

PENTWATER HISTORICAL SOCIETY
Board Meeting Minutes – June 13, 2018

The meeting was called to order by board president, Dick Warner at 1:04 p.m. in the lower level of the museum.

Board Members Present: Dick Warner, Norm Shotwell, Joan Gehringer, Mike Castor, Ed Bigelow, Mark Shotwell, Debbie Deward, Jim Lambrix and Bob Childers

Board Members Absent: Sally Ouweneel and Amy VanderZwart

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

Approval of Minutes: A motion was made by Mark Shotwell to approve the minutes from the board meeting held on May 9, 2018. It was seconded by Mike Castor and unanimously approved.

Treasurer's Report: Mike Castor emailed a copy of the 2018 final budget and also the financial highlights for May to all board members before the meeting.

A motion was made by Mark Shotwell to approve the treasurer's report. It was seconded by Norm Shotwell and unanimously approved.

Mike also reported that nothing happened with the Immersion Program that was possibly going to happen at the museum with the visiting 3rd graders this year. It will possibly be done in 2019.

Membership Report: It was reported by Mark Shotwell that we currently have 356 members. We have 313 active members and 43 members that have not paid yet. We will carry them for a year and will cancel their membership in January if they still have not paid.

It was brought up that we need to think about restructuring the cost of membership. We need to increase income to continue to grow. It could possibly be implemented in 2019.

Museum Activity: Dick Warner reported that the Idlewild display is up. He suggested that we advertise the fact in the PTW, the local paper and on local radio stations to get the word out. Pictures need to be included.

Dick also stated that we only had three donors this year so he felt that the donor board didn't need updating at this time. He will evaluate it next year to see if an update is needed at that time.

Special Events: Debbie Deward reported that approximately 110 people attended our **Spring dinner** in May. Ric Mixer was a big success. He also does a bigger presentation which costs \$2,000 and includes two people. She suggested that we could look into having sponsors to cover the cost of that. Also, she suggested that we not have the traditional dinner but instead, have his presentation at the Hart Middle School auditorium and then just have hors d'oeuvres afterwards, the way it's done with the Hart concert series. She will look into costs involved.

The **5th anniversary celebration** brought in approximately 100 visitors to the museum. We went through about 180 hot dogs. Our next anniversary celebration will be for our 10th.

We had approximately \$1500 in sales at the **garage sale**. The hot dogs sold were a big success. We had \$225 in sales. Dick Warner felt that we need longer hours on our drop-off days for next year.

Our **pancake breakfast** tickets will be sold again by Decors by Sandra and Pentwater Fair Trade and at the museum. Also, Debbie Deward, Susan Castor and Joan Gehringer will be selling them as well. We will put up 3 tents on Saturday, June 23rd at 10:00 a.m. The final set-up will be on Sunday morning at 8:00 a.m. The Friendship Center is reserved in case of rain. This will be the last year for the pancake breakfast if the profits aren't up this year.

Our speaker for the **Summer dinner** will be Ron Robotham. He will speak on his theory of an underground rail system via waterways that moved slaves to Canada in the mid 1800's. He will also be featuring some of the pioneer people of Pentwater such as Charles Mears.

It was brought up and discussed by the board to increase our dinner ticket price to \$20 per ticket. It was questioned as to whether or not we should even keep having the dinners. Attendance has been going down for the last three years.

Dick Warner suggested pre-selling tickets at \$17.50 and then \$20 at the door. Ed Bigelow felt more participation by board members selling tickets is needed rather than depending on the stores to sell them. It was decided that we would discuss the issue more in depth at our next board meeting, which is on August 8th.

Marketing Report: Jim Lambrix reported that our ad will now be in the PTW. The museum hours will also be on our signs now. Mark Shotwell volunteered to put our sign out on the post office corner in the morning and then it will be taken down after 4:00 by whoever goes by later.

Museum Operation Report: Ed Bigelow's brother, Bill, has donated a Winchester model 30-30 lever action "Golden Spike" commemorative rifle to be raffled off as a fund raiser for the museum. It's valued somewhere between \$800 and \$900. It was decided that the tickets will be sold at \$20 each. It will be on display at our upcoming summer dinner and tickets sales will start at that time. Debbie Deward will make up a sign for it. The actual drawing will be at our summer dinner in 2019.

Mark Shotwell volunteered to apply to the state for our license to hold a raffle and also print the tickets in time to sell at our dinner in August.

It was suggested that radio station K-Rock (94.1 FM) out of Muskegon could be at our pancake breakfast to talk about the rifle and get the word out on our raffle. Norm Shotwell volunteered to look into it.

Ed Bigelow also reported that 13 third grade students came to visit the museum on June 6th with their teacher, Lucy Macher. They had a treasure hunt, played the piano and had a great time. A group picture was taken on the front steps of the building.

Ed also reported that a girl scout troop will be coming to tour the museum on July 17th at 10:30 a.m.

Ed was able to get a copy of the 2018 graduating class school picture for our collection. It will cost approximately \$17 to \$20.

PHS Newsletter Report: Amy VanderZwart was not able to attend the board meeting but sent a reminder that the deadline for articles to go in the fall newsletter will be on October 1st.

PHS - Future Building/Land Use Planning: Norm Shotwell has volunteered to work on writing a grant request for a new ramp for the outside of the museum. He is also hoping to be able to meet with Norm Booth to talk about refining our present plan on the building.

Norm has also been in contact with a man that works on historic ways of building for our potential building project. He is based in Mears.

INITIATIVES

PHS – Fund Raising Project Planning – 2019: Jim Lambrix suggested a golf outing as a fundraiser.

Dick Warner asked Mark Shotwell if he would be willing to put some of our more valuable items up for sale on eBay. Mark said he would be willing to do that.

Mark said that he will buy the domain of “pentwaterhistoricalsociety.com”. Then if someone puts that in by mistake he can have it automatically forwarded to “pentwaterhistoricalsociety.org”.

Norm Shotwell suggested doing videos of interviews with area long-time residents on their memories of Pentwater. We could possibly get students to do it as a school project similar to the interviews they did with area veterans.

There were no public comments.

A motion to adjourn the meeting was made by Mike Castor and seconded by Ed Bigelow. It was unanimously approved and the meeting was adjourned at 2:28 p.m.

Respectfully submitted,

Joan Gehringer – PHS Board Secretary

