

PENTWATER HISTORICAL SOCIETY

Board Meeting Minutes – October 10, 2018

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, Joan Gehringer, Michael Castor, Ed Bigelow, Sally Ouweneel, Mark Shotwell, Debbie Deward, Jim Lambrix and Bob Childers.

Board member absent: Amy VanderZwart

Steve Bass and Mary Marshall spoke first on the Pentwater Beautification Project called, "PTW 2030". The first things that are going to be done are:

1. Remodel Friendship Center which will include changing the outside entrance. Also, half of the inside will be a lounge area and the other half will be a meeting center. Rough budget for the remodel is \$200,000.
2. Hancock St. redevelopment which will include new trees, landscaping, new lampposts, etc. Nothing has been done since 1994.

The big question is how to keep Pentwater viable for the future? Some of the possible ideas for the future are:

1. Work with an event planner to get outside events for the Friendship Center.
2. Have "Me-Time Events" like classes at some of the shops. Possibly make something at the Artisan Center
3. Winter weddings and things planned to "Make Memories".

Steve went on to show us some beautiful drawings that he designed that he put in "Dreams for the future" category. They are as follows:

1. "The Pavilion" which would be an event center that would have a view of the water.
2. "The Hancock Inn" which would be something like the former Nickerson Inn.
3. Building a new building to be used by the Post Office. Have it be in the middle of Hancock St. so it becomes the focal point of the village as you are

looking down the street at it and then possibly re-route Hancock St. around it.

4. The Red Barn could be turned into a “Farm to Table” cooking school.
5. Have a destination day spa
6. Have a year-round fitness facility
7. Possibly more senior housing
8. Develop a tennis court park
9. Put something in the middle of the circle at the beach with parking along the circle.

Mary then passed out cards to all of the board members so that we could give them feedback as to what we think would or wouldn't work. Also, to add any new ideas that we might have.

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

Approval of Minutes: A motion was made by Norm Shotwell to approve the minutes from our last meeting. It was seconded by Ed Bigelow and unanimously approved.

Treasurer's Report: Mike Castor emailed a copy of the financial highlights for August and September as well as the 2018 budget report to all board members. Also included was a worksheet for everyone to work on their portion of the 2019 budget that will be reviewed and approved at our January 9, 2019 meeting.

Membership Report: Mark Shotwell emailed a copy of the membership to date to all board members. There are 360 members in which 320 are active and 40 members that are still active but have not paid their yearly dues yet. We have three new annual members since the last report.

We need new brochures, but the new rates for membership have to be decided on before they are printed. Much discussion followed on different ways to go about it. Mark suggested just a straight annual fee for everyone of \$50 and to do away with life, patron and sustaining memberships.

Jim Lambrix moved that the annual dues should be \$50 and have only one kind of membership. It was seconded by Norm Shotwell and unanimously approved.

It was decided that the letter that Norm has been working on should be revised to read as follows. "In order to sustain our society, we need to make changes in membership dues. We need additional income from life members. Current life members are encouraged to make annual minimum donations of \$50. Life members who choose not to be annual members will still continue to get a digital copy of our three newsletters per year".

Mark Shotwell made the motion that we send out a letter to all members explaining the new membership structure. Jim Lambrix seconded it and it was unanimously approved.

Dick Warner is generously paying for the mailing of the letters to all of the members.

It was agreed that the February newsletter will state that anyone who hasn't asked for a hard copy of the newsletter by then will get an email version only.

Museum Activity Report: Dick Warner had nothing new to report.

He wanted to thank Dori Villarreal and Nancy Zielinski for all of their help with sorting and archiving items upstairs with him all year.

Special Events: Debbie Deward sent an email to all board members prior to the meeting. The following events will be held:

May – The spring dinner is on May 22, 2019 with speaker Dave Lorenz, Vice President of Pure Michigan. Location will be announced as the VFW was not willing to go down in their rent. It was moved by Mike Castor to raise the dinner ticket to \$20. It was seconded by Debbie Deward and was unanimously approved.

June – We will be having our annual garage sale at the museum on June 8, 2019 in conjunction with the village wide sale. The drop-off dates prior to the sale will be on June 6th and 7th or they can arrange for a special drop-off with Debbie, Ed or Dick.

Also, the cottage at the end of Hanover St. owned by Barbara Gorham will be turning 100 years old in 2019. Barbara has offered it to us to use as a fund raiser and Debbie has decided to celebrate it by having a home tour on June 22, 2019. We will be selling tickets and offering appetizers and wine. Debbie is looking into transportation from the holding area we will set up somewhere down below to the cottage. There is very little parking at the home.

August – The summer dinner is on August 21, 2019. Debbie is still looking for a speaker and the location will be announced at a later date.

There was discussion by the board as to whether we should try to have a golf outing or not. Debbie's planning committee will help with it, but none of them golf so someone else will have to chair it. It was decided by the board not to plan a golf outing for 2019.

Debbie also looked into having a "Millionaire's Party", but according to the lottery commission you have to go to another location to gamble.

Also, there is a possibility of a "Casino Night" with an entry fee of \$75. Participants would get \$500 in chips, but there would be no actual money exchange. Chips would go towards the prize you want.

Debbie would still like to look into the following ideas for 2019:

1. Have an "Antique Roadshow" set up on the museum grounds with several appraisers on hand for antiques brought in to be appraised. Charge them a certain amount per item to be appraised.
2. Have a Christmas house drive-by. Have houses decorated on the outside and offer a drink, cookies and a fire-pit fire if they care to stop and visit. Charge \$10 for the map of the people participating.

The DDA is still planning to have a Founders Day event, but will be calling it something different. They are going to ask if the businesses want to purchase their planters. We would be responsible for reprinting the historical information that was attached to the planter on a card, but display them in the windows of the businesses instead.

Museum Operations Report: Ed Bigelow reported that we have had 1400 visitors as of October 1st. There have been 31 states represented as well as some from different countries.

Ed is still waiting for the 2018 graduation picture from Pentwater School for our collection.

The tickets for the rifle raffle are in the desk and still for sale at the museum. Ed will take them after the museum closes for the season and will continue to sell them. He suggested that we could get one of the Pentwater stores to sell them, as well.

On a final note, Dick Warner thinks we should still go after the area businesses for donations.

It was decided that our fund-raising initiatives will be discussed at our next meeting.

A motion to adjourn the meeting was made by Mark Shotwell. It was seconded by Mike Castor and unanimously approved. The meeting adjourned at 3:25 p.m.

Respectfully submitted,

Joan Gehringer – PHS Board Secretary