

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

Minutes - Wednesday, February 9, 2022 – 11:30 A.M.

1. Call to Order

Meeting called to order at 11:33 AM by Norm Shotwell.

2. Board Member Roll Call

Board Members present:

Dick Warner, Norm Shotwell, Bart Zachrich, Deb Deward, Amy VanderZwart, Jim Lambrix, Beth Russell

Board Members Absent: Sylvia Warner, Karen Way, Dan Hoekstra

Guests: n/a

3. Approval of the Agenda

Motion to approve the agenda made by Beth R. seconded by Deb D. Approved unanimously.

4. Public Comments on Agenda Items

none

5. Board Meeting Minutes Approval – 1-12-2022

Deb D requested to note that cemetery cleanup coordination will be with Jim Lambrix.

Motion to approve the January minutes, as amended, made by Jim L and seconded by Bart Z. Motion was approved unanimously.

6. ON GOING ACTIVITIES; STATUS REPORTS

a. Treasurer's Report - Bart Zachrich

i. Annual Report - 2021

\$36,561 in income, includes transfer from CFOC and grants recieved

\$24,046 in expenses

\$12,515 net income

66 Donations average: \$212 as listed, \$14,000 total

5 corporates sponsorships for the newsletter.

Merchandise sold over \$1,000

\$4,624 in memberships renewals, 92 memberships total

It was noted that CFOC transfer to pay for a maintenance project should be listed separately.

It was also recommended that grant Income be listed separately

Report will be modified.

Action item: Bart Z to update annual report to give separate categories to CFOC

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

funds transfer and to income received from grant, or donated funds that are restricted to a specific project.

ii. 2022 Budget

Projected income is \$27,500.

YTD income is \$950. Donations of \$260, membership dues of \$550, and merchandise sales of \$140 (ten books).

Projected expenses is \$22,285, a surplus of \$5,215

Expenses:

\$234 to register and license the trailer

\$137 for utilities

\$50 membership in an association

Total: 474.

Potential expenses: removal of walnut tree mike cost \$4,000

Income to offset major expenses:

Grant received from GLE: \$3,250 received in 2021 for tuck pointing.

Additional restricted donation of \$1,000 received for tuck pointing.

Action item: Bart Z – break out restricted funds from the total budget

iii. Account balances:

Checking: \$17,645

Savings: \$49,824

CFOC: \$56,875

iv. Supplemental Budget

\$11,500 in donations so far. \$137,200 pledged

\$4,700 requested for fundraising expenses. This includes graphic design, hospitality, printing, and postage expenses.

Motion to approve made by Norm S, seconded by Dick W. Approved unanimously.

b. Membership - Dick Warner

6 news members in the month of January

Dues structure: Several years ago it was noted that only 25% of life members were giving any money at all. Dick asked all members to give this some thought, in terms of how to structure the membership levels so that we get continued income.

At one time there were six different categories of membership. This was limiting our annual income. Jim L noted that all our newsletters are online indefinitely for as many references as possible. Maybe the number of accesses should be limited for non-members.

Action Item: all board members consider whether or not dues should be restructured, and if so, how should we restructure. Please share any ideas before the next board meeting if possible. This will have further discussion in March. Incentives for different levels of

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

membership should be considered as well.

c. Museum Activities - Dick Warner

Referring to an article in our newsletter... a member suggested having local artists paint scenes of local interest, then display them in the museum. Response from board members was that it's interesting, but that we don't have a lot of room. Another suggestion was that we display them at the dinners, but this suggestion does not appear to be a good fit with plans for most of the dinners.

Another suggestion was that we have a day in the yard where artists could display their works for sale.

It was noted that anyone that wants to display the art should be a member of the museum.

It was also noted that the quality of the painting should be considered if the intent is to display the art in the museum.

The most talked about option was to have a one-day sale of artwork in the museum's green space.

Action item: Norm S. will draft a letter to Paula with our response regarding paintings to display in the museum.

d. 2022 Events Planning - Debbie Deward

Restaurants are no longer doing box dinners. Now they are all charging to serve from a buffet table, where food is dished up onto a plate by a server.

Valerie van Heese, as the speaker at the spring dinner, will cost \$250 - \$265. The topic would be "Three Lost Ships."

Spring dinner and Garage Sale details will be given to be Amy to put into the newsletter.

Deb needs help with video editing. She is getting contact info for Lucas Q. to ask for assistance.

Summer dinner:

Will do a trivia contest

Working on videos. Have selected three to take clips from.

Living charter members from 1983... Deb is planning to send a letter to invite them to the summer dinner. 34 charter members listed, up to 60 dinners. Many of these people live a long way away. The list was generated by Larry Konopka.

Should we offer a free dinner to them? Some of the names include Tave Reser, Patricia Saunders, Kay Moore, Harry and Marsh Barter, Chuck Kiefer, Dolly Geers, Mack, Anthony and Karen Monton, Larry and Anne Konopka, Mark and Gerry Smith, Martha Winegard, etc. This will be discussed further at the next meeting.

We are planning to put something in PTW to out a call for any charter members that have not yet been contacted.

Our cost for a dinner is typically \$12. If 30 attend, this would cost us \$360.

This will be discussed further at the next meeting.

Garage sale: The cost is \$330 for rental of a 30x20 tent; set up on Wednesday, take down on Monday. Dick W made a motion to approve tent for garage sale, seconded by Norm S.

Approved unanimously.

Deb D also brought up the Lake Styles Magazine... could we advertise in that magazine? The magazine costs \$20 per issue. Last year it was given away for free. Deb will send the

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

magazine information to Jim L.

Betty's Lakeside Inn might be the theme of the Summer dinner, 40th anniversary. Or... 'Truly the flavor of a small town,' a quote from William Peterson. This might be used as a catch phrase for us for the Society as whole, or for the dinners.

50/50 raffle is planned for both dinners.

e. Marketing Plan 2022 Review - Jim Lambrix

i. Marketing thrust

We are advertising in the same magazines that we were in last year. Ads will be rewritten to reflect the new exhibits. He will check on the new magazine that Deb mentioned.

Maybe the Red Barn will be the float for this year. This might raise interest in the Red Barn itself, and in the art contest.

We're in the State Park brochure, and the foldable brochure in the post office. More will have to be ordered.

PTW publication will be advertise there also.

We're also in the Pentwater Visitor's Guide, available in the Chamber office.

Jim will be contacting businesses in April or so.

ii. Tours

Should we charge? Beth discussed the suggestions of handing out a business card with a QR code that leads the holder to our website and donation page. It was pointed out that there should still be a way to record, from the user, what led them to make the donation (i.e. architectural walking tour, history cruise, tour on the village green)

The QR code idea was generally seen to be a good idea.

Action item: Beth – get cost of business cards.

iii. Updated Logo – Status

Action item: Jim to talk with Dan about the logo

Sharon Larson from the DAR requested help cleaning the headstones. The request came to Jim L. Service Club could also be asked to support. The PHS board is in support of doing it, some members just want DAR to partner with Service Club also. Bart Z pointed out that this has already happened, and the Service Club has already agreed to assist.

Norm suggested putting an email or social media, or something in the newsletter regarding it. The specifics are not yet ready to go. This is more likely to go in the summer newsletter.

f. Museum Operation Report – Dan Hoekstra

See Dan's email.

Mannequin display is in progress. Would like to purchase police duty belts.

Dan requested funds to purchase two duty belts. \$125

Bart made a motion that we purchase the belts. Seconded by Beth R. Approved

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

unanimously.

Cleanup was done in the museum's first floor storerooms. Deb is scheduled to go in next week and review the items she has stored there.

Dan needs help in March moving items out of the Red Barn. There will still be snow on the ground, and some members will still be out of town. This will be discussed again at the March meeting.

Dan also requested help moving the fire equipment. He will ask for assistance with that as the time gets nearer.

Questions regarding information on the Joel Mack ice house.... Dan will work on that next week.

g. Docent staffing:

Joan gave a few names of newer museum hosts that might be interested in leading more tours. Beth R to call them.

It was noted that an article could be put in the newsletter about getting new museum hosts and docents that are willing to lead a 30-60 minute tour. Additional docents could be trained for the History Cruises, History on Hancock, or guide to the museum.

It was also mentioned that SignupGenius might be utilized to get museum hosts / docents to sign up for duties.

h. Museum maintenance – Dan Hoekstra

i. Masonry repair plan

i. Technology – Mark Shotwell / Amy V

i. Website upgrade – status

Who is in charge of making changes? Mark is the only one that can make updates to the website. Mark will continue to make the updates. It was agreed that all requests for change should go through Amy. Amy will send info to Mark, and then can also make sure changes are made on social media pages.

Send all updates to Amy, and Amy will make sure things are posted in the appropriate website or social media pages.

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

ASAP for the spring newsletter articles.

Action Item - Beth to send paragraph on fundraising for the expansion project to Amy, for use in the newsletter.

Amy has requested Tim Scovill to write a column for the newsletter called "Time with Tim." Tim is the descendant of multiple generations that were born and raised in Pentwater. He is willing to become a member.

Note: Deb has heard people talk about the Homecoming Parade, i.e. balloons thrown from Masonic Lodge with rolled up coupons inside for a 25 cent ice cream. This might be fun to do at our 40th anniversary dinner.

She also related a story about Betty participating in the homecoming parade; reclining on a bearskin rug, on the hood of a sports car, and wearing only a bikini bathing suit.

k. Role of Facebook and the PHS website

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

This was included in the agenda only as a comment about how important social media is to our advertising.

- I. Review action items from last meeting

7. INITIATIVES

- a. Fundraising – Plan

- i. Red Barn Art Contest

No decision about 2023 sculpture contest. The PAC is still waiting to verify how the 2022 sculpture contest works out.

PAC was okay with splitting proceeds from Red Barn Art Contest.

Do we have too much on our plates to do it this year?

If we have a float that is the Red Barn it would drum up business.

Could the competition be in 2023?

Jim L would like to see enough time allowed for the contest so that excellent works of art could be submitted.

Jim L is supportive of making the Red Barn the subject of our float, and also suggested using it as advertising during events on the village green. Other ideas were also suggested for part of our advertising.

It was noted that Karen Way has already submitted applications for PHS to “advertise” at the top of the green for a selection of events.

- ii. Case for Support Text

The text is completed. The board members agreed that Jim P. does a good job with all graphic design projects. They recommended him for this work as well.

Action Item: Beth Russell – Contact Jim Pikaart about handling the graphic design work for our fundraising campaign brochures

- iii. Long-term vision/strategic plan, i.e. 3-5 year plans

The Strategic Plan that has been suggested so far is as follows:

- 1 - Raise funds for and build an expansion to our existing historic building.

- 2 - Plan new exhibits that will attract and engage a multi-generational audience and create memorable experiences that lead to annual visits by those multi-generational groups. These new exhibits will be installed and displayed when the new expanded building opens.

- 3 - Obtain funds for, plan and engage artisans for 1-2 new exhibits of interactive nature.

Addendum:

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

Sample of ideas for new exhibits:

- interactive swing bridge (table top or exterior sculpture)
- interactive cable ferry (table top or exterior sculpture)
- history timeline embedded in the floor of the new museum or in landscaping in the greenspace
- interactive digital display of important buildings and sites in Pentwater

Is this for the board only, or should it be published on the website or on Facebook? There was some discussion about when / how to publish it. It was decided that we should go ahead and put it in the website, but hold off on putting it on social media.

b. Focus groups

i. School interface

This was wrapped up, with recommendations in December.

High school students will come over this spring to get additional ideas. They will be given an overview of the museum, and explain the Guided by Cell, and a quiz that would be at grade level, but similar to the treasure hunt for the younger children.

ii. Building design

No additional changes have been made to the plans that have been made so far. No changes are expected until at least \$400,000 has been raised.

c. Grants

i. List of potential grants

2 grants were awarded last year

3 grant applications are outstanding:

- Capital Improvement – NEH - \$200,000 (low odds)
- Website redesign – CFCO - \$1,550 (low odds)
- Capital improvement – Consumers Energy - \$50,000 (medium odds)

Grant applications drafted or to be drafted:

- Building Stories exhibit
- Capital improvement –

Other grants to be applied on:

- Help organizing artifacts. Possibly the Collections Assessment grant from Michigan. The point would be to help us
- College interns from U of M might be available to evaluate our collection and, if we received grant money to employ them for 4-8 weeks.

Deb D suggested that John Wilson, who writes grants for the Pentwater-Hart Bike Trail, might be able to advise on grants that might be suitable for us.

Action Item – Deb D – send contact info for John Wilson to Beth R

Action item – Beth R -investigate grants that would bring in personnel to evaluate our collections and map out plans to improve our archival data

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

ii. Grant writing person

8. Public Comments

Karen Way is looking at newsletters to try to put an index of topics. It was commented that the newsletters are now searchable. Google puts some of their sponsored ad entries at the top of the list, but our newsletters will come up in the search list.

Jim L asked if there might be a link between posts in "Where the Hell is Penwater" facebook page and links to our website with articles on the subject matter. It could be done as a generic link to our newsletter page, or a link to a specific newsletter. This may be appropriate to be done on a case-by-case basis, but not in broad terms.

9. Adjournment

Motion to adjourn made by Deb D at 1:14pm, seconded by Jim L. Approved,

Remaining 2022 Meetings Wednesday, 11:30 A.M.:

Via Zoom, January through April

09 March

13 April

27 April

11 May

24 May (dinner be on the 25th)

08 June

22 June

14 July

28 July

10 August

23 August (dinner on the 24th)

14 September

28 September

12 October

26 October

09 November

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

10. Call to Order

Meeting called to order at 11:30 AM by Dick Warner

11. Board Member Roll Call

Board Members present:

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

Dick Warner,
Norm Shotwell,
Bart Zachrich,
Dan Hoekstra,
N Deb Deward,
Amy VanderZwart,
Jim Lambrix,
Y Beth Russell

Board Members Absent: Sylvia Warner

Guests: n/a

12. Approval of the Agenda

Motion to approve made by ___ seconded by ___. Approved unanimously.

13. Public Comments on Agenda Items

none

14. Board Meeting Minutes Approval – , 202x

Motion to approved made by ___, seconded by ___. Approved unanimously.

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

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

15. ON GOING ACTIVITIES; STATUS REPORTS

- a. Treasurer's Report - Bart Zachrich
 - i. Monthly
 - ii. Membership dues and income
 - iii. CFOC Investment
 - iv. Annual Report

Motion to approved made by __, seconded by __. Approved unanimously.

- b. Membership - Dick Warner
- c. Museum Activities - Dick Warner
- d. 2022 Events Planning - Debbie Deward

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

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

- g. Museum maintenance – Dan Hoekstra
 - i. Masonry repair plan

- h. Technology – Mark Shotwell / Amy V
 - i. Website upgrade – status

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

- j. Role of Facebook and the PHS website

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

- k. Review action items from last meeting

16. INITIATIVES

- a. Fundraising – Plan
 - i. Red Barn Art Contest
 - ii. Case for Support Text
 - iii. Long-term vision/strategic plan, i.e. 10-20 year vision
- b. Focus groups
 - i. School interface
 - ii. Building design
- c. Grants
 - i. List of potential grants
 - ii. Grant writing person

17. Public Comments

18. Adjournment

Motion to adjourn made by xxx, seconded by xxx. Approved,

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

Via Zoom, January through April

12 January

09 February

09 March

13 April

27 April

11 May

24 May (dinner be on the 25th)

08 June

22 June

14 July

28 July

10 August

23 August (dinner on the 24th)

14 September

28 September

12 October

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

26 October
09 November

DRAFT