

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

Minutes - Wednesday, January 12, 2022 – 11:30 A.M. via Zoom

1. Call to Order

Meeting called to order at 11:36 AM by Norm Shotwell

2. Board Member Roll Call

Board Members present:

Dick Warner, Norm Shotwell, Bart Zachrich, Dan Hoekstra, Deb Deward, Beth Russell, Karen Way

Board Members Absent: Sylvia Warner, Amy VanderZwart, Jim Lambrich

Guests: Karen Way (appointed as a new board member during the meeting)

3. Approval of the Agenda

Motion to approve made by Dick Warner, seconded by Dan Hoekstra. Approved unanimously.

4. Public Comments on Agenda Items

none

5. Board Meeting Minutes Approval – November 10, 2021

Motion to approved made by Dick Warner, seconded by Dan Hoekstra. Approved unanimously.

The moderator noted that Karen Way is present at the meeting. She has been invited to become a board member in order to assist with fundraising and grant writing.

A motion to have Karen Way join the board was made by Dick Warner, seconded by Bart Zachrich.

Discussion was supportive of Karen joining the board. She has given assistance in the past in multiple ways. It is expected that she will have a term of two years.

Motion passed unanimously. The exact title will have to be determined. It is expected that she will have to be confirmed as a board member at the annual meeting, at the same time as all other board members.

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Agenda -Wednesday, August 11, 2021 – 11:30 A.M. in person at the museum

6. ON GOING ACTIVITIES; STATUS REPORTS

a. Treasurer's Report - Bart Zachrich

- i. Income in 2021 was \$36,000, after projecting \$22,000 in income. Expenditures were \$24,000 leaving a surplus of \$12,515. \$500 was spent on long-range planning. The card in the newsletter got many renewals for memberships. The grant (for tuckpointing) received in December was included in the income, in the amount of \$3,250. The tuckpointing expenditure will not occur until April or May. Also received in December of 2021 was a grant for mannequins in the amount of \$1,450. The mannequins were purchased in 2021. It was requested that funds received from grants, with restrictions, not be considered part of the general budget. Bart Z agreed to document these funds as grants for specific projects.
- ii. Monthly report – from 11/9/21 to 1/06/22 had \$8786 in income and contributions. \$1400 grant, and \$3,250 grant for tuckpointing. We also had another \$1000 donation for tuckpointing. Collected nearly 1000 in membership dues. Total income was 9700 for the last two months, expenses were \$~4600. So excess income is \$5000 over the last two months. It was recommended that the grants, intended for specific items, should be broken out to show them as grants. It was noted that an additional donation was made specifically for the tuckpointing in the amount of \$1,000.
- iii. Expansion fund donations: \$11,650 has been received so far. Expansion pledges for a matching challenge fund have been received in the amount of \$135,000. The \$11,650 will go towards the match.
- iv. Balances:
 1. Checking: \$17,045
 2. Savings: \$49,824
 3. CFOC / Building fund: \$56,340
- v. 2022 budget
\$22,000 was projected last year for income, but \$34000 was received
\$27,000 is projected for 2022 budget,
Total expenses projected: \$23,000
Supplemental budget: Fundraising expenses: \$4,740. This includes funding for graphics design, printing, postage, and hospitality.
Tree removal proposed for 2022 would be \$4,000.
Tuckpointing fundraising was received in 2021 through a grant of \$3,250, and another specific donation of \$1,000. The total cost of the tuckpointing is projected to be \$7,000.
- vi. Membership dues and income
- vii. CFOC Investment
Another donation, \$1,000, was received for the expansion project. \$11,650 donated so far, towards the match. Pledges are \$135,000 so far.
- viii. Annual Report

A motion to approve the financial reports as submitted was made by Dick Warner and seconded

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by Dan Hoekstra. The motion was approved unanimously.

b. Membership - Dick Warner

16 new members have joined since the last meeting.

Dick is going to talk to the president of the Pentwater Lake Association to get permission to send a letter to PLA members about joining PHS.

Mark S will send out email reminders to active members who have not yet paid dues.

c. Museum Activities - Dick Warner

Regarding training for docents that want to do a 1-hour tour: the discussion centered around how a docent-led tour of the museum might be implemented. It was suggested that we publicize a 1-hour docent-led tour of the museum, possibly to occur two times per week at a specific time only. Only a subset of docents would be interested in doing this, and this would not be a requirement for all docents. The docent that hosts the tour would not necessarily be the docent that is staffing the museum that day.

Dan Hoekstra will ask Ron Beeber to put together a script for docents to use in a museum tour.

It was suggested that there should be a charge for the tour. Another suggestion was to make a suggested minimum donation for anyone that takes the tour. No final decision was made on this issue, although there was general agreement that it would be difficult to charge for a tour in advance of the tour beginning, for a variety of reasons.

It was also noted that the History on Hancock tours went well in the holiday season, but they would be much easier to do and would attract more tour members during the summer months. It was also noted that while walking down the street additional people might want to join the tour. This would make it difficult to charge for the tour in advance.

Action item: Dan Hoekstra – Approach Ron Beeber to request a script for a docent-led tour of the museum.

d. 2022 Events Planning - Debbie Deward

See Deb's event list.

VFW Hall has been reserved for both dinner events, May 25 and August 24.

A half-hour video might be presented at each dinner. Both dinners would both be a celebration of the 40-year anniversary.

A trivia game in some format is under consideration. It could be True / False,, Jeopardy style, etc.

Deb will work with Claudia to get films created, using existing movies.

Other ideas for speakers are the shipwreck lady (Valerie Van Hees), or the guitar player. Deb will investigate these possibilities.

Note that there will be a Celebration of Life for Bill O'Donnell's daughter, it will be on the same day as the Garage Sale.

Deb will investigate getting one large tent for the garage sale, instead of the multiple small canopies.

Small canopies will still be used for Exit and Payment area.

DAR headstone cleaning is under consideration by another organization in Pentwater. PHS was asked to participate... discussion of this was deferred to next meeting. Boy Scouts or Service Club members might want to assist also. It was pointed out that collaboration with other groups is favorable when applying for grants. Jim Lambrix will act as the primary

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contact for this activity.

Advertising the content of the member meetings can be done when the details are confirmed. At this point all we can publicize is the dates of the meetings.

- e. Marketing Plan 2022 Review - Jim Lambrix - Deferred to next meeting
 - i. Marketing thrust
 - ii. Tours
 - iii. Updated Logo – Status

- f. Museum Operation Report – Dan Hoekstra
 - i. Docent Staffing by Dan/Joan
 - ii. Mannequins – Dan will be putting together the mannequins
 - iii. Dan is wondering about getting records to show donation of items in a given year. This system was lost when Ed Bigelow passed away.
 - iv. Docents should know how to respond when someone brings in an item that they want to donate.
 - v. Dan and Dick will discuss this later in the spring to work out a new form for donations, and re-establish a system to document all the items received in a given year. Also discussed was valuation of item donated..... typically the museum has not given estimates about value. That is for the donor to determine the value.
 - vi. The question was asked.... Are the faucets shut off? The downstairs sink needs to be set to drip in the basement, as per the village. The upstairs is set to heat to 50 degrees. Dan Hoekstra agreed to make sure that at least one faucet is set to drip, and he checks inside the museum every now and then to make sure the heat is still working.
Action item: Dan Hoekstra – set the tap to a slow drip in the basement sink.

Action Item – Hoekstra – check to make sure that a faucet is at a slow drip during the winter.

- g. Museum maintenance – Dan Hoekstra
 - i. Masonry repair plan
Terry R has contacted Ruggles. Tuck pointing should happen in the spring.

- h. Technology – Mark Shotwell / Amy V
 - i. Website upgrade – status
The new site has been implemented. It is not yet complete, but coming along very well.

- i. PHS - Newsletter – next due date? - Amy VanderZwart

- j. Role of Facebook and the PHS website

Advertising should be focused on Facebook page.

Postcards are ready to send out to advertise the new website.

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Deb suggested that we wait until there is more info about the events planned for the summer. She recommended not mailing the postcards until late March.

It was noted that during the architectural tours all attendees, when polled, said they found out about the tour from social media.

The cost to mail out the postcards is 40 cents per postcard. 400 postcards have been printed in order to be mailed.

A motion was made to send out the postcards in late March, at a cost of \$160. The motion was made by Norm Shotwell and seconded by Dick Warner.

- k. Review action items from last meeting
Dick will contact Deb about his action item.

7. INITIATIVES

- a. Fundraising – Plan

- i. Red Barn Art Contest

A Red Barn art contest was originally suggested by an artist around 2014, and raised anew by Norm Shotwell, since the structure is such a familiar landmark to those that come to Pentwater.

A question was asked about the barn being torn down sometime in the future. And what is the money from an art contest to be raised for?

The funds would not be used to restore or save the red barn. The PHS board members' original assumption was that this would be a fundraiser for the expansion project. When meeting with the Arts Council they liked they idea of an art contest, but are hoping that all the money raised would be put toward the 2023 sculpture contest.

Another question was asked about whether or not we had the manpower to do this project, assuming that a lot of cleanup would be required in the cleanup of the red barn.

Note that some artifacts are slated to be taken from the red barn by Dan Hoekstra. The state of the barn is not suitable for multiple people to go into the barn.

It was explained that this is intended to be an art contest for paintings of the exterior of the barn. It was also suggested other groups in town can help clean up the brush around the barn.... It does not have to be done only by our group. The idea was noted as a great way to partner with other organizations, and get visibility to show us as an integral part of the Pentwater community.

There was some concern stated that when the Barn does come down, if we are closely associated with the Red Barn we might be blamed for taking it down. Also, the Society may be interested in using the barn's trusses in our expansion project.

It was pointed out that we have little control over that decision.

It was requested that there be more discussion and consideration.

Better estimates of manpower required are needed, both for the art contest and for the 2023 sculpture walk if we agree to do that.

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It was again stated that collaboration with other organizations is seen as a positive attribute of an organization.

ii. Case for Support Text

The first part of the discussion here was to review how the fundraising campaign is expected to proceed; silent phase with one-on-one meetings, kickoff, and public phase. The case for support will be used for brochures (~4 pages) to be used during the silent phase with a small number of prospective donors. At the kickoff and during the public phase a much smaller brochure will be used.

The Case for Support should tell the story of the museum to date, the limitations of our current situation, and show the vision of where we want to go and why in order to garner support for our long-term vision. A documented strategic plan would be helpful here. It was pointed out that one of the fundraising team members wanted to see a vision to make the PHS museum a “destination” museum.

There was much discussion about the size of the goal that should be published for the 1.5 years of the fundraising effort with some members feeling strongly that the only published goal in the Case for Support should be \$400,000, because it is a more achievable goal. Others maintained that the whole goal should be set out in the Case for Support in order to lay the foundation for our long-term goal, with the understanding that the public phase of the campaign will publicize a goal that appears to be achievable based on the responses given during the silent phase. It was also noted that those that might consider donating a large amount to our fundraising campaign would want to see the long-term vision and the total cost of our vision, and not a small goal that would only accomplish a portion of our vision.

There was also some discussion of what a strategic plan should look like. It was noted that 10-20 years is too long for the PHS strategic plan. 5 years was agreed upon as a reasonable length for our strategic plan. It was also noted that the strategic plan for 10-20 years is in place for the Village, but that a community master plan probably needs to be that long due to the timeline for improving infrastructure.

It was noted that we could start working on other projects to enhance our exhibits before we even get the funding for expanding our building.

Beth asked for permission to develop a strategic plan over the next month, to be approved at the February board meeting. There was general consensus with a strategic plan, but it was noted that it might not even need to have a stated number of years.

The text of the case for support will probably remain at about four pages in length.

It was also requested that the second floor of the existing building and investments made there get additional attention, as well as that the Past Perfect system be included in our vision and in the Case for Support.

Beth will start an email conversation about what should be included in our Strategic Plan.

iii. Long-term vision/strategic plan, i.e. 10-20 year vision

See discussion above on the Case for Support regarding the Strategic Plan that can be referenced in the Case for Support.

Action Item: Beth will start an email conversation with the board about what

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should be included in the strategic plan.

Action Item: Norm will send information / thoughts about collaboration with the Arts Council regarding the Red Barn project with the possibility for a sculpture contest.

- b. Focus groups – no discussion in January
 - i. School interface
 - ii. Building design
- c. Grants – no discussion in January
 - i. List of potential grants
 - ii. Grant writing person

8. Public Comments - none

9. Adjournment

Motion to adjourn made by Dick Warner at 1:20pm, seconded by Beth Russell. The motion was approved unanimously.

Scheduled 2022 Wednesday Meetings 11:30 A.M.:

Via Zoom, January through April

12 January

09 February

09 March

13 and 27 April

11 and 24 May (dinner be on the 25th)

08 and 22 June

13 and 27 July

10 and 23 August (dinner on the 24th)

14 and 28 September

12 and 26 October

09 November