

PENTWATER HISTORICAL SOCIETY

Board Meeting Minutes – October 4, 2017

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, Mike Castor, Joan Gehringer, Jim Lambrix, Ed Bigelow, Mark Shotwell, Debbie Deward , Amy VanderZwart and Bob Childers

Board Members Absent: Norm Shotwell and Sally Ouweneel

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

Approval of Minutes: A motion to approve the minutes of the meeting held on August 2, 2017 was made by Ed Bigelow and seconded by Mike Castor. The minutes were unanimously approved.

ON GOING ACTIVITIES STATUS REPORTS

Treasurer's Report: A copy of the 2017 operating budget and the 2017 financial highlights of September were emailed by Mike Castor to all board members prior to the meeting. A motion was made by Ed Bigelow and seconded by Mark Shotwell to approve the Treasurer's report. The report was unanimously approved.

Membership Report: Sally Ouweneel was not present at the meeting, but she emailed the current membership numbers to Joan Gehringer who gave the following report: There are two new members and one new annual membership since the last report. Membership to date is 138 annual, 35 sustaining, 6 Patron and 172 Life for a total of 351 members.

Mark Shotwell has volunteered to work with Sally to streamline and update the membership data base. It should be accessible to all board members.

Museum Activities: Dick Warner reported that there are 143 tour books left. He felt that we don't need to reorder more until 2018.

Special Events: Debbie Deward reported that the spring dinner will be May 23, 2018. She has not heard back from Rick Mixer, who may be the entertainment for the evening. Dick Warner said he would try to contact him, also.

The 5th anniversary celebration will be May 26, 2018 from 12 to 3:00 p.m. She would like it to be similar to the grand opening and have hot dogs, chips, pop, music and speakers, etc. We would not do another anniversary celebration until the 10th anniversary.

The garage sale will be June 9, 2018 along with the village wide garage sale. The drop off dates will be June 1st and 8th from 10 until noon. Dick Warner suggested that we have more collection dates. Also, it was decided to try to get some high school students to help us with the set-up and bringing things up out of the basement. Last year the profit was \$2,200.

The pancake breakfast will be June 24, 2018 from 9 to noon. We will pre-sell the tickets with the price remaining the same as 2017. The profit from 2017 was \$328. Debbie will contact Chris Cakes in January, 2018.

The summer dinner will be August 22, 2018. Debbie is still looking into the entertainment and caterer.

Marketing Plan 2018 Review: Jim Lambrix suggested that we look into setting up a giant foosball on the Village Green during events there and charge \$5 to play. He will check into how much it would cost to build it and report back.

Jim was also wondering if we should buy our own tables. Mike Castor said that tables as well as mannequins were put on the Community Foundation wish list. Dick Warner said that he and Sylvia would donate \$1,000 towards those items if the Foundation doesn't cover them.

Dick Warner would like to utilize part of the stage in the museum for shelving and additional display areas. He stated that we need to keep getting new displays to keep people coming back to the museum. Ed Bigelow would like to start on the shelving project in November after the museum has closed for the year. He thinks that he could get enough volunteers to get the job done this winter. Clyde Miller has donated oak boards so some of the shelving cost will be defrayed.

Museum Operating Report: Ed Bigelow reported that there have been 1,516 guests at the museum through September. October should bring it over 1,600 which is less than last year, but he felt that it was still good. He reported that people have been coming in from all over the United States as well as many other countries.

PHS Newsletter Report: Amy VanderZwart stated that the cut-off date for articles for the upcoming newsletter is November 1st. The cut-off dates for 2018 are the first day of February, June and October.

Dick Warner gave Amy the printing information from the printer that we have used from St. Louis, per Peter Rexford.

PHS Future Building/Land Use Planning: Norm Shotwell was unable to be at the meeting, but sent the following email to Ed Bigelow to read and wanted the board to be thinking about their future vision for the museum to be discussed at the November meeting. His motion will be as follows. “I move that the PHS board approve an effort led by the vice president to evaluate future building and or land use to include updating the society’s vision and mission and to present the results to the board in about 6 months.”

Mike Castor stated that we already have several “vision statements” already.

INITIATIVES

2017 Sesquicentennial Feed Back and PHS Float: Debbie Deward asked the board if we want another float for 2018. George and Cyndy Mikulyuk would be willing to build one again. We first need to know what the theme is going to be for 2018.

Debbie said that the Sesquicentennial books will possibly be finished by November.

PHS Fund Raising Project Planning – 2018: Mike Castor wants to remind everyone to sign up for “Amazon Smile”. We get a rebate on purchases if designated for PHS in the Amazon Smile program. He would like a reminder along with instructions on how to do it in the next newsletter and on the website.

Mike is also sending out an appeal for donations for the museum. It was done last year at this time and we received \$3,000 in donations.

He also stated that we need to be more active on applying for grants. There are many out there that we could probably get.

Other fund raising ideas were a cookbook, a 15 month calendar and an antique appraisal done on the museum grounds.

Amazon Smile: See above in Fund Raising.

PHS Clean Up Date for 2018: To be announced in spring of 2018.

PHS Building Interior Enhancements: See above in Marketing Plan Review.

Mike Castor asked that the 2018 budget numbers be given to him before the November 1st meeting.

Ed Bigelow and Dick Warner recently met with Peter Rexford who recommends using "Constant Contact" so that we could do an email blast to get info out to more people. It would go out to the whole area rather than just our members. Dick will explain more about it at the November meeting.

A motion to adjourn the meeting was made by Ed Bigelow and seconded by Mike Castor. It was unanimously approved and the meeting was adjourned at 2:21 p.m.

Respectfully submitted,

Joan Gehringer - Secretary

