

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

Minutes - Wednesday, April 14, 2021 – 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, Jim Lambrix, Deb Deward, Terry Roach, Mark Shotwell, Beth Russell

Board Members Absent: Amy VanderZwart, Sylvia Warner

Guests: none

3. Approval of the Agenda

Motion to approve made by Norm Shotwell seconded by Dan Hoekstra . Approved unanimously.

4. Public Comments on Agenda Items

none

5. Board Meeting Minutes Approval – March 10, 2020

Motion to approve made by Terry Roach, seconded by Dan Hoekstra. Unanimously approved.

6. ON GOING ACTIVITIES; STATUS REPORTS

a. Treasurer's Report – Bart Zachrich

After a letter and email sent to members, significant number of memberships and donations have been received in the last month; \$750 in donations and dues of \$1989. Total income for the past month was \$2759.

Expenses total \$1116 for the month, including printing of the newsletter, marketing and utilities. Net income was \$1643.

PHS accounts total \$111,259, including checking, savings and the Community Foundation account.

Net income YTD \$5,234. Large expenses handled so far in 2021 are Guide By Cell subscription (\$1500 for 2 years) and the winter newsletter.

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

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b. Membership Report – Dick Warner

7 new members in the first quarter

c. Museum Activities – Dick Warner

no activities in the last month

d. 2021 Events Planning – Deb Deward

Spring dinner set for May 26, reservations made at both Park Place and VFW.

A brief intro to expansion plans will be given at the spring dinner. It will be a boxed dinner, to eliminate the need for servers and shared serving utensils. Ticket cost will be \$20, and cost of the meal to us will be \$12.

There was some discussion about whether to have the dinner at VFW or at Park Place, and whether or not our members will feel comfortable coming to a larger gathering. Additional discussion was had about whether or not the membership would be asked to approve our expansion plans when they are more final. It is expected that they would be asked to approve the plans, but it couldn't be done at a dinner because of the limited attendance at a dinner.

90 attendees is the expected limit for the spring dinner. 15 for the board, 4 for Lucas's family, the stars of the movie, etc.

Given the current state of the pandemic in Michigan should we move the dinner to June? Or keep the dinner in May and show the movie again in June?

The idea of showing the movie about Pentwater outside, maybe a month after the dinner, was also brought up. There was general support for this idea. It would probably be donation-only, and pay-for refreshments like bottled water and popcorn.

Dick asked that the board members submit their attendance headcount to Deb, and that Bart check with the honored guests to verify how many people they will have in attendance.

Some concern was expressed about whether or not the population of Pentwater will be comfortable coming to a dinner. Plans will continue in the expectation that we can have about 90 total in attendance.

The idea was brought up that we should survey the members to see if they will be attending.

Deb pointed out that we have always gotten requests to way over capacity at up to 160 in attendance, and would prefer to go ahead and assume we can sell 60 tickets for the dinner.

Action item: Board members should submit their headcount to Deb for attending the spring dinner. Deb asked for this info by Monday, April 19.

Action Item: Deb will contact the village to see if they would be willing to show the movie on the village green.

Action Item: Bart will check with the "stars" of the show to make sure they would be comfortable showing the movie on the green in addition to at the Spring Dinner, and get headcount for their attendance at the Spring Dinner.

Garage Sale: Deb is ordering signs to put up on each tent to make our inventory more organized. Dropoff of items will begin May 25, every Tuesday and Thursday from 10am to noon. She is also making plans to setup all the sale items in the side yard of the museum instead of on the sidewalk, in order to make sure people don't walk off without paying.

Setup will begin Tuesday June 8. Sales will occur on Friday and Saturday, June 10 and 11. Items could be sold earlier, as long as they pay full price.

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Volunteers will be needed for the actual sale day, and also for collection of items on the Tuesdays and Thursdays starting May 25.

History cruise: Ron Beeber ran it for the last two years. We committed to help advertise it for 2021. The village is interested in increasing the frequency, or having a special scheduled tour for a set fee. Once the schedule and plans are firmed up with Ron Beeber and Chris Brown (the Village Manager), we will have the signs created for it.

Action Item: Dan H will confirm the schedule and costs with Ron Beeber.

e. Marketing Plan 2021 Review – Jim Lambrix

Now that Jim L has returned to PTW he will canvas vendors in PTW to contribute to the newsletter. Most vendors give \$250 in exchange for an ad in our newsletter. Total donated last year was \$1500, but the goal is to reach \$3,000 in donations from local vendors.

We pay \$800 (for the season) for the ad that we run each week in the Pentwater This Week (PTW) newsletter. Is there any way to include the vendors that sponsor us in the PTW ad? The size of the ad would have to be increased, and costs would also go up.

The letter last fall to past contributors only got two responses (out of about 12 prior donors).

If we acknowledge a vendor's sponsorship in our PTW ad we might get more vendors to sign up to sponsor us.

Some discussion around how far afield we should go for getting our sponsors. Some organizations in Ludington get advertising from as far away as Traverse City. Jim and Dick will discuss possible vendors in Ludington and Hart to see if we can get additional vendor donors.

f. Museum Operation Report – Dan Hoekstra

Schedule dates for museum opening will be Tuesday through Saturday, but hours will only be 1-4pm.

Storage of artifacts.... Dan knows of a storage unit at Summit Storage, north of Pentwater, \$50 per month for a 10x20. The unit will open up the 3rd week of April. 10X20 might also be available at Blackmer's new storage units closer to Pentwater, easier and newer also. The space is needed for items that are coming out of the old Village Hall building before it is demolished.

Dan will move forward with the Summit Storage unit, and will arrange a team to help move the items out of the Village Hall building, and to move surplus items out of the basement of the museum and into storage.

Dan would like to digitize the items that are currently on microfiche. Dan will get an estimate of what it would cost to do that. Possibly a grant could be written to find funding for this effort.

g. Museum Maintenance – Terry Roach

A 40' boom will be rented to get access to the steeple shingles, and could be used to re-caulk the plexiglass over the windows.

Shingles will be repaired by an outside company. (The shingles are 150 years old, and very delicate). They will also need to be stained to match the existing shingles.

The other thing that needs to be handled with a boom is installation of screens to keep the bats out.

Stained glass repair has not yet been scheduled. Tom Blackburn has done some of the repair in the past, but if he's not available Dan H may know of another artisan that could assist. Tom

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B. did it simply for the cost of the materials.

Plexiglass on the outside of the windows needs to be re-caulked. Although some discussion took place around the long-term impacts of using this method of protection.

Pest control will cost ~\$700 for 2021, including 3 applications.

Norm will discuss with Tom B. to get his advice and counsel on the best way to preserve the windows, and check on his availability to do the work.

Regarding the bats, Terry's recommendation is to rename the bats that occasionally appear in the steeple. That would cause them to move to another home somewhere in Pentwater. (heh heh)

Action Item: Norm S – contact Tom Blackburn for advice and counsel for repairing the stained glass windows that are still in need of repair.

h. Technology – Mark Shotwell

No updates this month.

i. PHS Newsletter – Amy VanderZwart

Amy submitted a question to board members about the Boat House.

Roger and Ruth Bailey have not gotten a newsletter in several years. Mark checked and saw that they were listed as email subscribers, but will change it to hardcopy.

j. Review Action Items from last meeting:

Action items:

Action Items new at 3/10 meeting

Done: Beth R. - to contact Deb D. about reserving Park Place.

Done: Mark S. - to research if there iws any way to make videos on YouTube private or on website. ***It can be put out privately, but must then be managed by inviting by gmail ID. The person being invited must have a Gmail address, and then each person has to e specifically permitted and later removed. Someone could theoretically download and then upload publicly, so there is not a safe solution.***

Done Beth R. - resend list of fundraising committee roles and ask for a response in ten days. Responses were not 100%, so it will be discussed in today's meeting..

Action Items still in play from February meeting:

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. ***Still no response as of 4/14/21***

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 continue on this item.

7. Initiatives

PHS Materials from old Village Hall: Dan and Dick will be working on this.

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Flynn property - archeological dig

Mike Flynn property has the foundational remains of one of the oldest cabins in Pentwater. A dig there might prove to find many artifacts.

Jim has an acquaintance with a metal detector. Deb has old neighbors that are archeologists.

Jim has an interest in seeing this happen, and he agreed to be the lead on that.

This is another area that might be suitable for a grant from the Community Foundation.

Action Item: Deb Deward - call her archeologist friends to gather more information and advice.

8. Future Plans – Norm Shotwell

Items for discussion included whether or not to include an elevator in the initial phases. This would eliminate the need for the existing ramp. Board members were in agreement with this.

The board also agreed to keep the existing entrance, while the new South Entrance would only be for ADA and staff. Board members agree that this is workable, with cleanup and better lighting at the existing entrance.

Existing ramp would be removed after the new construction is done.

No egress is shown on the existing drawings, sent April 7. Architect will include a set of stairs on the east side of the new building in the next set of drawings.

Stage on the east side will be added in the next set of drawings also.

The stages of construction would be divided into the following phases:

- 1- construct the building and making main floor usable for exhibits,
- 2 – lower level made ready for gatherings,
- 3 - 3rd floor made ready for meeting rooms and research center.

Regarding the design.... There will be windows on all levels. For the basement, the windows will be above ground level. Windows on the main floor will limit exhibit space, so the balance of windows and wall space will have to be reviewed.

Expansion beyond what we have now would be possible in the future, giving a courtyard effect if we want to expand to the east.

The May board meeting will have printed drawings to look at and discuss the plan. Plans are to have the meeting at the baptist church so we can go across the street if necessary to look at the existing building.

New building will have a basement height of 9' or so, to make room for mechanical, so there might be a slight differential between basement elevation on the two buildings.

The two buildings will have main floors at the same height.

Elevator will have doors on both the East and West side. Ground level access is on one side, building floors access would be from the other side of the elevator.

There is a desire for windows to allow access of a view across the town. Norm is investigating whether or not this will be possible. Trees in the neighborhood might make this unfeasible.

Bart Z noticed that the expansion is always listed at the end of the meeting, and is nearly crowded out with the normal items on our agenda. Could there be a meeting in May or June that is only about the expansion planning? Deb pointed out that during the 2013 expansion there were weekly meetings of the board.

Possibly two meetings could be held in May, either on consecutive days or in consecutive weeks.

Board members agreed to have meetings on the 12th and 19th of May. Normal agenda will be on the 12th, and expansion will be discussed on the 19th. Both meetings will be at 11:30.

Meetings starting in June will be back at the museum.

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9. Fundraising – Beth Russell

The question was asked about whether or not a professional fundraising group has been researched. Alford group was contacted, a firm recommended by a Petnwater resident, but they were not interested in a fundraising effort of our size. The opinion was expressed by Dick W. that we should start the effort ourselves.

Note that only board members are aware of these roles, and non-board members have not yet been asked to make a commitment for these.

The roles and names that have been put out so far:

Social Media Manager: Ron B. (Ron is not available to assist in the short term, but is willing to help more later on), Amy Z.

Event Coordination / Management – Deb D. (and possibl

Website

Marketing & Communications – Jim L., with assistance from Dick W.

Financial Accounting – Bart Z., with assistance from Dick W.

Grant Writing – Sylvia W and Beth R. Getting a list of potential grants. Jim Egge was a contact for this in the past. Dick W. will contact him (phone number provided by Deb D.) Several board members are willing to write grants once suitable grants have been identified.

Identify and explore Influencers / Donor Pools: all board members. Others to be named in the future. Dick W., Jim L, are assigned to this role, as well as Ron Christian.

Gift Acknowledgment: Sylvia W, and others to be named. Bart Z and Mark S to relay names of donors to Sylvia as they come in.

Recognition program: Dick W., with Terry Roach to assist in building a graphic display to show fundraising progress and possibly another with donor names.

Action Item: Dick W. - call Jim Egge about identifying grants and applying for them.

10. Public Comments

Discussion occurred about the history tours, and their scheduling. Dan H will talk to Ron B and Lee Price to find out when the boat tours are starting, and whether or not additional docents are needed. Board members willing to assist as docents if needed are Dan Hoekstra, Bart Zachrich, and Beth Russell.

Action Item: Dan H – find out when boat tours will resume, whether or not additional docents are needed, and the training needed for docents.

11. 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.:

12 May (at FBC)

19 May (expansion plans, at FBC)

9 Jun

14 Jul

11 Aug

8 Sept

13 Oct