

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

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**Minutes - Wednesday, March 13, 2022 – 11:30 A.M.**

1. Call to Order

Meeting called to order at 11:32 AM by Dick Warner

2. Board Member Roll Call

Board Members present:

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

Board Members Absent: Sylvia Warner

Guests: n/a

3. Approval of the Agenda

Motion to approve made by Norm S. seconded by Jim L. Approved unanimously.

4. Public Comments on Agenda Items

none

5. Board Meeting Minutes Approval – March 9, 2022

Motion to approve the March 9 meeting minutes as presented made by Bart Z, seconded by  
Norm S. Approved unanimously.

**6. ON GOING ACTIVITIES; STATUS REPORTS**

a. Treasurer's Report - Bart Zachrich

i. Standard monthly report

Total income for the month \$160.

Expenses included utilities, printing and mailing of newsletters.

Net income for the month is -\$834

Checking balance \$16,328

Savings balance \$49,824

ii. Status of membership dues and other income

Two new members since our last meeting, income of \$100.

iii. Status of CFOC investment

CFOC fund balance \$53,041 (\$1,200 less than last months)

Dividends available to spend are \$1,700.

One board member asked what interest rate we are receiving from the CFOC  
funds. Bart answered that it is typically 13-14%.

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iv. Fiscal YTD

Total income \$1,245

Total expenses \$1,769

Net income for the year is -\$539.

\$239 to transfer title for the trailer and get a plate.

Rider on insurance for the trailer was \$78 for the year. This went on top of the property insurance.

v. Supplemental Budget

Nothing spent from this budget yet. It is for the fundraising expenses.

vi. Tuck pointing project.

Funding for this project so far is \$3,250 grant, \$1,000 restricted donation. The \$1,700 from the CFOC dividend could be added to this amount to nearly cover the tuck pointing project.

Motion to approve the budget as presented moved by Norm S., seconded by Dan H. Approved unanimously.

b. Membership - Dick Warner

i. new members

1 new member in February. None in March.

ii. Dues discussion –

This discussion will occur when everyone is back in Pentwater.

iii. 11<sup>th</sup> Board Member

This will not be decided until late April.

c. Museum Activities - Dick Warner

i. Liquidate assets, such as donated paintings, via auction?

These discussions will occur at the end of April.

d. 2022 Events Planning - Debbie Deward

i. Charter members – for 40 yr anniversary (1983 joiners)

Caterer charge this year is \$14 per person, \$2 higher than in previous years from the caterer.

Raffle ticket license has been requested.

Garage sale setup will begin the Wednesday before the garage sale.

Pens have been ordered.

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Deb ordered more vests for volunteers to wear during the garage sale.  
Deb is working on the letter to be sent to charter members regarding attending the summer dinner in August.

e. Marketing Plan 2022 Review - Jim Lambrix

i. Marketing thrust

Oceana Herald map will include PHS museum as a place of interest.  
PTW ad needs to be written. Jim L. will get input from Dan H.  
Signs will be put up in a week or so.

ii. Float for Homecoming

Previous discussion was to have the float be a model of the Red Barn.  
Jim L. suggested that the float incorporate the fire department hose reel.  
Dick W pointed out that the hose reel has been used at previous homecoming parades.

**Action Item – Jim L:** write the PTW ad with input from Dan Hoekstra

f. Museum Operation Report – Dan Hoekstra

i. Dan has been preparing exhibits for June opening. He ordered two police belts,  
and intends to order two wooden fake guns.

ii. Docent Staffing by Dan/Joan – how to attract new docents.

iii. Tracking of artifacts donated; need an improved system to track artifacts

iv. Clean up days – use multiple days inside & outside

v. Dan is meeting with the Village people to look at the hose reel. The society will have to figure out where to store it and/or protect it.

vi. State Park items out of the Mears Red Barn

There is a plan to do this. Dan will need volunteers to assist. He will also need someone with a truck to pull the trailer. It can all be loaded in one day and brought back to the museum. This could be done mid-May.

g. Museum maintenance – Dan

i. Masonry repair plan – Start in late spring; funds from a grant with a small portion from our CFOC fund.

There has been no commitment yet from Ruggles on when they will do the

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work. Dan will go with Terry Roach to find out when they can get the work done.

h. Technology – Mark Shotwell/Amy V

- i. Website upgrade – this is completed. Have the postcards been sent out? Amy will check with Mark S. about sending out the postcards.

**Action Item – Amy V.** – check on status of postcards being mailed out about the website.

ii. Email addresses for Board Officers

Should we have emails for board members? i.e.

President@pentwaterhistoricalsociety.org. This would mean that the emails are not lost when officers are changed. Currently everyone is using personal emails, so when officers change all historical emails are changed.

It was suggested that officers think about this for a short time. The issue will be raised again at the next meeting.

iii. System to support fundraising & merge with financials/accounting

We are currently waiting on a credit card to finalize the subscription to Little Green Light.

Bart has given all the information to Mark S. He expects to have the credit card very soon.

Once the system is up and running, and the data loaded, we will be able to manage the fundraising tasks, thank you notes, etc.

i. PHS - Newsletter – next due date?

June 1 is the next due date.

Jim Pikaart has taken photos at the Pentwater Wire Company while they were moving things out. This will be an article in the next newsletter.

Dan H. will get with Joel M. to gather some information along these lines.

Dick W. noted that there is a grill on the floor of the museum that was made by the Pentwater manufacturing facility, in the same building as what was most recently the Pentwater Wire Factory.

Amy requested additional info about the founders of the historical society, to correlate with the 40<sup>th</sup> anniversary and the summer dinner. Anyone with information on this topic please send it to Amy.

Bart Z. noted that we will have schedule of tours and cruises to be published on social media.

George Krieger family had the drycleaner shop here in Pentwater, Larry and Shelly Lentz also grew up in and graduated from Pentwater High School. These people might have interesting stories about Pentwater.

Shirley Lister is another person that would have interesting stories about Pentwater. Amy encouraged board members to contact these people regarding an interview, or to give her contact information and context about what they might be able to give stories about regarding their time growing up in Pentwater.

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Deb D. pointed out that once the new building and space is up and running we could invite Pentwater citizens to talk about growing up in Pentwater, and share some of their history here.

Possible events that highlight the experiences of people that grew up in Pentwater, where attendees could ask questions.

Norm S. suggested that we might have high school students assist in writing the history book 1944-present. Amy V. also offered to write up the material that Dan collects.

j. Review action items from last meeting - Beth

**Action Item – Beth Russell** – resend strategic objectives that were discussed and decided on at the February meeting. - *Completed 3/10*

**Action Item: Norm Shotwell and Bart Zachrich** – verify the frequency of donations and amounts by lifetime members. (Some of this was done during the March 9 meeting. Not sure if more data was needed.)

**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. These discussions will begin when everyone is back in Pentwater.

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

**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.

## 7. 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

## 8. Public Comments

- There was some discussion about fundraising incentives, including a small incentive gift and naming rights. Rooms, exhibits, and history spots could be used to recognize donors of larger amounts. At this point in the donation process it's more important to clarify the number of naming rights, and it's not necessary to determine exactly which exhibits and items will be included in the naming rights.
- It was also noted that board members will be asked to participate in the fund-raising

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project, by recommending a few acquaintances that might be willing to donate funds, and by attending some social events.

- A model-builder will be coming to Pentwater to view the USS Sequoia model and determine whether or not he can complete the model.
- Jim L. raised the question about whether the model should be insured. If it is left in the shop of the model-builder should it be insured while there? Bart Z. will follow-up on this question.
- Norm S. asked the question about how much it will cost to complete the model. It appears that most of the supplies are there, but possibly the model-builder will be able to give us an estimate of both labor hours and materials cost to complete the model.
- Deb D. asked to verify the cost of the dinners. Dick W confirmed that each dinner will be priced at \$25 per person. Charter members will not be charged for dinner.
- Cemetery Cleanup will occur on May 14, 12pm – 4pm at the Township Cemetery. Send email to Shannon Larson if you can participate.

**Action Item – Bart Z.** – research insurance options for the USS Sequoia model, especially in the case that it is outside of our property for some period of time.

9. Adjournment

Motion to adjourn made by Norm S, seconded by Dan H. Approved. Meeting adjourned at 12:22pm.

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

Via Zoom, January through April

27 April (in-person)

11 May

24 May (dinner be on the 25<sup>th</sup>)

08 June

22 June

14 July

28 July

10 August

23 August (dinner on the 24<sup>th</sup>)

14 September

28 September

12 October

26 October

09 November