

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

Minutes - Wednesday, June 9, 2021 – 11:30 A.M. - In Person!

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, Beth Russell

Board Members Absent: Sylvia Warner, Amy VanderZwart, Mark Shotwell

3. Approval of the Agenda

Motion to approve made by Beth Russell seconded by Dan Hoekstra. Approved unanimously.

4. Public Comments on Agenda Items

none

5. Board Meeting Minutes Approval – May 19, 2021

Motion to approve made by Norm S., seconded by Bart Z. Approved unanimously.

6. ON GOING ACTIVITIES; STATUS REPORTS

a. Treasurer's report - Bart Zachrich

Contributions were \$1375 in the last month. \$1250 of this is in restricted funds for our newsletter sponsors. Total income was \$3843, this includes dues and merchandise sold at Decors by Sandra. \$1905 revenue from the spring dinner ticket sales (before expenses), and the raffle brought in \$155. A total of \$651 profit made on the dinner.

Other options for the next dinner, if served via boxed servings, are Frickin' Chicken, Chicken Place in Ludington (next to Dairy Queen), or one of the food trucks in Ludington.

Another option might be an article on Bortell's, accompanied by letting them serve a dinner for us.

Presentation at the dinner was very well received. More to come on this.

Admin costs, \$100, was for the audit of our accounting system (Teresa Waterloo from Grand Rapids) that helped us with the Attorney General's report. The report for the AG, as recommended by the auditors, is very thorough.

Marketing expenses included state park advertising and the PTW.

Rental of storage space (\$300) and steeple repair expenses was \$2,400... the bulk of this cost

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was rental for the lift. The roofer did much of the work at no expense to us. What cost there was will come out of the community foundation fund.

After reimbursements to be obtained from CFOC we are positive by about \$700 for the last month.

In the fiscal year, total income YTD is \$11,000, which is inline with our projections.

After expenses, YTD, we are in the black by about \$3,200.

Motion to approve made by Norm S., seconded by Terry R. Approved unanimously.

b. Membership report – Dick Warner

Dick will call the chairman of the PLA to ask if we can send a mailing to all their members (those not currently in PHS) to advertise membership in PHS.

We need to identify all the charter members of PHS in preparation for the 40th anniversary next year. Anyone that joined in 1982 should be included in the list. It was recommended that we advertise in the PTW in July and August to ask charter members to identify themselves to the current PHS board. How do we recognize them at the next meeting? Dick has a list of 20-30 names that joined in 1982. There may be more people out there also.

Recordings of board meetings in the early years of PHS have been found, and could be put into DVDs. We could then create a highlights DVD to be played at next year's spring meeting.

Tom Blackburn has been made a lifetime member due to his willingness to do the windows at no charge. Terry R. to send email to Dick W. with details of the work that Tom will be doing and Sylvia will write a thank you note to him, and informing him of his lifetime membership.

Action item: Dick W. to talk with PLA about sending a mailing to their members to advertise membership in PHS.

Action Item: Terry R. to send email to Dick W. with details of the work that Tom will be doing

Action Item: Sylvia W to write note to Mr. Blackburn, thanking him and informing him of his lifetime membership.

c. Museum Activities – Dick Warner

After the garage sale, make sure the vestibule is cleaned up for visitors.

Since we'll all be wasted after the garage sale on Friday and Saturday it was suggested that we gather on Monday after the garage sale to clean up the museum vestibule before we open on Tuesday.

The Yacht Club has dropped off books on the history of the PYC that they would like us to sell. They suggested that we could charge \$20, and \$15 would go back to the yacht club. Do we want to do this? Suggestions were made: we could just have the book there, and say that it's available for purchase at the PYC. Another option is that we buy them directly from the PYC, and then we keep the price of anything we sell. This option was agreed to by the board members.

It would seem appropriate that there be flyers for the museum displayed in the yacht club.

The Service Club would like to drop off pamphlets regarding their request for foundation donations.

Norm moved that we allow PSC to display they flyer. They have provided a lot of support over

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the years. They might even help us when we do our own fundraising. Bart seconded the request. Approved unanimously.

Deb asked if they are setting up the Duncan wagon for the garage sale weekend. No one is aware of plans to do this. From discussion, it sounds like it is expensive to set it up, in particular when there is no one location where people are gathering.

Japanese ivory carving, donated by Ted Totos, purchased in 1964, in Japan, while on military service. The donor requested that we use it to raise money for the museum. He gave several other artifacts also, related to the lumber industry and the railroad industry.

Action Item: Dan H. will investigate whether or not we can sell or auction the ivory carving that was donated by a patron.

d. 2021 Events Planning – Deb Deward

Garage Sale: setting up Thursday and Friday at 9:30 or 10:00am, with garage sale on Friday and Saturday.

Some big items have already come in, including furniture. There will be limited entrances and exits, three cashiers in colorful vests, and other PHS workers will have orange vests on.

Do you have enough volunteers for each day? Our ad says we will be selling stuff on Friday as well as Saturday. Board members were asked to assist.

Ross Richardson will be the speaker at the August dinner. He will do an interview on radio station WMOM the week of the dinner.

Deb has ordered a sign to be displayed at the dinner to show when the next dinner will be.

The Baptist church has asked to use our side yard during their Vacation Bible School. There were no objections to that happening.

Deb would like to do a dancing under the stars event. A band would only be \$4,600 or so. Could this be a fundraiser during our 40th year (2022)? Deb knows some young people that would act as ringers on the dance floor to get the older folks excited about dancing.

e. Marketing Plan 2021 Review – Jim Lambrix

Jim still has to visit a few business owners that might want to support the newsletter. Deb suggested that Jilly might want to support the newsletter this way.

How to advertise the walking tour? We will put the postcard size flyers at businesses around town.

House history plaques: There's a foundry in Hart that could make them. Previously we had them made in Whitehall. Instead of Michigan History plaques for \$375, could we offer them free if they make a say \$1,000 contribution to the expansion? These plaques are only available for homes over 100 years old. We have a write-up on how to do the research.

History talks: How can we support this effort? Lee Price and Dick Hooper are going to share the captaining responsibilities. They need more docents. Can we send this out to the PHS members that might be interested? Can we add signs to the museum to support these tours? Who will update the sign at Bell Park to give equal billing to PHS with water taxi?

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Action Item: Dan H to talk to Ron Beeber about signage within the museum or external signage. Maybe something at the marina?

Action Item: Jim L to talk to Chris Brown about updating the sign in Bell Park so water taxi sign does not cover PHS sign.

Possibly an info box outside the museum or next to the signage in Bell Park, giving the history cruise info. Or a QR code they can take a photo of that links to the cruise info detail.

f. Museum Operation Report – Dan Hoekstra

Docent staffing is going well.

Storage unit is available now. It needs shelving before we put too much stuff in there. The Police Dept awning is already out there. The log could be moved to the storage shed to help protect it from the weather. It will need a boat trailer to transport it.

The Flintstone mobile is in storage there now. Jim L. built it, and it could be used at homecoming parade again. It should be kept. Other items related to the parade are in storage at Gene Russell's house. She has also let us use her trailer, and we might consider just buying it from her.

Could a ghost tour be done? Deb has some info, and Dan has started to collect info on this also. Deb envisioned doing it in the cemetery. There was general support for this idea.

The book that Dan has been working on is not working out in the expected format. He will start attending the Thursday AM coffee meeting, invite them over to his house, and record the discussions. Another idea is to advertise a zoom-style meeting/call on "Where the Hell is Pentwater." People can type in their stories in the group meeting setting.

Dan purchased a speaker system for the tours, and a key lock box. Could use bluetooth speaker to amplify and speak into your phone.

Clark McKeown has info about the North Beach. He needs to be interviewed for the next video / history.

g. Museum maintenance – Terry Roach

The new sign is up at the marina information booth. Jack Witt (marina owner) installed it.

Screenage is done up in the steeple (it was already there).

Mortar is coming out from between the bricks. We'll have to figure out how to repair it, and how much it will cost. Ruggles (in town) was used to do the front of the building.... It will need to be done to the rest of the building.

Tom B. is starting to do the stained glass windows, but is waiting to complete some work on his own home first. He will take a window out, board it up during the repair process, and return the window after it's been repaired.

Shingles are done as much as can be done for repairs. It was an absolute nightmare. Shingles are paper-thin on the back side of the steeple and will fall apart if they are touched.

Hedge guy says we need to level off the hedges this fall and they will regenerate. This will be done this fall.

Note from Dan H.: Terry did a fantastic job of prepping and getting the work completed.

h. Technology – Mark Shotwell

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Mark is willing to continue to do the tech duties, but cannot attend the board meetings right now. He has suggested that he should leave the board even while continuing his current duties in a volunteer status.

If he leaves the board that could give us an opening to add a board member with expertise in fundraising.

Executive board gets voted in each year, trustees have 3-year terms. Voting happens at the August meeting. The August 2021 meeting will also have the vote yea/nay for the expansion.

Action Item: Norm S. will give info to Amy to put this into the newsletter to advertise that we are looking for a fundraiser for our board. DONE

- i. PHS Newsletter – next due dates – Amy Vander Zwart
no discussion of this. Amy is putting the finishing touches on the current issue.
- j. Review action items from last meeting

Action Item - Dan H will check with the Grand Haven maritime museum to see if a Pentwater lifesaving boat is available. NEW

INITIATIVES

- a. Removing PHS materials from Village Hall – A team needs to be established to perform this work. Norm to discuss with Dan. There is not an immediate rush to do this.
- b. Archeologic dig on Flynn property – no updates as of today.

7. Public Comments

none

8. Adjournment

Motion to close the meeting was put forward by Terry R., seconded by Beth R. The motion was unanimously approved.

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

23 Jun
14 Jul
28 Jul
11 Aug
25 Aug
8 Sept
22 Sept
13 Oct
27 Oct

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