

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

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**Minutes - Wednesday, February 10, 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, Jim Lambrix, Terry Roach, Mark Shotwell, Beth Russell

Board Members Absent: Sylvia Warner, Amy VanderZwart

**3. Approval of the Agenda**

Motion to approve made by Bart Zachrich, seconded by Jim Lambrix. Approved unanimously.

**4. Public Comments on Agenda Items**

none

**5. Board Meeting Minutes Approval – Dec 9, 2020**

Motion to approved made by Dan Hoekstra, seconded by Bart Zachrich. Approved unanimously.

**6. Ongoing Activities – Status Reports**

**Treasurer's Report** – Bart Zachrich

Income was 1760 in the last month. \$1200 in donations included one substantial donation from a foundation, and 5 memberships.

Projected income for the year is \$22,000 for the year, so we're on track.

Expenses in the last month include \$50 to join the Historical Society of Michigan, heating, garbage, and water. Expenses for the month totaled \$289.

Balances of our accounts are as follows:

Savings: \$45,000

Checking: \$11,685

CFOC: \$52,000

Upcoming expenses:

- Guide By Cell Membership (2-year subscription) will be paid next month, \$1,500.

- Steeple repair: Tammi (at CFOC) has okayed the money for the steeple, but needs to know exactly how much it will cost before the funds can be released. This is expected to be in April or May.

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

**7. 2021 Event Planning – Debbie Deward**

No meetings have taken place yet for event planning.

The only events expected to happen at this point are two dinners and participation in the community garage sale. The caterer is already signed up for the August dinner, but no space has been reserved yet.

After discussion, the decision was made to go ahead and reserve the event space for now. It will be canceled if we cannot gather together due to the pandemic.

Our garage sale is planned to be done as part of the community garage sale.... The second weekend in June. (June 12, 2021)

History Cruise: Not yet sure if it will be continued.

Tentative event dates:

Wednesday, May 26 will be spring dinner (to include the Lucas video)

June 12 – Community Garage Sale

Wednesday, August 25 will be end of summer dinner

**Action Item 1: Dan H** will verify with the village that they are going to continue to have the boat available for Water Taxi / Sunset Cruise / History Cruise.

**8. Review the PHS web page**

Some updates are needed. Now that we have dates for events and meetings we could put that info out there.

- “New for summer 2019,” that page needs to be reworked.
- Walking Tours are not yet confirmed for this year. (Deb to get contact info, and Beth to make contact)
- YearBook count is not accurate.
- Take out Donor Recognition and Volunteer requests, no point of contact
- Hours of the museum are not accurate for 2021.

**Action Item 2: Mark S.** will update the items noted so far on the web page as the information is finalized.

**Action Item 3: Dick Warner** will check on which yearbooks are available for reference (that info cannot be researched until March or April)

**Action Item 4: Deb Deward** to get contact info for Pam V, and pass it along to Beth (the woman that did the walking tours)

**Action Item 5: Beth Russell** to call Pam V., to find out if she is willing to do the architectural walking tours again this summer.

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## **9. Expansion & Sustainability Document**

The major components of the document were reviewed, with most discussion occurring around fundraising and the campaign staff. Some board members advocated for an outside fundraising firm. GoFundMe page is also an option, but might not attract many donations from those outside of Pentwater.

## **10. Future Plans**

Additional information to be forthcoming.

## **11. Fundraising**

The comment was made that we can start working on some of the fundraising campaign items now, such as brochures, program name, logo changes, etc. Additional discussion was had about planning for the fundraising campaign, budgeting, expenses to be incurred and personnel needs. It was pointed out that the Pentwater Yacht Club is currently in the midst of a fundraising project.

**Action item 6: Dick W** to find out who the fundraiser was that was at a PHS board meeting (2014 timeframe).

**Action Item 7: Dan H** to ask Amy LaBarge to share information on how they are doing their fundraising.

Dick W. suggested that we submit suggestions on the team roles, and fundraising campaign ideas so far, i.e. how many people on the board should be on the fundraising campaign team, how many additional residents, etc. Beth will send out details of what has been written up so far. Not naming names yet. Note that fundraising may start in 2021, but probably won't be completed until 2022.

**Action item 8: Beth R & Board Members** Beth will list ideas put forth so far on fundraising team roles, and other fundraising-related ideas that may be developed before a full team is put in place. Board members to provide feedback

Further clarification was given to recommend that the fundraising team be a subset of the board members with outside team members as well, reporting back to the board on a regular basis.

## **12. Public Comments**

It was noted that a review of previous action items would be appropriate:

**Mark S - Completed** - Post the expansion planning document on Google docs so a copy is viewable by all.

**All board members - Completed** - Submit comments on the sustainability document as drafted. Comments in particular are needed regarding why we are doing the expansion. Send updates to Beth R. *Feedback was given and updates made to the document.*

**Dick W - Completed** - Determine optimum / maximum height of wall hangings to make displays easy to view. **Dan H.** to assist. *9' is the optimum height*

**Dick W - Completed** - Will call Mike C. to get recommendations on who/how to do the fundraising, and possibly recruit him to assist. *The recommendation from Mike C. was to contact Kyle and Pam C. Pam reviewed grant requests for a large utility. They have a summer*

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*home near Pentwater, and contact probably won't be made until at least March or April. Oceana Geological Society might have advice or a resource to assist also.*

**Norm S - In progress** - Bring updated draft layout to the February meeting. *Illness has set this schedule back a bit. Norm has a meeting the afternoon of February 10 with the architects to review latest draft. Norm put out notes after he meets with the architect.*

Additional comments: Amy V. has asked for color photographs of things we could put in the newsletter. Board members should submit photos to Amy.

**13. Adjournment**

Motion to adjourn made at 12:14 by Norm S., seconded by Jim L. Motion passed unanimously.

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

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