

PENTWATER HISTORICAL SOCIETY

Board Meeting Minutes - April 11, 2018

The meeting was called to order by board vice-president, Norm Shotwell at 1:00 p.m. in the lower level of the museum.

Board Members Present: Norm Shotwell, Joan Gehringer, Jim Lambrix, Ed Bigelow, Mark Shotwell, Sally Ouweneel, Debbie Deward, Amy VanderZwart and Bob Childers

Board Members Absent: Dick Warner and Mike Castor

Approval of Agenda: Ed Bigelow made a motion to move #7 on the agenda regarding the upcoming newsletter to the #1 position. It was seconded by Mark Shotwell and was unanimously approved.

There was no public comment on the agenda items.

Approval of Minutes: A motion to approve the minutes of the meeting held on January 10, 2018 was made by Ed Bigelow and seconded by Mark Shotwell. The minutes were unanimously approved.

ON GOING ACTIVITIES STATUS REPORTS

PHS Newsletter Report: Amy VanderZwart reported that a different printer was used for the newsletter that just came out. It was the printer that Peter Rexford recommended from St. Louis, Missouri. They printed the Home Tour books. There were 300 copies of the newsletter printed and it came to \$345 plus \$25 shipping which was quite a savings from past printings. Higher quality paper was used, as well.

Jim Lambrix stated that we should be using local printers. Norm Shotwell said that if possible we should use local businesses, but if there is a significant savings by going elsewhere, we just can't afford to go local. It was agreed to table it for now. Jim said he would draft a policy statement regarding the issue to discuss at our next meeting.

Amy said that June 1st is the deadline for anything that we want to have in the summer newsletter.

Amy passed out questionnaires to fill out for future newsletters to give information on all the board members. She would like them sent back to her in the near future.

Amy also had information on getting all of the Pentwater school yearbooks scanned and digitally done to eventually be put on DVD's. A government grant enables people that are incarcerated to do the work so the service is free. She has checked with several places that have had them do the work for them and all have had positive responses. Ed Bigelow said he would try to get more information on it as to how the yearbooks would be sent out, etc.

Amy asked all board members for any ideas for future newsletters.

Norm Shotwell stated that our mission statement should be in a future newsletter. He also wondered if our long-range plans for the museum should be published or should it be brought up at one of our dinners?

Mark Shotwell reported that only 6 people responded to the question of having newsletters mailed rather than sent by regular mail.

Treasurer's Report: Not everyone received a copy of the 2018 final budget from Mike Castor so it will have to wait until our next meeting to be approved. Joan Gehringer will forward the email that she received from Mike to the members that did not receive it.

There are no updates on the donor board or the student immersion program at this time, as Dick Warner and Mike Castor were unable to be at the meeting. Both items will be discussed at the next meeting.

Membership Report: Sally Ouweneel reported that we have 318 members that are paid up to date. There are still 33 members unpaid. Sally said that Karen Way is still trying to contact all of the unpaid members.

Mark Shotwell is still working on cleaning up the data base to make it easier to work with. He also said that Wi-Fi is being improved in the building. The library computers have been updated. He has reviewed what was in Past Perfect and there does not seem to be more than a couple of hundred entries so thinks that we may be better off starting over.

Mark also reported that Derby Designs will be not be hosting by the end of the year. He has started the process to make sure that we are ready for that. He has moved our domain hosting service to Google Domains. He also has a backup server ready to host the site in case Derby Designs stops earlier.

The move to Google Domains allows us to expand on our email addresses with no additional cost. He recommends that we set up a few addresses for conducting PHS business. This would allow individuals to check and reply to specific addresses.

Museum Activities: It was reported by Ed Bigelow that Dick Warner is working on a display of “Welcome to Idlewild” for this summer. The “Great Lakes Shipping” will also be on display again.

Ed has all of the old Pentwater school trophies going back to 1913. He has been matching the trophies with the team picture from the yearbooks. Dick is going to create a display for them, as well.

Special Events: Debbie Deward passed around a picture of the tote bag that will be used as a give-away this year. She gave an update on the following:

Spring Dinner – Ric Mixter is confirmed as speaker. Kristi’s Pour House is catering. She has applied for a raffle license for our 50/50 raffle.

Celebration of the Beginning of the 5th Year – She has applied for the food license and met with Brad Smith from the Health Department. Jim Carlson from the Color Guard will be there at noon for ceremony. Debbie is working on getting the high school jazz band there. Jeff Hodges and Dick Warner are secured as speakers. Has been in contact with the auctioneer. The theme for the letter going out will be, “Honoring the Past, Celebrating the Present, Building the Future”.

Garage Sale – Debbie is trying to get some kids from high school to assist with carrying items up and down the stairs.

Pancake Breakfast – Chris Cakes is secured. We will be selling tickets prior to the breakfast. Debbie still needs to secure the Friendship Center for that day in case of rain.

Summer Dinner – Debbie is still waiting for a final response from Kelly Wolgomatt, Marketing Director from Pure Michigan. Kristi’s Pour House will be catering.

Planters for Downtown – Debbie is still waiting to hear back from the Garden Club. New signs are needed for Lites and Gerard’s planters and a new planter is needed for White Elephant.

Sesquicentennial Book – Debbie gave the book back to Amanda with final changes. She will print it out one more time and then it will go to press. She will print 500 books to start with to be sold at \$5 each. There is no ETA, yet.

The new signage requirements by the village for upcoming events was discussed. Not enough information about each event will be on them. It was decided to try to find personal property for our upcoming event signs rather than paying the village for signs at this time. This is for the south entrance into town. We can still put up our regular signs at the north entrance into town for this year. Mark Shotwell will put all events on our website prior to each event.

Marketing: Jim Lambrix reported that ads for the museum will be in several publications including the PTW.

Signs will be going up for the museum soon.

Our museum brochures need to be reprinted. It was discussed at a prior meeting as to whether we should open in October or not. Attendance is lower and it is harder to find hosts that time of the year. It was decided to change the brochures to read "Check website for times and dates in October" when they are printed. Jim is going to check prices with local printers. It was discussed and decided that if locals can't match the prices of the St Louis printer then we will have to go with the lowest price, even if it isn't local.

Jim also wondered if we could get a new in-house printer. Mark Shotwell will research laser printer prices but stated that it's always cheaper to have large quantities printed by a professional printer rather than to try to print it ourselves.

Museum Operation: Ed Bigelow reported that Affordable Gutters will be starting soon on our gutter project.

The Pentwater Yacht Club recently took their historical records back that we have been storing for them. They will bring them back after we get more organized this spring.

Pentwater high school students are coming to help us on our cleanup date which is Friday, May 11th. We will be starting at 9:00 a.m. Board members as well as regular members are needed to supervise.

Future Building/Land Use Planning: It had been decided at a prior meeting that a new ramp for the building was needed first. An estimate for a concrete ramp was received from Bruce Koorndyk for \$32,000. Norm Shotwell questioned why a concrete ramp was needed over a wood ramp? Grant money would be used for part

of it as well as a fund drive done to raise the rest of the money needed for it. More research is needed before fund raising is started.

Norm Shotwell reported that Tave Reeser still wants to donate money for a garden even though he was told that it was decided that there would be no permanent markers for any one person. The family wants to have a wedding on the museum grounds this summer so we need to have further discussion with them as to what they have in mind. It was questioned as to whether we charge them and what we need to do in the future as far as charging anyone else to use it. Do we need insurance, etc.? Norm will get back to them and point out that it's still a bare lawn at this point.

INITIATIVES

Do we have a fund-raising project for 2018 yet?

Debbie Deward stated that she does not have anything at this time, but feels we need to discuss it as a group to come up with more ideas at our next meeting.

A motion to adjourn the meeting was made by Mark Shotwell and seconded by Sally Ouweneel. It was unanimously approved and the meeting was adjourned at 3:14 p.m.

Respectfully submitted,

Joan Gehringer - Secretary