

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

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**Minutes - Wednesday, June 23, 2021 – 11:30 A.M.**

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, Deb Deward, Jim Lambrix, Terry Roach, Beth Russell

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

Guests: Bert Stiphany

3. Approval of the Agenda

Motion to approve made by NS \_\_\_ seconded by TR \_\_\_. Approved unanimously.

4. Public Comments on Agenda Items

none

5. Board Meeting Minutes Approval – June 9, 2021

Motion to approved made by Terry Roach, seconded by Norm Shotwell. Approved unanimously.

**6. INITIATIVES**

a. Results of removing remaining PHS materials from Village Hall.

Young enterpreneur from the high school will charge \$15 per hour and bring several laborers. A team will be assembled to do this work. There should be enough room for items from the old village hill, and the log, in the storage shed. There are two grinders and multiple ledgers to store away.

b. Future - remove 10' circle from 2<sup>nd</sup> floor of old village building and capture yellow bricks when building demolished. This will fall to Dan H to schedule this and determine how to pull up the flooring without demolishing it.

7. Future Plans – Norm Shotwell

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

Norman Dodds has incorporated what we asked for: bathrooms, egress from the east side, etc. If we agree to move forward he can create a 3D model.

Currently we are not planning on storage in the basement of the new building.... only for event space. We may be able to redo the basement of the existing building to get additional storage. 2179 sq ft for PHS Board Minutes 06-23-21 Final.odt20

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event space, and curtains / folding walls to divide space. Accordion wall can be used to divide up a room.

Mechanical systems could be moved to the new building to centralize that equipment, freeing up space in the basement of the old building. An HVAC engineer would have to tell us what could be done. HVAC might also go in the attic space.

If the old building will get AC, the systems would have to be connected.

In the basement of the current building there is space that could be reclaimed: meeting room, kitchen, and possibly the HVAC / mechanical space.

What's best heating and cooling for a museum? Passive heat and cooling would be best for the artifacts, but for the people and avoiding another pandemic forced air is best. An engineer would be the one to tell us what exactly is needed.

Third floor would also be available for storage and meeting rooms.

Top floor of the new building will have storage space and meeting rooms.

Questions arose about whether a special heating and cooling system is needed for museum space. A HVAC engineer would have to advise on this.

We might also look at the Oceana Historical Society to see how they are setup and how they store their records. They have been doing this for 30 years.

It was suggested that we plan the new exhibit area in advance of moving artifacts so we know how things will be laid out. This was acknowledged as a need.

Purpose of display patio? That would be outside display for the log, the Katahdin wooden boat, and the fire department hose reel. The comment was made that these items should be covered to protect the items from the weather, and there was general agreement on this idea.

There will be rooms solid walls on the 3<sup>rd</sup> floor, not accordion doors and walls. This might include board room, room for research area, etc. The balcony in the existing building is not ADA access, so only rarely used ledgers and paperwork could be stored up there.

The Michigan State exhibit has been successful. In future years we will simply have to look at what is available from MSU and how much they are charging. They are valuable in order to keep returning visitors interested. We have used MSU exhibit material for 2 years, and purchased an exhibit from Grand Haven. Dick has also looked at a Smithsonian temporary exhibit, but it was quite pricey.

The entrance at the south end.... Why 2 parking spaces right up to the door? Those are ADA parking spaces.... The suggestions is to just make them parallel parking spaces on the street. This will be dictated by the state rules. This would allow nicer landscaping at the south entrance to the new building.

b. Role of a Focus Group

In talking to Larry K, who has been very helpful in the past, it was suggested that a focus group could be used to verify our goals and determine the right course of action. We could test the reasonableness of our expansion plan, get reactions from key players and potential donors.

A good moderator would be Larry K.

Initial idea was to have just one focus group, but it was requested that there be at least 2 focus groups. We could run 2 focus groups, one each on consecutive days. 10 names have been suggested so far, and at least 2 more names would be needed to find 6 people per focus group.

Some discussion occurred around who is the right moderator. Larry K is the current pick for moderator. Is there any of the village staff or leadership that would be suitable? Maybe the school superintendent, Scott K, would be an appropriate. Another potential moderator might be Claudia. Kyle Chapman would be another suitable moderator.

It is expected that Dean G. would agree to be on the focus group, and Karen W. also.

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The consensus is that focus groups will help to confirm whether or not we should proceed with the expansion plans, and if it would be good for the PHS and the town.

It was noted that the focus group will ask questions about longterm staffing and budget requirements to have an expanded PHS. Bart should start looking at budget requirements, Deb should start looking at what kind of events we expect to have... i.e. schedule, hours to be open year-round, what events could be scheduled in the new building, etc.

Moderators and participants to ask to participate in the focus groups, (and who asks):

<b>Focus Group</b>	<b>Potential Participants</b>	<b>Board Member to make contact</b>
1	Larry Konopka (moderator)	Norm Shotwell
1	Dean Gustafson	Terry Roach
1	Mike Castor	Dick Warner
1	Sam Morrison	Terry Roach
1	Karen Wey	Terry Roach
1	Clauda Resel-Hoden	Norm Shotwell
1	Alternate?	
2	Claudia Resel-Hoden (Moderator)	Norm Shotwell
2	Tave Reser	Dick Warner
2	Margot Graettinger	Terry Roach
2	Tony Monton	Norm Shotwell
2	Kyle or Pam Chapman	Dick Warner
2	Dan Filius	Bart Zachrich
2	Stuart Harter (Alternate)	Norm Shotwell

There will be a two-week window for these people to meet, and a need to determine where will they meet. Pick a date with the moderators, 45-90 minutes. Norm might have to give a presentation of about 15 minutes, then 75 minutes to discuss. 10:30 to noon is best option for time of day. Recommended dates are July 12<sup>th</sup> and 13<sup>th</sup> in order to get the input before our next board meeting.

It was also pointed out that we need to have our ducks in a row... I.e knowing what we are including in the building design, having an idea about what kind of events we think are appropriate for the building space and an idea about the dollars required to build and to operate and maintain the expanded museum and community space. Norm S. agreed to be the presenter for this information at the focus groups.

During the meeting Claudia was called by Norm S., and she agreed to moderate one of the meetings. She has blocked out her calendar for the morning of July 13<sup>th</sup>.

Number to be used for final costs of new building is \$750,000-\$1,000,000, the top of a cost range, based on current design. 2200 sq ft on the main floor.

Norm also recommended a meeting with our primary benefactor before the focus groups occur, to make sure the continued support is there and how much can be supported. Also, board has to decide how much each board member can donate. How much will board members commit to help fundraising for?

What happens if we decide to proceed, but don't raise the full amount of money? We would have to cut back the scope... i.e. postpone the build-out of the kitchen and event space, or make the building smaller, or remove the top floor, only two stories and flat roof to start. Put up walls, roof and infrastructure to start, and make improvements to build out the complete plan as we go.

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Also note.... Cost estimates keep going up in part due to supply chain delays caused by the pandemic. No telling what costs will be at the time of the building effort. Costs could go up further, or back down to more normal levels.

**Action Items:**

**Deb:** projected use of the expanded building for events, beyond exhibit space.

**Bart:** projected budget after the expansion, regarding sustainability.

**Jim:** begin planning events that we might schedule in the future to raise \$ for annual expenses.

**Beth:** find letters and discussion about purpose of PHS when it moved to the church building

**Beth:** Ask for space in the baptist church for our focus groups.

**Jim:** Talk to primary benefactor about PHS plans. Set up meeting with Norm and Dick as appropriate.

It was also noted that if we do not have a primary benefactor who agrees to support us financially there is probably no way our expansion plans can go forward, and no need to call other focus group participants if a primary benefactor is not willing to assist in funding our expansion plans.

8. Fundraising/grants – Beth Russell

The only grant currently being discussed is to get funding for completing the Sequoia and enclosing it. Dan Kofflin at one time gave an estimate of what it would cost to finish the Sequoia model and enclose it.

**Action Items:**

**Dick:** to research the model maker and what it might cost to finish the Sequoia.

**Jim:** call Dan Kofflin to find out about completing the model and enclosing it.

9. Public Comments

10. Adjournment

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

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

14 Jul  
28 Jul  
11 Aug  
23 Aug (a Monday)  
8 Sept  
22 Sept (TBD)  
13 Oct  
27 Oct  
TBD

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