

PENTWATER HISTORICAL SOCIETY

Board Meeting Minutes – February 5, 2020

The meeting was called to order by board president, Dick Warner, at 12:50 p.m. in the meeting room at the First Baptist Church.

Board members present: Dick Warner, Norm Shotwell, Joan Gehringer, Bart Zachrich, Jim Lambrix, Nancy Zielinski, Debbie Deward and Terry Roach

Board members absent: Mark Shotwell and Amy VanderZwart

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

Approval of Minutes: A motion was made to approve the minutes of the January 8th, 2020 board meeting by Norm Shotwell. It was seconded by Terry Roach and unanimously approved.

Treasurer's Report: Bart Zachrich emailed the financial highlights for January along with the 2020 budget to all board members prior to the meeting. Bart reported that many membership dues have been paid in December and January. Many donations have been made using the envelopes enclosed in the last newsletter, too. A lot of members are using Pay-pal.

Most of the expenses have been utilities in January.

Bart has filed Federal 990 which is for sales under \$50,000. We didn't have to pay any sales tax to the state as we were under the \$5,000 limit.

Investment Strategy: Norm Shotwell, Bart Zachrich and Mark Shotwell have been looking into the best investment approach for our future. Their recommendation is as follows:

They recommend placing \$45,000 with the CFOC in an Agency Endowment Fund. This fund allows us to place our money there, benefit from their investment prowess and be able to withdraw funds, within managed parameters, as long as a minimum of \$5,000 is maintained in the fund. We would be able to withdraw a portion in case of an unexpected event, such as severe wind damage or where insurance does not provide sufficient coverage.

They also recommend getting a one-year bank CD in the amount of \$30,000. Funds for that would be from the CFOC in the amount of \$15,000 and the other \$15,000 would come from our PHS savings account.

Dick Warner moved that the board accept the recommendation made by Norm, Bart and Mark to create an Agency Endowment Fund of \$45,000 with CFOC and also purchase a \$30,000 CD for one year, in which \$15,000 will come from the CFOC and \$15,000 will come from our savings account. Terry Roach seconded the motion and it was unanimously approved. Dick will sign a contract with Tammy Carey to that effect.

Tammy Carey attended the meeting, coming in after the above was discussed. A letter of intent was made up to send to Tammy stating our intent, as well. She wanted to add to that letter the following:

“The CFOC will develop an Endowment Fund agreement to execute with the \$45,000 deposit and the CFOC will send the remaining funds from the original building fund to PHS. The existing building fund will then be retired. The new organizational Endowment Fund will be added to the CFOC investment fund with Vanguard.”

When we know what we want to do as far as adding on to the museum, we could create a new building fund, as long as \$5,000 is left in the Endowment Fund.

The PHS members will need to be reminded to send any donations in the future directly to the PHS and not to CFOC. The reminder should be in each newsletter. Those members who want to add to the endowment will donate to the CFOC.

Membership Report: Norm Shotwell made the motion to accept Sylvia Warner as the new Membership Director, replacing Sally Ouweneel. It was seconded by Jim Lambrix and unanimously approved.

Sylvia will continue sending out all of the thank-you letters to donors. Also, she will be sending out a welcome letter to all new Pentwater residents in April. Dick Warner brought in a copy of the letter that will be sent for the board to look over. Norm suggested including the township as well as the village in the letter.

Museum Activities: Dick Warner has a display in mind for the museum that is from MSU. It is called, “Storytelling Through the Mail”. It is a display of old postcards of all sizes. The rental fee is \$1,000 for possibly 11 weeks. We would need to make an amendment to our insurance for \$12,000. He is not sure how

much room will be needed until we get it so he suggested advertising that it will be ready for viewing by June 9th.

Norm Shotwell made the motion to accept Dick's proposed display for the summer. It was seconded by Debbie Deward and unanimously approved.

Special Events: Debbie Deward reported the following:

1. Spring dinner on May 27 at the VFW hall with "My Pentwater Memories" video shown. Debbie still working on caterer.
2. Garage Sale on June 12th and 13th. Jean Russell has indicated she may donate the trailer to the PHS that we will be using for a drop-off of items for the sale. Debbie will confirm with Jean. The flyer has been sent to Amy VanderZwart to put in the newsletter. It was also decided to sell hot dogs on both days.
3. Lee Murdoch concert is cancelled. We will possibly have it in 2021 when we start fund raising.
4. Summer dinner on August 26th at the VFW hall. Debbie is still looking for a speaker.
5. Cemetery tour is cancelled
6. Debbie has several options for tents. Do we want to leave it up all summer?
7. It was decided that we will have a thank-you celebration for volunteers again this year. It will probably be in August. There will be no gift this year.

Mark Shotwell will send out an email blast to all members asking for items for the garage sale. Debbie will send him the flyer for it.

Marketing Report: Jim Lambrix reported that there have been no changes since our last meeting in January.

He went to the Village council meeting where the "red barn" was discussed. He wants to discuss it with Manny from the state park and get his thoughts on it.

It was suggested by Norm Shotwell to try and get our state representatives involved, possibly getting it moved closer to the road. It needs to stay in the general vicinity of where it is now or it will lose its impact.

If it does get torn down, we want to be sure and get the materials from it.

Jim reported that we will be using the same float as last year in the Homecoming parade.

Museum Operation Report: Nancy Zielinski brought in the 2019 Pentwater yearbook that she purchased for the museum. She also bought two new guestbooks for visitor sign-in.

Nancy reported that the village would like to continue the Pentwater Lake boat tours. It was a good fund raiser for them.

Nancy was asked if Pam VanderPloeg was going to give area church tours this summer as well as walking tours of historic homes? She said she would check with Pam to see what her plans are.

The following ideas for the Guide By Cell (GBC) was sent to Dick Warner from Ron Beeber to possibly increase usage of it. They were as follows:

1. Put it on Facebook with the list of topics and the phone number.
2. Put a larger size list of topics on the front door.
3. Make a flyer with the topics covered along with the phone number to hand out.
4. Put the information for use in the next newsletter.
5. Put the topics and phone number on placemats for use at the spring dinner.
6. Put the topics and phone number in the PTW.

Joan Gehringer questioned about putting it out on Facebook, etc. She wondered if they would still come to the museum if they could just dial up the info anywhere? Dick thought that it might catch their interest and they would want to come into the museum to see more.

Bart Zachrich reported that the “Pentwater Memories” video that he and Lucas Quinteras have been working on is almost done. The board would like to continue doing more interviews in 2020. Bart will check with Lucas to see if he would be able to do that.

Maintenance Report: Terry Roach had the contract with XYZ roofing with him for Dick Warner to sign. Dick did sign the contract so they will be able to start on the new roof as soon as the weather permits. Dick will bring the different shingle colors to the next meeting for the board to decide on.

A new sign outside of the museum had been discussed. Dick thought that the old sign was fine, but it needs to be repainted. It also needs to have the extended hours added on the bottom.

Norm Shotwell volunteered to talk to Chris Brown at the village to discuss the sewer hook-up fee that we will be charged.

Technology: Dick Warner had a list of things he would like Mark Shotwell to update on our PHS web-site. Mark was unable to come to the meeting so Norm Shotwell said he would pass it on to Mark.

Newsletter: Amy VanderZwart was not able to come to the meeting, but reported that the newsletter will be coming out soon. Bart Zachrich said that all of the donors and memorials will be in it.

INITIATIVES

Dick Warner asked when the village hall building will be demolished? Norm Shotwell said it won't be this summer. Dick wants to be sure we get the 10-foot circle from the second floor.

The next meeting will be March 11th at the Baptist Church.

A motion was made by Norm Shotwell to adjourn the meeting. It was seconded by Bart Zachrich and unanimously approved. The meeting was adjourned at 2:35 p.m.

Respectfully submitted,

Joan Gehringer – PHS Secretary