

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

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**Minutes - Wednesday, Dec 9, 2020 – 11:30 A.M. via Zoom Call**

1. Call to Order

Meeting called to order at 11:30 AM by Dick Warner

2. Board Member Roll Call

Board Members present: Dick Warner, Norm Shotwell, Bart Zachrich, Dan Hoekstra, Deb Deward, Amy VanderZwart, Jim Lambrix, Terry Roach, Mark Shotwell, Beth Russell

Board Members Absent: Sylvia Warner

Guests: Bert Stiphany and Norman Dodds

3. Approval of the Agenda

Motion to approve made by Beth Russell seconded by Bart Zachrich. Approved unanimously.

4. Public Comments on Agenda Items

none

5. Board Meeting Minutes Approval – Nov 4, 2020

Motion to approved made by Norm Shotwell, seconded by Bart Zachrich. Approved unanimously.

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

a. Treasurer's Report – Bart Zachrich

Contributions and material sales were good during the month of November. Some annual expenses were paid in the last month, and onetime expenses included a consulting fee. T

The 2020 YTD financial report shows double the normal payment for insurance because the 2019 payment was missed and was made up in 2020. Envelopes from the newsletter helped with getting additional membership dues.

Motion to approved the treasurer's report as given was made by Beth Russell, and seconded by Dan Hoekstra. Approved unanimously.

b. 2021 Budget Review

Some added expenses, about \$3,000, have been included in 2021 for long range planning and fundraising. To compensate, a high target was set for membership income and contributions.

Increased expenses for collection acquisition and framing were included, as well as advertising.

Some discussion arose about how to save money on framing. Due to the use of archival glass and materials it does not seem likely that we can find a volunteer that could save us money.

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The exhibit cost from MSU was decreased because we will be keeping the same exhibit that we had in 2020.

Building maintenance expenses include pest control applications.

Some discussion arose regarding impact to income if pandemic measures continue, or consideration for using some of PHS savings against the operational budget in case 2021 turns out to be another bad year for visitors and events. Other suggestions, in case of continuing pandemic measures, were to have curbside pickup for a fundraising dinner or parking lot visiting.

It was also noted that some of the long-range expansion expenses (marketing, consulting, permitting, etc.) could come out of savings. It was agreed that a separate budget should be setup for the building expansion, to include fundraising and advertising expenses and any follow-on expenses.

The budget will be separated for operations budget, and expansion budget, and reviewed again in the January 2021 meeting.

**Action items:**

**Bart Zachrich to separate the budgets into an operation budget and an expansion planning budget.**

**Norm Shotwell to provide detail for the expansion planning budget.**

7. Planning for an expansion of the museum – Norm Shotwell

Architect Norman Dodds, during initial meetings, pointed out that parking needs to be allocated, comparable to size of events to be held at a venue. Norm Shotwell has discussed with the First Baptist Church and they are amenable to having their parking lot used for the membership dinners that would be planned.

Mr. Dodds pointed out several planning areas that will drive up expenses. The first such item is that the a large gathering size, anything over 50, will drive compliance with state standards for items like fire suppression systems, ingress/egress, ADA access,

If any kind of food preparation will occur onsite it will also add significant expense in order to comply with health department regulations. A warming / support kitchen is much less expensive. Caterers would have to prepare food elsewhere, and simply warm it and assemble it in the PHS kitchen. At most of our membership dinners the caterers have actually cooked onsite at the VFW hall. Selecting only caterers that can prepare food at their own kitchens will limit the selection of caterers, and increase the price per meal. The kitchen costs will be 10x more in order to install a food preparation kitchen, but food preparation also increases long-term liability costs. Insuring the building, and insuring against injuries to occupants are the two areas of concern. Injuries to occupants could include accidents in the kitchen, food poisoning, fires, etc. Mr. Dodds' recommendation is that for holding dinners every month a food preparation kitchen would be the proper choice. For only two dinners per year he would not recommend a food preparation kitchen. Debbie is hoping to serve food more often than twice per year, but probably not as often as one every month. Debbie is okay with a warming / support kitchen.

As per discussion in previous month, the kitchen will include oven, microwave, refrigerator, sink, cupboards, and workspace

Seating has been agreed at 120 people, using a rough estimate of 10 sqft per person. Note that the VFW space is estimated at about 2000 feet. Mr. Dodds will verify the regulations for

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how much space must be allocated per person for event size.

Bert Stiphany also pointed out that many of the decisions will be influenced by the liability of having a large number of people in attendance.

The initial estimates were that we would gain about 1500 sqft of exhibit space in the expansion building.

Other ideas were about finding a way to use the kitchen and the space for monthly / weekly dinners, cooking classes, etc.. However some of these events might require a food preparation facility. Larger receptions might also bring income to the museum, but all of these events would also require parking. The PHS building will not have enough parking to accommodate these events. Affording the liability could be a long-term expense that we are not prepared to handle.

Parameters:

- warming kitchen
- event space for serving 120 people
- 1500 sqft of exhibit space on the main level
- 3<sup>rd</sup> floor to be built out later as additional monies are raised

When the building's purpose changes from "display" to "assembly," especially with more than 50 people, costs will increase significantly due to increased requirements.

During previous meetings the board stated that we could most likely raise \$300,000. Parking needs to be calculated at one spot for every 3-4 people. The Baptist Church will support parking for 2 dinners per year, but not for monthly large events.

It was noted that any agreement to use the church parking may need to be drawn up as a legal document.

Mr. Dodds stated that \$300,000 will be nowhere near enough funding to meet our parameters. Additional clarification was discussed in terms of the exterior of the building, and the fact that we are not trying to replicate the external features of the existing building. i.e. some brick around the entrance might be used to tie it in to the existing structure.

It was suggested that we present the plan in two phases, or possibly three phases.

Phase 1 – Building stood up and exhibit space made available, with space, electrical, and mechanical infrastructure in place to be ready for requirements of Phase 2 and Phase 3.

Phase 2 – Finish the basement, with kitchen and event space.

Phase 3 – Build out the 3<sup>rd</sup> floor for meeting rooms, research, etc.

Fundraising would clarify the cost of each phase, and might allow a donor to say they wanted to donate funds for the entire kitchen, for example. Other items could be similarly estimated so that donors could choose to fund a particular feature of the building, i.e. the oven or the refrigerator, or a donor might fund "a table" or "a chair" in the event space.

Added Parameter:

- The exterior of the expansion does not need to match the exterior of the existing building. Some tie-in and a suitable exterior is sufficient. A pole barn is not the desired exterior.

## 8. Fundraising

Norm Shotwell is developing an initial fundraising plan, including sustainability, working with  
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what Bill O'Donnell had previously developed. This will be distributed to the group and discussed at the January meeting.

**Action Item: Norm Shotwell to develop fundraising / sustainability plan**

9. Public Comments

none

10. Adjournment

Motion to close the meeting was put forward by Norm Shotwell, seconded by Beth Russell. The motion was unanimously approved.

Scheduled 2021 Wednesday Meetings, 11:30 A.M.:

13 Jan  
10 Feb  
10 Mar  
14 Apr  
12 May  
16 Jun  
14 Jul  
11 Aug  
8 Sept  
13 Oct