

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

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**Minutes - Wednesday, March 10, 2021 – 11:30 A.M. via Zoom Call**

1. Call to Order

Meeting called to order at 11:33 AM by Dick Warner

2. Board Member Roll Call

Board Members present:

Dick Warner, Norm Shotwell, Bart Zachrich, Dan Hoekstra, Amy VanderZwart, Jim Lambrix, Mark Shotwell, Beth Russell

Board Members Absent: Sylvia Warner, Deb Deward, Terry Roach

Guests: none

3. Approval of the Agenda

Motion to approve made by Beth Russell seconded by Norm Shotwell. Approved unanimously.

4. Public Comments on Agenda Items

none

5. Board Meeting Minutes Approval – Dec 9, 2020

Motion to approved made by Norm Shotwell, seconded by Dick Warner. Approved unanimously.

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

a. Treasurer's Report – Bart Zachrich

Expenses for the month were \$1700, income was \$635. Expenses are high primarily because Guide by Cell 2-year subscription was paid this month. Totals are \$11K in checking, \$45K in savings. With the fund from the Community Foundation total savings is \$98,433.

For FY 2021, YTD we are positive by \$500

Motion to approved the treasurer's report as given was made by Norm Shotwell, and seconded by Mark Shotwell. Approved unanimously.

Letter going out in March to remind members of membership dues.

b. Membership Report

One new member since the first of the year. Membership total is 275. In previous years the membership was as high as 350.

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c. Museum Activities

The main topic of discussion was the charging of fees for research requests. Questions raised included:

Should we charge for research that we do?

Should Research fees should be charged only to non-members?

Can we find a way to allow individuals to do their own research?

Should fees be dependent on how much research is required?

Discussion occurred around how much time is spent to to research each request, and whether only the non-members should be charged. No decisions were made at this time.

Dick is looking for a sign-maker, and that will hopefully be done by a member. This is for getting text printed and placed next to or in front of displays in the museum. Info card text will be written by Dick W., but he needs someone else to actually print the card and place it next to the display.

d. 2021 Events Planning

Deb's report shows good progress in planning the events. There is still uncertainty among board members about whether or not there will be a spring dinner.

The participants of the video were promised that it would not be open to the public. It is hoped that the video can be aired at the spring dinner.

Is there any way to make a video posted on YouTube so that it is not public? Mark to research.

Seems like a good idea to reserve Park Place for the Spring dinner in the event that we are allowed to meet by that time.

**Action item: Beth R.** to contact Deb D. about reserving Park Place.

**Action item: Mark S.** to research if there is any way to make videos on YouTube private or on website.

Garage Sale: Deb D has proposed using the grassy area for item display, so that will be an entryway and exit. Cashiers will be at the exit point. There was general support for this idea. Details to be ironed out as we get closer to the garage sale.

e. Marketing Plan 2021 Review

Plans are in place for advertising in the same publications we have used in the past. "Pentwater This Week," "Oceana Herald," and Ludington newspapers.

Brochures for welcome stations across the state still need to be shipped out.

Signage, to include History Tour, should actually be two signs. One for the Cruise, and one for the Museum.

The comment was made that the History Cruise should be included in the weekly Pentwater newsletter.

Note that the Marketing budget increased by \$900 in 2021.

Jim will be contacting more businesses to get donations in order to fund postage for our newsletters. Some of the businesses that contributed for this last year have not yet not confirmed their donations for 2021.

f. Museum Operation Report

Letter was written y Dan H, Museum Director, supporting Lee Price in his effort to teach sailing

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to wounded veterans. He is applying for grants to fund this effort.

Guide By Cell has been re-subscribed.

Museum hours have been published as starting the first Tuesday in June. Early opening has never been widely advertised. It is not expected that we will need to limit hours due to the pandemic.

Basement has been reorganized to make sure space is used more effectively.

Intake process and documentation has been reviewed and compared to other museums, then updated to reflect items that are loaned or donated. It should now just be a matter of training docents to correctly accept and document the donations. Some donated items, when not really needed by the museum, will be thrown away or put in the annual garage sale.

Dan has requested the awning from the Pentwater Police Department building. He already has several uniforms from over the years.

He has also acquired multiple letters to the caretaker of multiple cottages in the Campbell Park area, with details of when and how things should be opened up. It will make an interesting addition to the museum

g. Museum Maintenance

Bid on the steeple repair is \$10,000. This would include fixing the woodwork and re-painting it. It may be possible to repaint it ourselves by renting the proper equipment for 4-6 days. Dan and Terry will review the difficulty of this. Dan and Terry will discuss before making a final decision.

Air vents in the steeple need screens added, inside the steeple. The screens would not be visible from the outside. This should help to keep bats out of our belfry.

h. Technology

Website changes requested last month have been made.

i. PHS Newsletter

Next due date for the newsletter is June 1. This month's newsletter will be a little late due to technology issues. It was sent to the printer this week.

Amy is still researching how they picked the names for the streets. It appears that they were all signers of the Declaration of Independence. We are not yet sure why they chose certain names from the signers, and not others. Amy is still doing additional research.

j. Outstanding Action Items

**Action items:**

**Completed - Dan H.** - Dan has confirmed with Chris Brown that they do intend to run the History Cruise this summer, and in fact wants to enhance.

**Completed - Mark S.** - website updates have been completed.

**In progress - Dick W.** - yearbook review will have to wait until Dick is back in Michigan.

**In progress - Beth R.** - Deb provided a phone number for Pam V., and Amy recommended a way to contact her via email. Messages have been left via both methods, but no response received yet.

**In progress - Dick W** – fundraiser at PHS board meeting was Murray Gingritch. Still not sure if Ed Bigelow or Bill O'Donnell was the person that had the contact with him. More review will

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continue on this item.

**Completed - Dan H** – talked to the Commodore from the PYC, and his information was that they have not officially started the fundraising for the yacht club. Another conversation will likely take place between Norm and Amy L.

7. Initiatives

Floor from the Gym in the old building... Norm will organize a group when he gets to back to handle the removal, and bring it to a storage area. The basement in the museum building can not handle any additional large objects.

Norm is also looking at getting some bricks from the old building. That brick could be used to tie in the two buildings, or for decorative purposes.

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

See the three questions that norm sent out the morning of March 10:

- Do we want to have ramp down to the basement of the new building in order to store large artifacts in the new building's basement?
- Do we want the main entrance to the addition from the east or south, recognizing that for ingress/egress rules we will have entrances/exits on two sides anyway, just which one will be the "main" entrance.
- Do we want the connection between the two buildings to be physically close or to have a corridor connecting them?

Ramp down to the basement in order to move in artifacts? Deb replied to the email that a ramp is easier than steps, but her perspective is about getting people and food into the basement for events. We need 48' to get an ADA ramp down to the basement level. (One foot of length for every inch of elevation change)

Ramp for vehicles and hand trucks can be much steeper than an ADA ramp.

½ flight elevator doesn't appear to be a good solution. You could get people down or up, but not both. Would need two elevators to have a grade-level entrance and get people both up and down.

A ramp for moving artifacts is very desirable. ADA ramp is not needed until we need it for getting people into the museum and into event space. However, a ramp to the basement would be useful for storage, but not practical for getting things into the display area unless there is a ramp up, or an elevator.

Ramps may also lead to drainage issues. This would have to be taken into consideration in the design and build steps.

Also, there could be a ramp at the north end in order to bring large artifacts into the museum.

3-story elevator will cost \$80-90,000. Including an elevator in our plans would mean we are up to \$450,000 in expenses.

One example of good boat displays is the museum in Cannery Boathouse Musuem, near Sleeping Bear Dunes. They have boats on display there.

Fundraising should include an explanation of why it's important to have an elevator, showing how much space we will save by not needing external ramps to both levels.

North end of the museum could be open air, and no heating or cooling is needed.

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Norm will get drawings of the two buildings overlapping by about ten feet.

9. Fundraising

The fundraising goal is \$350,000. With the addition of an elevator, it would go up to \$450,000.

Public discussion of the fundraising won't happen until the August time frame.

Pointed out that not all board members are committed to fundraising, only what you feel you can contribute.

Sylvia will handle thank yous.

Board members may be asked to help identify donors.

There may be a second board meeting in April to specifically clarify fundraising roles, and what roles any board members would feel comfortable filling.

Board members are asked to respond regarding what roles they could fill in the fundraising effort, Beth to send out an email with that specific request.

**Action Item: Beth R. - resend list of fundraising committee roles and ask for a response in ten days.**

10. Public Comments

none

11. Adjournment

Motion to close the meeting was put forward by Jim Lambrix at 12:53pm, seconded by Beth Russell. The motion was unanimously approved.

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

14 Apr  
12 May  
9 Jun  
14 Jul  
11 Aug  
8 Sept  
13 Oct