

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

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**Minutes - Wednesday, July 28, 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, Dan Hoekstra, Amy VanderZwart, Beth Russell

Board Members Absent: Sylvia Warner, Deb Deward, Jim Lambrix, Terry Roach, Mark Shotwell

Guests:

n/a

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 – May 19, 2021

Motion to approved made by Bart Zachrich, seconded by Norm Shotwell. Approved unanimously.

6. Treasurer

a. Donation to HSM

Historical society of Michigan has had trouble raising funds during the pandemic. They put a writeup in their booklet listing local museums museum, broken down by region.

Bart Zachrich moves that we donate \$50 to the Historical Society of Michigan. Supported by Norm Shotwell.

Discussion: can we increase it to \$100? We give them \$50 for membership and being included in their booklet.

Bart amended his motion to a \$100 donation. Supported by Norm Shotwell. Approved unanimously.

7. Initiatives

a. Plan for removing PHS materials from Community Hall

Dan H. is going upstairs next week at the old Community Hall to verify what remains to be moved out. Downstairs might have some materials also. A back room in the basement had materials also.

Dan H. will pick a date, and once that is done Norm S volunteered to contact Pentwater Svc Club for assistance.

The two trailers in the green space can be used to move items from Old Community Hall to the  
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storage shed. Mark S. has a trailer that we might be able to borrow also. The big red trailer might be usable for storing the ledgers to be removed from Community Hall. Shelving currently in the trailers might need to be moved out of the trailers in order to do the move of items.

Jake at the WoodShed on the Mears trail might be interested in getting the surplus bicycle, leftover from the garage sale. Dan H. to call him.

We need to get a good record of what we move to the storage unit.

The Barney Mobile is taking up a lot of space. Are we going to use it again? We are not going to have a float this year, and don't yet have a plan to use it again.

Can Jim store it at his storage building? Dan H. to call Jim about that.

**Action Items:**

**Dan H** – verify items to be moved from Community Hall, confirm date for the move

**Dan H** – contact the WoodShed bicycle shop (Mears, MI) about donation a bicycle that was not sold at the garage sale.

**Dan H** – call Jim L. about where to store the Barney Mobile.

**Norm S** – After move date is finalized, contact Service Club members to get assistance

b. Plan for moving the Log to storage

We need a way to hoist up one end so it will fit in the storage shed. Possibly Mike Russell can notch a tree stump that would hoist it up. Storage shed is 10x20, log is 20+.

Do we need both ends of the log? Or can we cut it in half? One end has historic markings on it. Not sure what the other end looks like.

Norm S. will review the second end of the log to see if it can be cut in half or not. It will sit on the floor of the storage shed.

Dan H is planning on moving shelving to the storage sheds. He will find items that don't really need to be on shelving and rearrange them in boxes or some other system.

The records of what was donated were kept current until about 2019. Getting a good record of what's in storage is critical.

**Action item:**

**Norm S** - look at the log and determine if it's okay to shorten it, cut it in half, or if we need a system to prop up one end.

c. Future – remove 10' circle from 2<sup>nd</sup> floor and capture yellow bricks when building demolished.

This is on hold until we have a chance to talk to John Tabor, a local carpenter. We will ask him to look at the floor to see if we can pull it up with volunteer labor. Might use that wood as part of the flooring. The most critical part is the logo of the high school.

8. Future Plans

a. Planning for an expansion of the museum

The two focus groups happened on Monday, 7/19. One led by Claudia and one by Larry Konopka. Their participants' key concern was can we afford annual cost and maintenance costs. Norm explained that what we have outlined so far we believe we can afford. Additional fundraising items have been suggested that should cover the increase, expected to go from \$20K to \$22K. Will also use

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grant requests to fund assistance in setting up the exhibits and displays.

Second concern: Can we afford the building project? We have a \$100,000 matching pledge.... To be paid when we attain our remaining financial goals.

Norm needs a sample pledge card. He has already gotten commitment for another \$6,000 in donations beyond the \$100,000. (\$5,000 and \$1,000 were the add-on donation amounts.)

b. Results of Focus groups

The straw poll (from 1-10) at the end of each focus group got an average of 7.5-8.5. Positive reaction that we should be doing it, just concerns about raising the money.

Norm has a 15-minute presentation for the summer dinner.

The business part of the meeting is required also.

Possibly we distribute the boxes, and go straight to the business meeting and Norm's presentation. Presentation could begin by 6:15. Speaker at 7:15.

Hors d'ouvres are from 5:30-6:00.

Final schedule for the dinner to be finalized with Deb D.

Norm will bring his large TV screen and rotate through the images of the museum design, setup inside near the entrance to the VFW Hall. He will also see if we can get a 3-D model from the architect.

Dick W has a copy of a pledge card that he will get to Norm. Must decide if it will be 2, 3, or 4 year pledge. Procedure for getting pledge info to Bart, and then on to Sylvia for thank you notes.

Norm suggested that we have a pledge card at the dinner for them to pick up. Once the membership approves moving forward, then we could say that pledge cards available on your way out, or board members and volunteers could pass them out to each table.

At the summer dinner, the treasurer's report should be brief. CFOC funds should be described as emergency repair fund, to be used for maintenance costs, not as expansion plan funding. We did save \$ by using volunteer labor wherever possible.

Dick W. will look at pledge card options to get printed.

Amy suggested that we pass out the pledge cards after the vote. And not a multi-year.

Dick W explained that the pledge card will list the total amount of the pledge, and the number of years that the donor will take to give us that amount of money. There was general agreement that multi-year pledge card is okay.

The fundraising thermometer needs to be updated to show goal of \$450,000.

**Action items:**

**Dick W.** - look at pledge card options to get printed by the summer dinner.

**Dick W.** - talk with Sylvia to develop the program of thank yous for expansion donations.

**Norm S.** - take the thermometer over to the PALC to see if someone can help us update it.

**Norm S.** - talk to the architect about getting the 3-D model in time for the summer dinner.

**Norm S.** - work with Mark S. to setup a screen with the new building drawings, rotating between the three views, to be setup near the entrance of the VFW building at the summer dinner.

9. Fundraising / Grants

Grant for tuck pointing should be sent to Jim Lambrix, so he can approach Gene Russell about making the donation.

Several grants have been found that might be applicable to us. Consumer's Power and GLE. GLE grants cannot be awarded unless GLE customers in our area use the Round Up option on their power bills.

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Norm S. recommends that we plan for ten minutes of fundraising discussion, after the membership has approved the expansion. He will also talk about succession planning.

Norm expects to need 30 minutes at the dinner.

Business meeting will need 10-20 minutes. Opening comments, treasurer report (5 minutes), election of officers (includes one trustee, 5 minutes).

Tammy Carey has offered to meet with us to talk about fundraising. We will invite her to the next board meeting, August 11. Ask her to arrive at noon or so.

A visitor to the museum left her card, and suggested that we apply for grants from the organization where she is President, Shelly Kasprzycki at Michigan Humanities Council, michiganhumanities.org.

**Action Items:**

**Norm S.** - contact Tammy Carey about coming to the meeting on August 11.

**Beth R.** - research what it takes to do the roundup for GLE. Then advertise this at the summer dinner.

**Beth R.** - call Ms. Kasprzycki, a visitor to the museum left her card, advised that we should apply to grants from her organization, Michigan Humanities Council.

**Note that all fundraising activities can be canceled when one of us wins the lottery. Be sure to buy your tickets!**

10. Board Candidates – plan for interviews

Norm S. knows Ron Stoneman a little bit. He was an educator and school superintendent. His son will be a senior in high school next year. Has a summer home in Pentwater, so he's a long term Pentwater person.

The second candidate, Sean, is not well known to us. He has financial experience according to his resume.

Ron S. could replace Sylvia (membership director).

2<sup>nd</sup> candidate could replace Mark S.

Membership is an officer spot.

Mark S. will continue to receive info@ emails, send emails out as we request, send newsletters out online, membership database, support treasurer, and use of Facebook as needed.

The old board member position was information technology. The new board member position would be fundraising.

The new board position should focus on increasing membership. Thank you notes are currently written for new members and monetary donations, or major material donations. Sylvia is most likely interested in

Next board meeting would be meeting the two prospective board members, then meeting with CFO, then doing our normal business.

Will board meetings be done over Zoom calls during the off-season months? Yes. By December at least we would start with Zoom meetings.

**Dick W.** - will invite the two prospective board members to the August 11 meeting.

11. Public Comments

Amy would like to revamp the PHS website. It was not initially setup by Mark... he has just updated it.  
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Possibly the new board member could work with Amy to get the website redone.

We own the domain, but were paying a monthly fee to a website admin. Mark now does the website admin. It is hosted on Mark S's server. Other options include WordPress. Wix or SquareSpace would require a monthly fee. WordPress could be hosted on Mark S.'s server.

Several items were pointed out in our meeting room that are not suitable for display in the museum and could be sold. It was suggested that a silent auction could be held at one of the member dinners, or at the garage sale, to raise money for the expansion.

**Action items:**

**Amy V** - will start looking at website creation options, or hosting options.

**Mark S** - will send info to Amy about website options.

12. Adjournment

Motion to close the meeting was put forward by Bart Zachrich , seconded by Norm Shotwell.  
The motion was unanimously approved.

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

11 Aug  
23 Aug (a Monday, to prep for the dinner on Aug 25)  
8 Sept  
22 Sept  
13 Oct  
27 Oct  
10 Nov  
8 Dec  
22 Dec