

PENTWATER HISTORICAL SOCIETY

Board Meeting Minutes – February 13, 2019

The meeting was called to order by board vice-president, Norm Shotwell at 1:00 p.m. in the conference room at the First Baptist Church.

Board members present: Norm Shotwell, Joan Gehringer, Michael Castor, Nancy Zielinski, Mark Shotwell, Debbie Deward, Jim Lambrix, and Bob Childers

Board members absent: Dick Warner, Sally Ouweneel and Amy VanderZwart

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

Approval of Minutes: A motion was made by Mike Castor to approve the minutes from our last meeting on January 9, 2019. It was seconded by Mark Shotwell and unanimously approved.

There were no public comments.

Treasurer's Report: Mike Castor emailed a copy of the financial highlights for January, 2019 along with the 2019 budget to all board members. There were no questions.

Mike reported that the memorials for Ed Bigelow to the museum have been sent to the Community Foundation of Oceana County (CFOC) to be put in the endowment fund that has been set up for the museum. It was asked how we could get funds back out of the CFOC to use for other things at the museum. Mike said a letter requesting the funds would have to be sent to CFOC to get their board approval before we could get the money. It was specifically set up as an endowment fund.

Mike pointed out that any time Pay-Pal is used by anyone for payment of anything, we are charged 2.9% of that purchase amount plus a 30 cents transaction fee each time. He doesn't think the museum should be paying the extra charge and if the person wants to use Pay-Pal, they should pay the additional fee. Mark Shotwell feels that it's necessary to have something like Pay-Pal as an option, but suggested that we could go to "Square", which is similar to Pay-Pal but much easier to use. Any of those type of things will have collection fees, though. Norm Shotwell wanted all of us to think about it and decide what to do about it at our next meeting in March. Whatever we decide would not start until 2020.

Membership Report: Mark Shotwell reported that we have 319 active members and 34 members that still have not paid their dues for a total of 353 members. Three members have paid only \$20 which is the amount that showed was due for an annual membership on the last newsletter that went out.

Norm Shotwell recently talked to Dick Warner about what to do with the 34 members that are still unpaid. It was decided that each of the 34 members will be called individually to see what their intent is. Norm volunteered to call 10 of them and would like other board members to volunteer to call the remaining 24.

Mark also went on to report that so far, 50 members have paid their dues for 2019 and 96 members have not paid anything since August, 2018.

Sally Ouweneel is going to go to the Pentwater village hall and get the names of any new residents as well as looking through the membership of the Pentwater Yacht Club and the Pentwater Lake Association to try and get more members. Also, Norm stated that we also need to engage businesses, too.

Museum Activities: Dick Warner is planning to be here for the March, 2019 meeting.

Special Events: Debbie Deward reported on the following events that are scheduled:

1. The spring dinner will be on May 22, 2019. Dave Lorenz has been secured as speaker. He will be speaking on the "Pure Michigan" campaign. Bryan Matthews from Whitehall will be our new chef for the event. The 50/50 raffle form has been mailed for signature.
2. The garage sale will be held on June 8, 2019. Drop off and pricing days will be June 5th and 6th (10 to noon) and June 7th (10 to ?).
3. The McVoy 100-year birthday party will be on Sunday, July 14, 2019 from 1 to 4 p.m. Debbie is still working on transportation to and from the house. The transport will be leaving from the Pentwater library.
4. The summer dinner will be on August 28, 2019. The speaker will be from the U.S. Coast Guard in Cheboygan and will be speaking about both the old and new Coast Guard cutter "Mackinac". Debbie is still looking for overnight housing for our speaker. The Abbey B & B might not be available, as Karen Way has put it up for sale. She usually donates a night's stay. The VFW has been secured for that date. Debbie will wait to see how our new caterer works out at the spring dinner before securing anyone for the summer dinner.

Sam and Jane Morrison have asked to use the museum lawn for their daughter's wedding on May 26th. They would also like the museum to be open for part of that

time. Mike Castor said he would check on any additional insurance fee at our last meeting in January. He reported that there would be no additional insurance fee as long as no alcohol is served. He said we will need a written statement signed by Sam agreeing that no alcohol will be served. Joan Gehringer said she would type a letter up for him to sign.

Also tabled from last month was what we should charge for future rental of our facilities. After discussion by the board Norm Shotwell moved that we charge \$150 for the museum grounds if they want museum access, too. If no museum access is requested, it will be \$100. In both cases, a \$100 deposit will be charged in addition to that, but they will get the deposit back if all is cleaned up to our satisfaction. Mark Shotwell seconded it and it was unanimously approved.

Mike Castor also reported that if alcohol is going to be served, it's up to the people renting our facility to get insurance for the day and put us on as riders.

It was decided that since Fr. Sam does so much for us that we will only charge him a \$50 **donation** plus \$100 deposit which he will get back if all is cleaned up.

It was decided that a formal contract should be printed for future rentals.

Debbie then suggested having food trucks on the Village Green possibly on Friday during Homecoming in Pentwater. Claudia Hodan from the village council said that the village would be okay with it. The food trucks would give us 20% of the profit as their sponsor. Mark Shotwell thought we would also have to pay for the use of the Village Green plus insurance. Debbie will research it further and it was suggested by Norm Shotwell that she then make a presentation to the village council.

Marketing Report: Jim Lambrix had no updates on any new advertising.

He is working on a float for the Homecoming Parade. The theme of the parade is "Michigan State Parks" so he is going to possibly put a teepee, campfire, etc. on the float. Norm Shotwell suggested that Jim get a float committee to put it all together.

Amy VanderZwart sent an email to several board members with many ideas that could be done on our Facebook page. Mark Shotwell has set up our Facebook page. We will discuss Amy's ideas for it at our March meeting.

Museum Operations Report: Nancy Zielinski would like to implement a "Guide by cell" system in the museum. You would be able to enter a phone number at each station to get the information on that subject. Ron Beeber has volunteered to do the narration. It would be \$750 to put in place. A motion was made by Norm Shotwell

to go forward this year with “Guide by cell”. It was seconded by Mike Castor and unanimously approved.

Nancy will contact Pentwater school to coordinate when the high school students will be able to help with our yearly cleaning of the museum. They have helped in the past and the students have been able to earn some community service hours for it. The museum opens June 1st. It would need to be cleaned before the Morrison wedding on May 26th.

It has been suggested that we extend the hours of the museum this year. Morning hours were suggested because it was thought that people like to spend the afternoon at the beach and would be more likely to come to the museum in the morning if it were open. Having the museum open from 10 to 4 was also suggested. We would then need two shifts of docents on those days.

Jim Lambrix suggested trying to get some kind of funding to hire students to work at the museum during the summer. Nancy offered to talk to Tammy Carey at OFOC about any available grants for that.

Nancy thought that we could have stickers printed to put in our existing brochures to show the new hours and also add the new hours somehow on our signs.

A motion was made by Joan Gehringer to change the museum hours to 10:00 a.m. to 1:00 p.m. on Tuesday through Friday. Saturday hours would be from 10:00 a.m. to 4:00 p.m. and would require two shifts. Mark Shotwell seconded the motion and it was unanimously approved. Norm Shotwell updated board president Dick Warner about the change of schedule after the meeting. Dick was not able to be at the meeting. He would like to revisit the proposal at our March meeting. He feels that we lacked some important information on the subject.

Mark Shotwell is still selling raffle tickets for the rifle donated by Bill Bigelow. He has sold 26 tickets, so far.

Technology Report: Mark Shotwell feels that all data should be backed up in a secondary place. Mark thought that the easiest way to do that would be to email everything to a particular email address and he would take on the responsibility of backing it up.

Newsletter: Amy VanderZwart reported that the upcoming newsletter is waiting for one photo before sending it to the printer. It will be sent to Debbie Deward when printed.

Amy feels that there are still people wanting a hard copy of the newsletter. Norm Shotwell said that we will revisit that at our next meeting in March.

A hard copy of the newsletter will be sent to all members in July. It will be dedicated to Ed Bigelow.

INITIATIVES

The board has discussed having videos made interviewing long-time residents of Pentwater. It would be similar to the videos that we show in the museum of interviews with Pentwater veterans. They were done by Pentwater high school students. Nancy Zielinski will contact the high school to see if they would be willing to take that project on.

The memorial that we are going to do for Ed Bigelow is tentatively set for July 28th between 1:00 and 3:00 p.m. Debbie Deward will contact Ed's sister, Linda Fekken to see if that date will work for the family.

A motion to adjourn the meeting was made by Mike Castor. It was seconded by Mark Shotwell and unanimously approved. The meeting was adjourned at 3:12 p.m.

Our next scheduled board meeting will be March 13th, 2019.

Respectfully submitted,

Joan Gehringer – PHS Board Secretary

