 2, 2016 at 1:00 p.m.

A motion to adjourn the meeting was made by Dick Warner, seconded by Debbie Deward and was unanimously approved. The meeting was adjourned at 3:25 p.m.

Respectfully submitted,
Joan Gehringer - Secretary

