

## PENTWATER HISTORICAL SOCIETY

### Board Meeting Minutes – November 1, 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, Norm Shotwell, Mike Castor, Jim Lambrix, Ed Bigelow, Mark Shotwell, Sally Ouweneel, Debbie Deward, Amy VanderZwart and Bob Childers

Board Member Absent: Joan Gehringer

**Approval of Agenda:** A motion to approve the agenda was made by Mike Castor and seconded by Norm Shotwell. The agenda was unanimously approved.

There were no public comments.

**Approval of Minutes:** A motion to approve the minutes of the meeting held on October 4, 2017 was made by Mark Shotwell and seconded by Mike Castor. The minutes were unanimously approved.

### **ON GOING ACTIVITIES STATUS REPORTS**

It was decided by the board to discuss items #7 and 8 on the agenda first, as Amy VanderZwart had to leave the meeting early.

**PHS Newsletter Report:** Amy VanderZwart stated that she had almost everything she needs for the upcoming newsletter.

**PHS Future Building/Land Use Planning:** Norm Shotwell made the following motion: “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”. It was seconded by Mark Shotwell and was unanimously approved.

Norm would like the board to be thinking about the wording of the mission statement and we will discuss it at the January, 2018 meeting.

**Treasurer's Report:** Mike Castor did not have anything to report at this time as the month has not closed for October yet. He will email the reports out to all members when completed.

Mike also stated that he is looking into what is needed to apply for MCACA (Michigan Council for Arts and Cultural Affairs) grants.

**Membership Report:** Sally Ouweneel reported that there are 352 members to date. There were four new members last quarter.

Sally and Mark Shotwell are working on a new data base for membership.

**Special Events:** Debbie Deward reported that Dick Warner had been in contact with Ric Mixer, who may be our speaker for the May, 2018 dinner. She is waiting to hear back from him to confirm it.

The following events are scheduled for 2018: Spring Dinner (5-23), Fifth Anniversary Celebration (5-26), Garage Sale (6-9), Pancake Breakfast (6-24), and the Summer Dinner (8-22)

**Marketing Plan 2018:** Jim Lambrix brought up the idea of building a human foosball set-up at the last board meeting. He reported that it would cost approximately \$2500 to build one. He showed a video of a similar one that had been done and a foosball game being played.

The board questioned who would run it and where would it be set up?

Debbie Deward suggested doing it like a weekly bowling league and charge teams to play. Also, could it be rented out?

Ed Bigelow reminded everyone that something like this takes a lot of coordination and approval from the village if we plan to have it on the Village Green.

It was decided to discuss it further at the January, 2018 meeting.

Jim also wondered if bumper stickers or magnets would be something of interest to sell. Debbie thought that those type items would work better as giveaways and that we need something bigger like baseball caps or t-shirts to sell.

**Museum Operation Report:** Ed Bigelow reported that we had 1,586 visitors for the 2017 season. There were many favorable comments made throughout the season in our guest book and in person.

Ed also reported on the additional wall that was created in the museum by the stage. It has added 100 plus square feet in additional display area. The work was done by Ed Bigelow and Nick Fekken.

## **INITIATIVES**

**Fund Raising Project Planning – 2018:** Dick Warner reported that we will continue selling tour books. Dick would like to try to develop a combination recipe book and calendar. It could have old photos throughout. He is still looking for additional ideas.

**Building and Grounds:** Ed Bigelow would like to schedule a clean-up date for the museum before it opens for the 2018 season. Debbie Deward reminded the board that we need to coordinate with the Pentwater High School to get help again from some of the students before we set a date.

Mike Castor wants to coordinate with Pentwater School to set a date for the upcoming 2018 Immersion program, also.

A leak has developed in the furnace room. Ed Bigelow thought that gutters were needed outside of that part of the building. A motion was made by Mike Castor for Ed Bigelow to proceed with having gutter work done at his discretion. It was seconded by Debbie Deward and unanimously approved.

Additional comments were made by Sally Ouweneel to reiterate the need to have the newsletters emailed instead of going by regular mail. It was suggested to still send them by regular mail and keep giving the members the option to receive it via email and eventually we will get more and more willing to do it. We will have more discussion on it at our January meeting.

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

Our next regular board meeting will be on January 10, 2018. Additional board meetings are on April 11, May 9, June 13, August 8 and October 10, 2018.

Respectfully submitted,

Joan Gehringer - Secretary