

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

Minutes: Wednesday, March 9, 2022 – 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, Deb Deward, Dan Hoekstra, Jim Lambrix, Beth Russell, Norm Shotwell,
Amy VanderZwart, Karen Way, Bart Zachrich

Board Members Absent: Sylvia Warner

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 – February, 2022

Motion to approve made by Norm Shotwell seconded by Jim Lambrix. Approved unanimously.

6. ON GOING ACTIVITIES; STATUS REPORTS

a. Treasurer's Report - Bart Zachrich

i. Monthly

Total income: \$190

Total expenses \$223.

Income over expenses: \$33.

Checking is ~\$17,000

Savings is ~\$49,800

ii. CFOC Investment

The endowment fund lost \$2,000 due to market fluctuation.

iii. YTD Budget Status:

Total expenses \$777

Total income so far is \$1,185.

YTD Net income: \$408

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Some discussion occurred around whether or not the trailer is insured. It was noted that the trailer is insured, but if it causes damage to another vehicle, while being towed, the insurance of the tow vehicle would be liable for damage. Dick W suggested that we investigate a rider for the trailer so that the museum can cover the cost of insuring liability for the trailer.

Bart Z offered to go back to the insurance agent to see if it's possible to get a rider so that we can cover the cost of the insurance in case the trailer causes damage while being towed by a vehicle.

Norm S pointed out that the trailer will not be towed very often. He suggested that we simply warn the driver of any tow vehicle that their insurance will have to cover the costs if in an accident with the trailer.

This was agreed upon by the board members.

No further discussion of this issue.

iv. Supplemental Budget

No changes or activity against this budget.

Motion to approve the financial reports as submitted made by Beth R, seconded by Norm S. Approved unanimously.

b. Membership - Dick Warner

One new member in February

c. Museum Activities - Dick Warner

Museum hours listed on the website are incorrect. Amy requested that Dick sends the corrections to Amy V. He noted that we open in June. Hours are Tue-Sat 1-4. September 1 we go to Thu-Sat 1-4.

Opening day is the first day in June that fits the Tue-Sat schedule. In 2022 that will be Wednesday, June 1.

Liquidating some of the assets we have: includes some beautiful paintings from Renee, and from Reser. There may be some other items that will never make the top floor of the museum. Dick will work with Dan to determine which items could be liquidated and will come back to the board with a proposal.

Action item: Dick Warner and Dan Hoekstra – In April, after Dicks' return to Pentwater, will work together to determine which items could be liquidated and come back to the board with a proposal.

d. 2022 Events Planning - Debbie Deward

The original speaker for the Spring Dinner had to cancel. Deb has engaged a new speaker, Lee Murdoch, who sings songs and tells stories of the Great Lakes. Cost for this entertainment is \$300.

Caterer (Kristi Pour House) has already warned that prices will be higher this year. Dick suggested that we might need to go from \$20 per ticket to \$25 per ticket. We will wait to get the final pricing before making a final determination about the price of the

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tickets for the spring dinner. This decision will be made after the final price is determine for the catering costs. Caterer will provide meatball appetizers, veggies, and cheese and crackers as appetizers as well as the entrée.

Deb noted that she could also get souvenir pens at a cost of \$0.69 per pen. With three lines of printing and a stylus tip. For the cost of about \$140 she could get 200 pens. These would note the 40th anniversary of the historical society. Deb confirmed with other board members that the PHS was chartered in November 1982. Charter members date back to 1983.

There was additional discussion of the cost of the dinners, especially in consideration of the fact that we are expecting to offer dinner to the charter members and spouses at cost.

Text on the pens will say "Pentwater Historical Society," "40th Anniversary," "1982-2022". These will be given out at the summer dinner.

The summer dinner will also have pictures of past presidents. Norm S asked if we could have names of all charter members on the placemats also.

Dan Hoekstra asked if we could also put the website on these pens. Deb will consolidate lines 2 and three so the third line can be the website.

Dan Hoekstra made a motion to approve the purchase of the pens for \$138. Jim Lambrix seconded the motion. Approved unanimously.

Dick Warner made a motion to increase the price of the spring dinner from \$20 to \$25. Seconded by Jim Lambrix. Approved unanimously.

e. Marketing Plan 2022 Review - Jim Lambrix

i. Marketing thrust – Calling on businesses will begin when Jim L returns to Michigan. The ad in the PTW has not yet been written, but it could be worded to request identification of charter members. We could use one ad for the first 4 weeks of the summer, and a different ad for the remainder of the summer.

ii. Did we order a new sign last year? Not yet. Our sign was stolen sometime during the last summer. Jim will order a new sign. It will probably cost about \$300.

Another suggestion was that a new sign might be helpful on the museum property. The current sign must have hours taped over when we go from summer hours to fall hours.

Deb D. also suggested a sign that we can put out front, and it might even be visible from pedestrians as far away as the post office. Dan H asked if we are looking for a tall flag. Deb confirmed that she is talking about a very large OPEN sign.

The sign on the steps is also showing wear. Dan H. will check on this signage as well.

iii. Cemetery Clean up: how to sign up

They have a date scheduled to do the cemetery cleanup. As they know more about what will happen during the cleanup day they will forward us that information. May 14 is the date, with time to be determined. The township is thinking of having a sign up information on their Facebook page.

Karen W asked what this entails.... It's mainly about getting mold off of headstones.

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- iv. Tours: Hancock walks charge, via suggested donation; add summer tours, House tour they come back to museum; also Robin Martens may become another docent & History Cruise donations flow well – should we charge a fee?

- f. Museum Operation Report – Dan Hoekstra
 - i. Dan has gotten a call from a new volunteer who is willing to help dress mannequins and setup articles for exhibits.
Dan is planning to turn off the water that has been running. The temperatures have risen to the point where this is not needed.
Jim Pikaart should be coming into the museum soon to scan additional photos.
 - ii. Dick W is working to get the green grocery sign from the entrance above Green Isaac's. They are planning to take the sign down, so Dick has contacted them about giving the sign to the museum.
 - iii. Pentwater Wire Company is officially closed. Their lease is up March 31. Some artifacts will be given to the museum.
 - iv. Norm S asked about using Signup Genius for docent volunteers. Some board members have used it. Would Joan G. be comfortable using it? Probably not.

- g. Museum maintenance – Dan
 - i. Masonry repair plan – Start in late spring
Ruggles has not yet given us a firm date. Terry R and Dan H are aware of the request to take photographs of the project. They are working to get a commitment from Ruggles on when the work will occur.

- h. Technology – Mark Shotwell/Amy VanderZwart
 - i. Website upgrade – postcards announcing the new website are to be mailed in late March.

- i. PHS - Newsletter – next due date? - Amy VanderZwart
Newsletter graphics was approved. Jim will request the same number of newsletters to be printed as was done last time. There will be about 30 leftover last time. The bulk pricing might dictate that we would have to go down by 50 or some large number. We will keep printing

- j. Role of Facebook and the PHS website –
- k. Review action items from last meeting – Beth
All action items completed from the February meeting.
Logo was expected to be purely the architect's drawing. This could be used for thank-you notes for fundraising expenses. There were some questions about why the logo was originally chosen when the museum was moved to the current location, but
The action item regarding a grant for organizing our archival system.... It was advised to not pursue that grant yet. Dick W will have to be on site before developing

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a more detailed plan of work.

Printing costs for business cards to be used at conclusion of a tour would be \$35-50, depending on the number of cards printed. These cards would include a bar-code so visitors could go to the PHS website.

7. INITIATIVES

- i. Case for Support text – The text has been given to the graphics designer. Additional text, such as campaign members and giving chart has been given as well. These items can still be reworked. He will also be giving us the printable files for a PHS sticker (to go on a folder), a letter from the board that is an appeal for funds, and a pledge form.

The materials to be printed should be available by mid to late April, and printing will be very quick after that.

- ii. Near-term vision/strategic plan, i.e. where do we want to be in 3 – 5 years?

This was discussed at the February meeting, and three objectives were decided on. These will be resent via email.

Action Item – Beth Russell – resend strategic objectives that were discussed and decided on at the February meeting.

- iii. Software to manage the fundraising was discussed. Dick Warner has some information coming regarding Donor Perfect software, as used by the Ludington Maritime Museum.

Dick W made a motion to spend up to \$300 in 2022 to purchase a software license for a donor management software. Dan Hoekstra made the motion, and Norm Shotwell seconded it. Unanimously approved.

- iv. Formal kick off date & agenda - There was some discussion about when the public kickoff will be. It was noted that the quiet phase of the campaign needs to be completed before we can verify what our public goal will be, so the kickoff will not be until at least mid-June. July is more likely.

- v. Dues Restructuring:

Some options were presented in a prior email conversation.

During discussion, it came out that it does not appear that we have enough things going on in order to attract people to different levels of membership.

Dick W pointed out that the Ludington museum has eleven levels of membership.

It was pointed out that these are ideas for the future, and in the beginning we might only be able to give recognition based on giving levels. Higher giving levels might also be given the opportunity to help advise and set the direction of the museum.

Dick W would like to know how often our lifetime members and patrons are donating funds. This research will be done by Norm with Bart's

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assistance.

We have six patron members. They donated \$500 to get patron status. Since then, they have not given any donations.

Lifetime members, 156 of them, only 40 have given donations. Signed up for \$125 in 2017 or so. Some as far back as the mid-90's. More recently signed up for \$250.

In the past two years we put out a call for lifetime members to give annually. Only 40 of the 164 have given any additional donations since signing up for their life membership. There was a letter sent eliminating the lifetime membership and go to one fee of \$50 annually. We were hopeful that lifetime members would contribute annually.

Action Item: Norm Shotwell and Bart Zachrich – verify the frequency of donations and amounts by lifetime members.

It was suggested that there be a subcommittee to make recommendations for donor levels. Bart Z, Karen W, Dick W, and Dan H agreed to serve on this subcommittee. It was requested that this sub-committee give monthly updates at the board meeting, and it was also noted that if the policy is not decided until December it will be too late to assist in the fundraising campaign.

Will there be naming rights for major donors? It is expected that we will do naming rights.

One popular way to do it is to put names on steps. Bricks is another option for acknowledging contributions.

Action Item: Bart, Karen, Dick and Dan: meet/discuss as a subcommittee to make recommendations on new membership levels. There will be monthly reports of their progress.

8. Public Comments

Is the dig of a 19th century cabin on Mike Flynn's property still planned to be done? Deb Deward will talk to her archeologist friend to get possible contacts

Action Item: Deb Deward – reach out to archeologist friend to get possible contacts.

Will we be getting additional board members? Mark Shotwell and Terry Roach are no longer on the board, but continue to handle IT and Maintenance issues. With the recent addition of Karen Way

Bill Gigowski is a potential board member, talked to by Dan Hoekstra. He is recently retired, has been an attorney and an engineer. An invitation will not be extended until after the April board meeting, in case other potential candidates might be identified.

The comment was also made that if we want a younger person to become a board member, and if we get someone that is still working, we might need to change the time of our meetings.

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Will the walnut tree be removed? It was estimated to cost \$4,000-\$5,000 to take it down. The Episcopal Church would also like to see it taken down and might contribute funds to pay for it. Norm would like to have it taken down in such a way that it could be used in the museum expansion. One idea that was proposed was that it be cut down so that we can make use the tree rings to show its age as an exhibit in the new museum, tying it to the historical events in Michigan and Pentwater.

Also mentioned... the gym floor from the old building is still an option to put in the new building also. They are hoping to get a 10'x10' segment of the floor.

9. Adjournment

Motion to adjourn at 1:14pm made by Norm S., seconded by Dan H. Approved unanimously.,

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

Via Zoom, January through April

13 and 27 April

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

08 and 22 June

14 and 28 July

10 and 23 August (dinner on the 24th)

14 and 28 September

12 and 26 October

09 November