

**PENTWATER HISTORICAL SOCIETY  
EXECUTIVE BOARD MEETING  
85 RUTLEDGE STREET**

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**MINUTES -Wednesday, Sept 9, 2020 – 11:30 A.M. At Baptist Church friendship room**

1. Call to Order

(a) The meeting was called to order at 11:30am by Dick Warner

2. Board Member Roll Call

(a) Board members present: Dick Warner, Norm Shotwell, Mark Shotwell, Debbie Deward, Bart Zachrich, Jim Lambrix, Beth Russell

(b) Board members absent: Dan Hoekstra, Amy VanderZwart, Terry Roach, Sylvia Warner

3. Approval of the Agenda

(a) After discussion, motion was made by Beth Russell and seconded by Norm Shotwell to approve the agenda as submitted. Motion passed.

4. Public Comments on Agenda Items

(a)

5. Board Meeting Minutes Approval – August 12 2020

(a) Motion was made by Norm Shotwell and seconded by Bart Zachrich to approve the minutes as submitted. Motion passed.

**6. ON GOING ACTIVITIES; STATUS REPORTS**

(a) Treasurer's Report - Bart Zachrich

i. Standard monthly – refer to Bart's e-mail

- August was a positive month largely due to the garage sale. Other contributing factors were the history boat tour and eBay sales.

ii. Status of membership dues and other income

- more income has already been received in September from the history boat tour. The overall budget is in the black as of the beginning of September.

- there is currently a slight discrepancy between bank balance and Quickbooks. Mark Shotwell will assist to reconcile.

- limited membership dues have been received. This has normally been done at the annual dinners. The October newsletter will include a mailer to mail in dues.

- motion to approve treasurer's report as submitted made by Norm Shotwell, seconded by Mark Shotwell. Motion passed.

iii. Other:

- Bart will look at switching from Quickbooks to another accounting package. -

(b) Membership Report - Dick Warner

i. PLA membership comparison -

- no significant activity on the PLA comparison work -

- 2 or 3 new members since the last meeting

- thank you letters have been mailed for recent donations.

(c) Museum Activities - Dick Warner

i. Museum research - activity charge

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- ii. Sign for info booth - - cost will be \$150, 18" x 24" x 6mm . Text needs to be updated to give the refer to Jack Witt and sons.
- iii. Boat tour sign: water taxi vs. PHS sign. Can they be combined? Can the water taxi info go below our sign? The sign in question is in Bell Park. Jim L. to report back on any updates for the signage for next year.
- iv. Exhibits? Dick does not want an exhibit from MSU next year. Space can be used for other artifacts we have in the basement. Some or all of the Shipwreck exhibit could be put back up. Jim L. suggested we could keep the postcard exhibit for a second year, since it's been a slow year for visitors. Dick will call MSU to see if that's an option.
- v. Should there be a musical section in our museum? One donor wants to donate a melodium, a small organ. It was owned by the McGee household, turn of the century, here in Pentwater. Canoe could be moved up to the top, to allow more room on the floor. Vote was taken, and consensus is to accept the donation if we can find storage. Dick will call the donor and ask if we can wait until next spring to receive it, and to get more details about the history of the item.
- vi. Other potential nook options within the museum: ballot boxes, picnic, etc.
- vii. Norm S. recommends we arrange storage at the same place Dan H. rents storage. It's only \$50 per month for a 10x20 storage unit. It will be investigated to make sure it is not damp.

(d) 2020 Events Planning - Debbie Deward

- i. Garage sale – results and plans for next year
  - Suggested one entryway and one exit, with a check out station. There was at least one customer that took items away but did not appear to pay for them. Maybe put all items on the grassy area, or use temporary fencing if items are on the sidewalk.
  - put up signs to explain the procedure to checkout and pay for items
  - some volunteers took money and Deb was not sure what the people bought.
  - signage should show the pre-sale on Friday. Many customers on Saturday did not know that was an option.
  - Some members recommended going back to the garage sale weekend. This seems to be preferred.
  - use the blue bags in the museum's basement for items sold.
- ii. 40<sup>th</sup> anniversary of Historic Society is coming up, founded in 1982. Amy V. suggested honoring original members from 1982 next year. Maybe at the spring dinner? Dick W. knows where these written membership records are stored, or Larry Konopka might have knowledge of these records. Photos, artifacts from the first year might be available in the folder also.

(a) Marketing Plan 2020 Review - Jim Lambrix

- i. Status of merchants who subsidize newsletter - The merchants will have to be contacted again to find out if they will continue to subsidize the newsletter. It's been a down year for many of them.
- ii. Mark S. suggested Facebook ads would be a good value. Jim will look at this for next year to advertise for new membership signups.

(b) Museum Operation Report – Dan Hoekstra

- i. Docent Staffing by Dan/Joan – no shortages have been reported so far.
  - A. Record keeping
    - Joan's records show only about 10-20% of the number of visitors

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- ii. Boat tour sign vs PHS sign
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- iii. PHS asset sales
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  - A. Monetizing approaches
    - Since we are a charitable organization, should we be making money off items? And how should we reimburse those that facilitate the sales?
  - B. eBay sales - Should we paying those that facilitate sale of items? -
    - Motion was made that volunteers should not be reimbursed for time spent in the sale of items. Non-labor expenses will be reimbursed, so individuals can recover their expenditures but not charge for time. No commission will be paid if the consignor is a museum board member. Motion made by Norm Shotwell, seconded by Dick Warner. The motion passed.
- iv. Guide by Cell (GbC) – renew for 2021?
  - Museum has been down in attendance due to Covid-19 pandemic. It was proposed that we keep GbC for another year to see how much it is used next year. It was originally paid for by explicit donation for 2 years, approximately \$700 per year. Bart will find out how much it will cost for a year. Jim Lambrix moved that we approve purchase of GbC for 2021, sSeconded by Norm Shotwell. The motion passed.
- v. More effective use of the basement
  - A. Need to improve receipt of artifacts - If we can get rid of the table for meetings in the basement, maybe we can setup a better receipt system for donation of artifacts. The area needs to be cleaned up. New space was created because a lot of stored items were sold in the garage sale. The donation slips are not getting filled out. The Master Book of donations is not being filled out correctly. Cleanup needs to be done and records updated to accurately record the donated objects.
  - B. What could we create in space if we used the room on the back left of the stage as additional display space? An additional entryway via that route?
  - C. Lighting needs to be fixed going down to the basement.
  - D. Priority is to find out if we will keep the exhibit for 2021. There is a lot of packing material in the basement for that exhibit.
  - E. Deb will examine the room at the back left side of the stage to see if it would be useful for her work.

(c) Museum maintenance – Terry Roach

- i. Info Booth repair and renewal status
  - repairs are nearly complete. One more coat of green is needed, and clean paint off the concrete. No assistance requested so far.
- ii. Plan for repairing museum ceiling - Expect repairs to begin November 1. Janet (the roofer) will provide scaffolding or a lift. Dan may help Terry, but Terry is the primary on this effort.
- iii. Norm will mention the light fixture that needs to be fixed or replaced.
- iv. Recent report is that the drinking fountain is leaking. Water to it could be turned off since nobody can use it right now.

(d) Vintage log from Joe Primozich

- Norm S. purchased materials to protect the log; liquid sealer to prevent insect infestations, and a weather proofing sealant. Long term there will be a cradle and a roof to keep off snow and rain. After expansion, it would be nice to have it under cover. (Other

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items that could be covered to protect from the elements are boat and hose reel.)

- (e) Technology – Mark Shotwell
    - no updates
  - (f) PHS - Newsletter – next due date? - Amy VanderZwart
    - next due date is October 1.
    - requested info on the streets of Pentwater, original names and renaming of the streets.
    - in the “Where the Hell is Pentwater” Facebook group a number of photos are available.
2. Board Officer Election – positions due & how to achieve vote (Mark) - bylaws state that we will do the election at the annual meeting. Bylaws must be updated at an annual meeting also.
- other non-profit organizations have said that if a meeting can't be held it can be done by mail or electronically.
  - One of three trustees needs to be re-elected (Amy V.).
  - Other officers are elected annually.
  - Three options were suggested: 1) virtual board meeting by Zoom. 2) letter showing current board slate and asking for a vote, and 3) letter to update bylaws to give more flexibility.
  - After discussion bylaws will need to be updated next year, most likely at the spring annual meeting.
  - A newsletter article will explain the cancellation of the annual meeting in times of Covid, and the need for an alternative to the annual meeting in order to elect the board members. Mark Shotwell will work with Amy, text will be approved by the Board.

**3. INITIATIVES**

- (a) Plan to remove 10' circle from floor of 2<sup>nd</sup> and removing remaining PHS materials from Village Hall – date for removal - Norm will update with us on a timeframe for needing to do the removal.
  - (b) Storage space needs to be rented in order to store those items.
  - (c) Should the Historical Society be involved in an effort to save the current township / village? It's a public historic building. Should it be saved or sold?
4. Future Plans – Norm Shotwell
- (a) Planning for an expansion of the museum.
    - need a separate meeting to talk about the expansion plan.
    - Survey was done in 2012. Person who will donate his time has agreed to meet with the board. Possibly Friday, September 18 or Monday, September 21. Norm will try to arrange a meeting on 9/21 with Bert Stiphany, an architect who has agreed to assist.
      - i. Discussion on use of an historic building facing demolition
        - Move yacht club building to become the museum? Or a portion of it? Yacht club's schedule... the earliest they would start demolition would be August of 2021.
      - ii. Schedule for a separate meeting to discuss the expansion - Monday, 9/21, 11:30am.
      - iii. Cost estimate for moving the PYC building? Will it fit on the museum's property and cost to move a portion of the building?

5. Implementation of Past Perfect
- no discussion occurred on 9/09.

6. Public Comments

- A video highlighting Pentwater, created by a Pentwater high school student, will be played at a PHS annual meeting, or other setting. It will be put on the agenda of the service club meetings also, preferably after it has been presented by PHS.

7. Adjournment - Motion to adjourn made by Norm Shotwell, seconded by Mark Shotwell. Meeting adjourned at 1:18PM.

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Scheduled 2020 Meetings

Monday, 9/21 11:30AM to discuss expansion

Wednesday, 10/14, 11:30am – monthly board meeting