

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

Minutes - Wednesday, August 17, 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, Deb Deward, Amy VanderZwart, Jim Lambrix, Beth Russell

Board Members Absent: Sylvia Warner, 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 – July 28, 2021

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

6. ON GOING ACTIVITIES; STATUS REPORTS

a. Treasurer's Report - Bart Zachrich

Monthly Report:

\$250 donation from the History 101 and the Boat Cruises. Quite a bit of merchandise has been sold... many Schrupf and Architecture Tour books. Total income \$1368.

Expenses included postage for the newsletter mailing, marketing in PTW, and donation to historical society of Michigan.

A dehumidifer was purchased for the basement storage area, water pump was fixed, and monthly service expenses such as utilities.

Expenses exceeded income by ~\$500.

The endowment continues to grow.

Fiscal YTD:

Our income is on track with what was budgeted. Expenses are at \$14,200, also on track for budgeted expenses.

A dinner ticket has been given to Norman Dodds, the architect for our expansion project, a value of \$20.

A motion to approve the treasurer's report as submitted was made by Jim Lambrix, seconded by Norm Shotwell. Approved unanimously.

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b. Membership - Dick Warner

Membership dues are at \$3,900, while \$4,500 was budgeted. These numbers are down slightly.

We are going to be down two board members after the Summer Dinner elections. We should list the fact that we only have nine (9) board members in the future.

Board members, Mark and Terry, should be thanked. They both would like to continue with their duties, but don't want to attend board meetings or be assigned other responsibilities. A note of thank you would be sufficient. Amy Z. will put an item in the newsletter thanking them also.

Sylvia will stay on the board until there is another board member appointed.

It was suggested that Kyle Chapman might be a good

c. Museum Activities - Dick Warner

The MSU exhibit will be taken down the last Saturday of the month of August. The shipwreck display will go back up at that time, after closing time. (August 28)

Next year the police/fire department will be the featured display for next year. Some items will need to be purchased in order to setup the new exhibit.

Limited hours begin in September and go through October.

d. 2021 Events Planning - Debbie Deward

Charter members are planned to be honored next year, as well as past Presidents. Those will be done at a Special Event. Possibly both dinners will be a tribute to the 40th anniversary of the museum.

They are looking at information on who were the past presidents. One dinner might be a dinner dance.

Deb to contact Father Sam, and ask him to say the prayer at our dinner.

Deb to send resume of the speaker to Dick, so Dick can do the introduction.

e. Items to be reviewed regarding fundraising

Drafts of a letter requesting donations, a letter thanking for donations, a list of exhibit naming opportunities, a donation form, and an alternative letter were distributed.

Discussion included how to list / display the donor name for specific exhibits. It was agreed that...

Need to come to agreement on which exhibits will have named donors. Will the rotating exhibits have a named donor, or just the permanent exhibits?

The \$ amount should reflect the size of the exhibit and its permanence.

Dick's preference is that we hold off until September, and not start the fundraising at the August dinner. There needs to be a system to track donations as well.

During the museum acquisition, CFOC tracked donations during that fundraising effort.

Bart saw momentum building after the focus groups, and expected that people would be excited at the dinner after seeing the presentation from Norm. He sees the dinner as a natural springboard for the fundraising effort.

At August dinner we need approval of the expansion project.

Dick proposed that we not begin the fundraising at the August dinner... wait and begin the fundraising in September. He noted that our building plans are much further along than the

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fundraising plan.

Jim L. showed an example of a brochure that was used at a fundraising event that he was a part of in 2000. They raised \$600,000 at the event on one Sunday evening. They had a strong vision, and had worked for some time to make sure they had resolved everyone's misgivings. There was a significant time between voting to approve the project and the fundraising event in order to build up excitement before the big event in order to raise that amount of money in one night.

Discussion continued about when to begin serious fundraising. Another suggestion was that we get the approval vote at the August dinner then have a major fundraising buildup for the Spring dinner.

We have one commitment from a big donor. Hoping that the CFOC can tell us who to talk to in order to find other donors of potentially large amounts.

During the museum acquisition, a note was put out to all the members about how much they were hoping each member could contribute.

f. Tammy Carey from CFOC

Tammy asked for a brief overview of what our fundraising drive is all about. Norm S. gave a summary of the needs that have been identified and the goals of the project, and the layout that has been proposed. Total cost between \$550K and \$650K, depending on building costs following the pandemic.

Tammy asked if the functions designated for the 2nd floor actually be accomplished in the basement to reduce the costs of the building? The basement is designated as an event area, not just storage.

Fundraising drive is about to kick off. Questions that have come up:

Will CFOC take care of tax receipts for donations? Yes

Can checks be written to Pentwater Historical Society? Yes... the CFOC could still take these. They would prefer that checks be written to CFOC, with memo line for PHS Expansion Fund, Building Fund, Next Step Fund, etc. Asked that we put these instructions on all communications.

Grants to be applied for.... If we are the applicant we should hold the funds. If CFOC is the applicant they would assist with the writing of the grant and would report on the used of the funds.

They can assist with the writing of the grant, and report on the use of the funds.

Can someone on staff assist with writing grants? Tammy is aware of someone that is moving into town that is willing to help write grants just for community involvement, at no charge to the organization. She is planning to meet with this person to show him/her what community projects are in progress and if they are interested in working on any of those projects.

This individual might have enough experience to tell us which grants we are likely to get, and which grants might be

Tammy also suggested speaking with an organization that has received a speak grant to ask them what they think won them the grant.

CFOC will provide reports so we know who has given money.

Donated money is held in a money market, protected from market ups and downs.

Money is transferred to PHS from the account when it is time to make payments.

If they make a donation and the project does not go forward??? there are provisions in the fund agreement on what would happen with the donated money. Tammy has not had a project fund get canceled. One was around for a lot of years while they waited for a major grant,

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but it is finally going as of now.

Can you advise us as we go along? Yes. But not in charge of doing the work, or even getting the work done.

Tammy asked if we had a campaign tree... There is a sample of this in our Expansion and Sustainability document. Beth will send this document to Tammy.

Tammy would like us to get approval for the project going forward at the August dinner, then work on getting additional donations and writing the fund agreement.

Using \$400K as target for Phase I fundraising.

Does GoFundMe work? Tammy replied that there are a lot of fees associated with it. There is Michigan Economic Development. Tammy will check to see if this is available to non-profits.

Tammy suggested that someone will make a donation to cover the elevator, if it's not included in the first phase fundraising.

Can stocks be donated? Yes. CFOC gets stock gifts all the time. This is a great time to do it. They can also take IRA rollovers. They can give the Required Minimum Distribution, or beyond it, and it does not count as income for them. Tammy will check to make sure this will be an option in 2022 also.

Should phases be behind the scenes? And we ask for the total amount up front? Tammy recommended Phase 1 and 2 funding... this gives people a range of options. This works around the sticker shock of the whole project. Also shows that the board is being fiscally responsible and conservative... open to the feedback of the donors. Often there is a feasibility study to determine if you have the donors to support the campaign. Second round of focus groups. After that study, you would know whether you can go for the whole thing, or do it in phases. Go ahead and announce next week, or say you want to gather more info from members to determine the campaign steps, fine tune the design, and the best approach to building and fundraising. Have we worked with anybody on how to do a feasibility study? (No)

Is our timing bad, with yacht club and school board tax hike going on at the same time? Tammy is hopeful that the Yacht club is close to being done with their initial fundraising campaign. The bond proposal probably doesn't really conflict with this. PYC has a limited pool of donors. Tammy does not feel that the new tax will have an impact on our fundraising.

How to donate stock? There is a stock transfer form. Tammy can send it once our new fund is setup. She would prefer to work directly with the donor to do the stock transfer, and NOT have the PHS board act as an intermediary.

Note: Campaign materials need to be approved by CFOC. It's just to make sure that CFOC and the PHS fund is referred to appropriately

What's normal lead time for fundraising campaign? Focus groups to talk about design could also talk about fundraising schedule, and the phases of the fundraising campaign. Then you have to develop your materials. A number of people surfaced during the PYC fundraising campaign that have skills in this area. Amy LaBarge might be willing to share these names soon. One person was a volunteer, another was a consultant out of GrandRapids. Not sure if this was a volunteer basis or a paid basis. She guessed that they wouldn't want to give us those names until they are about done with their fundraising. Can one of us talk to Amy? Norm volunteered as the best candidate to talk to Amy.

Are there other contacts that we should be contacting for large gifts? "The best givers are the ones that have already given." Look who donated during the first campaign. And look at membership rolls to find the most likely givers. After that, general public or special friends to the museum. Then grants, and special opportunities with vendors in town. i.e. Sears & Nichols cabins? Would they be interested in sponsoring a large exhibit?

How much info should we be giving at the summer dinner next week? Primarily about the

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design, and reasons for doing the expansion. Jim L was wondering if we want to leave out too much detail about financial information. Tammy suggested that one thing we could do is have tables with cards that say “contact me about making a future donation/focus group participant/give now.” She recommended a “next steps” slide. Feasibility, input regarding design, fundraising campaign to launch when? Trying to be sensitive to other community projects already in motion. Working through the next steps. Do announce that we have financial support to the tune of \$106,000.

Checks must be dated on or before 12/31 to count as 2021. Tammy can receive it within 7-10 days after 12/31, as long as it is dated 12/31.

If you're going to do a stock gift or an IRA gift do it before 12/31. If you don't have it in progress by 12/15 it's probably not going to happen in 2021.

One fund agreement with PHS is actually already in place, extra funds from the building purchase. Some funds could be taken from it to establish a new project fund. This can happen as soon as the membership votes yes. The new fund agreement will be ready within a week of getting approval from the membership. Note that CFOC is not tracking project funds in terms of investment gains. We could take \$500 from agency fund to establish the new project fund. The agency fund is endowed, so it cannot be used for the expansion project.

Action Item: Beth R to send Expansion Planning document to Tammy Carey
Tammy@oceanafoundation.org

Action Item: Tammy Carey will draft a new fund agreement after the vote so we are ready to go with fundraising.

Action Item: Tammy Carey check to see if the Michigan Economic Development matching is available to non-profits.

Action Item: Tammy Carey check to make sure donating IRA funds beyond the MRD will be an option in 2022 also.

Action Item: Beth R and Deb D draft and print a card to put on the tables at the dinner.

- g. Marketing Plan 2021 Review - Jim Lambrix
 - i. Marketing thrust remainder of summer
 - ii. History Cruise for 2021
 - iii. Channel Lane History Talks – continue or stop

Channel Lane talks are done.

History Cruise is available now, and should go in the PTW publication.

Action Item: Jim L - get PTW updated to remove Channel Lane History 101 and postcards, and add History Cruise

- h. Museum Operation Report – Dan Hoekstra
 - i. Docent Staffing by Dan/Joan

Staffing is going well so far. Will need more volunteers as people start to leave Pentwater.

Joan G recommended a thank you for the donated lemonade stand profits (her grandparents own The Abby B&B). A one-year membership to the museum? Picture of the lemonade stand or of the young girl to put on Facebook or in the museum. Amy will check to see if the contact has a photo of the lemonade stand, and will reference the

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gift in the newsletter.

Gift card for Pam V.? Gift card and a thank you note?

The board approved a \$25 gift card for Pam VanderPloeg, the person that conducted the architectural walking tours.

Norm Shotwell made a motion that we give a \$25 gift card to Antler or Brown Bear. Seconded by Dan Hoekstra. Motion was unanimously approved.

Action Item: Beth R to write thank you note to Pam VanderPloeg with gift card. The gift cards are for \$25.

ii. Plan for removing items from Community Hall

There are only a few ledgers up there... 8-10. The grinders are the only heavy items to be taken down. The wash sink is still there, but too heavy to remove. Dan will set a date in the last week of August.

John Tabor has not yet been scheduled to look at the floor and how to take it up. Dan H will talk to John Tabor to get him over there before the next meeting to verify that it's feasible.

Jim L suggested that we ask the village to include the requirement to save the floor in a sale agreement. Jim L and Dan H will discuss with Chris Brown.

Action Item: Dan H – schedule date in the last week of August to remove items from Community Hall.

Action Item: Dan H – schedule John Tabor to look at the floor in the Community Hall, possibly to be used in the new building.

iii. Update of Pentwater History Book

This will be done through verbal interviews.

iv. Completion of the Sequoia model

Not discussed on 8/17

i. Museum maintenance

i. Masonry repair plan

j. Technology – Mark Shotwell

i. Website upgrade

Amy has been given a name of somebody that does websites. Mark or Amy will make the contact.

k. PHS - Newsletter - Amy VanderZwart

October 1 is deadline for next newsletter.

Action Item: Norm S. - writeup article on the expansion plans for the newsletter.

Action Item: Dan H – writeup article on Oceana Beach Association for the newsletter.

l. Review action items from last meeting:

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Not discussed on 8/13

7. INITIATIVES

- a. Archeologic dig of early house/cabin on Flynn's property

Not discussed on 8/13.

8. Public Comments

The DNR has asked about the Mears Red Barn. They will be in town on August 30 and would like to discuss. We don't own the barn, the state of Michigan owns it. We don't have the funds to maintain the barn. Manny Valdez tried to get a "save the barn" group together. Nothing ever came out of that. The State wants the barn moved off the property. The state has not determine which agency has which role regarding the barn. Nobody has made a decision on what is to be done.

Dick Warner will meet on Monday, August 30, 1pm, at the museum. Peter Kailing is the contact from the DNR that wants to meet.

Action Item: Dick W and Dan H – meeting with DNR rep. Peter Kailing and possibly Danny Valdez.

House in Sunset Beach that is nice exterior and landscaping was proposed as a suitable sample of what could be done outside of our new building, A visit there will be scheduled after we are closer to needing external design details.

9. Adjournment

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

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

8 Sept;

13 Oct.