

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

Minutes -Wednesday, May 11, 2022 – 11:30 A.M. EDST – at the FBC

1. Call to Order

Dick W called the meeting to order at 11:32am

2. Board Member Roll Call

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

Absent: Sylvia Warner, Amy VanderZwart

Guests: Bill Gigowski, Mike Waidelich

3. Approval of the Agenda

Motion to approve made by Beth R, seconded by Dan H. Agenda approved unanimously.

4. Public Comments on Agenda Items

Bill G. made a comment that he is delighted to have the opportunity to serve on the board of the historical society. History is a favorite hobby of his.

5. Board Meeting Minutes Approval – April 27, 2022

Motion to approve the minutes was made by Bart Z, seconded by Dick W. Approved unanimously.

6. ON GOING ACTIVITIES; STATUS REPORTS

a. Treasurer's Report - Bart Zachrich

i. Monthly:

Income included dues (\$360) and contributions (\$200), totaling \$560.

Expenses included utilities, postage (administration), artifact purchase, fire extinguisher check, totaling \$675

Net income is -\$115

ii. YTD:

We are in the red right now, but we are coming into the time when fundraisers are occurring and donations are coming in.

Deficit for the year so far is \$2612.

iii. Supplemental Budget

That budget has not been used yet. \$4,740 set aside for fundraising expenses

Mortar work set-aside amounts: \$3,250 + \$1,000 = \$4,250

iv. Status of membership dues and other income

v. Balances:

Checking: \$16,727

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Savings \$51,607

CFOC \$51,690 (13% gross in 2021)

Should the \$1,767 dividend be used?

Norm Shotwell moved to put the dividend into the PHS Expansion Fund. Bart Z seconded it. Approved unanimously.

Action Item: **Bart** to contact Tammy to have the \$1,767 dividend moved into PHS Expansion Fund.

How will the remainder of the tuck pointing be funded? It was suggested that it come from our CFOC building fund.

Norm S made a motion to approve the budget as submitted. Seconded by DW. Motion approved unanimously.

vi. Status of CFOC investment

b. Membership - Dick Warner

i. new members

Two new members in April.

ii. Dues discussion – subcommittee studying current approach with new ideas
This discussion will occur later.

iii. Board Membership candidates

1. Bill Gigowski as Secretary

Motion to approve Bill as Secretary made by _____, seconded by _____.

2. Mike Waidelich as Treasurer

Motion to approve Mike as Treasurer made by _____, seconded by _____.

c. Museum Activities - Dick Warner

i. 2 new members. In April

ii. Opening day 1 June, Wednesday. Who will host?

It was recommended that Dan H be the host on opening day since he has created several new exhibits. He agreed to be the host that day.

3rd grade class will visit on June 3. Deb will create the hide and seek form in time for this class visit.

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

Dick has consolidated the paintings to determine what can be sold. There are several paintings from a well-known artist that might generate up to \$500 apiece, as well as sketches..

This will be tackled after the garage sale.

d. 2022 Events Planning - Debbie Deward

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- i. Dinner: everything is set up. There will be signup sheets for the garage sale, for working at museum, charter member contact info, etc. Deb has a list of things that need to be mentioned at the dinner.
 - ii. Charter members – for 40 yr anniversary (1983 joiners)
 - 1. Advertise aggressively
 - We are still looking for additional charter members to attend the dinner. Pens are already in.
 - Deb has the names of all the past presidents.
 - Advertising info has been given to Jim.
 - Line about the GLE People Fund has not been included yet. It could be included in the July and August PTW ads.
 - Action item: Beth** to send line for PTW ad to recommend the GLE People Fund and its donation.
- e. Marketing Plan 2022 Review - Jim Lambrix
- i. Marketing thrust
 - The ads area all set for the summer.
 - ii. Tours: History Cruise; Hancock walks; House tour; Possible summer talk on Village Green after Farmer's Market
 - The History Cruise will take place this summer. The city has approved use of the water taxi, and it will also be used for History Cruise tours.
 - History On Hancock would be Wednesdays and Fridays at 4pm.
 - History on the green will be after the Farmer's Market events.
 - Architectural tour will occur also, with Pam V. continuing as docent and Robin M. as an additional docent.
 - Bart and Beth plan to meet with Ron Beeber on Wednesday, May 18, to discuss tour scheduling and docents.
 - Dick W mentioned that someone should be in charge of all the tours.
 - Advertising will be done around town, and on social media. It was suggested that social media and Décors by Sandra would probably be the two best places to advertise the tours.
 - Vote on pricing / suggested donation will occur at May 24 meeting.
 - There was some discussion about whether we need different topics at the tours. It was stated that the different tours would have the same topics, but would hopefully appeal to different audiences.
 - It was suggested that maybe a paid ticket could have a partnership with one of the restaurants in town... ticket would include a discounted drink to a restaurant.
 - iii. Float for Homecoming – Red Barn; discuss plan for
 - The idea for this year's float would be a small barn on a trailer. Jim L needs funding for building the float. Minimum of \$500. Next year's float suggestion was an auctionable replica of the Red Barn, to be used as a playhouse or storage shed in someone's yard.
 - Dan H made a motion that we provide the marketing director with funds of up to \$500 for the homecoming float. This was seconded by Dick W. Motion approved unanimously.

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Action item: Jim L. to talk to George and Cindy to see if they will assist in building the red barn float.

f. Museum Operation Report – Dan Hoekstra

- i. Dan will submit expenses for basic tools to be stored at the museum. It amounted to about \$250.
- ii. Caleb, from Pentwater This Week, asked about again doing articles and photos about historical things in Pentwater as part of their publication. Dan will meet with Caleb next week. Norm suggested that we offer him honorary membership, and that was agreed with by the board. Norm S suggested that we might offer him an honorary membership. Dan H will approach him with this offer.
- iii. Fire display: meeting with Terry Cluchey next week to see artifacts that might be used in the display. The antique fire hose reel is inside the museum. Also have a locker from John Sayles, the firefighter that died in 2012 shortly after severe exertion during a firefight. There will be an emotional viewing of the exhibit for family and friends before the museum opens.
- iv. Police display is coming along. Still need a few items of clothing to complete it.
- v. The artifacts from the Mears Red Barn will not be exhibited this year. Items will be removed from the barn in the next week or two, and put into storage, to be displayed in future year.
- vi. Docent Staffing by Dan/Joan – how to attract new docents.
Joan is asking for confirmation of hours and days of opening. Dan H. will get her this info. The hours were incorrect on the website.
- vii. PAC use of Guide by Cell; or QR code use.
PAC has asked if they can piggy back off of our guide by cell.
Dan H asked us how we are partnering with PAC.
Norm pointed out that we plan to ask them to help us design signage, and we have already had discussions with them about partnering on a red barn art contest. The Red Barn Art Contest will raise awareness
It was also pointed out that if a caller called the phone number and punched the wrong number they would hear information about the museum.
Norm S made a motion that we allow PAC to share in the Guide by Cell phone number for the summer of 2022, Sculpture Walk exhibits. Seconded by Dan H. Approved unanimously.
- viii. Tracking of artifacts donated; need an improved system to track artifacts
No discussion this month.
- ix. Clean up days – use multiple days inside & outside. This will occur on Thursday, May 26. People should bring cleaning supplies. The high school students have a community service day on May 20, but it's not known if any students will be assigned to help at the museum.
Action item: Dan H – to contact school to see if they can assist with the cleanup on May 20. (Done: 4 students and one teacher will be assigned to help the museum)
Action item: Dan H - Dan will get task lists for inside and/or outside cleanup work.

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- x. State Park items out of the Mears Red Barn – do in middle May
These items have been moved.

- g. Museum maintenance – Dan
 - i. Masonry repair plan – Start in late spring
Terry and Dan discussed the tuck pointing at the museum. A new lift will be used. The work should be scheduled as soon as the new lift is ready to go.
Dan has the contact info for the photographer from GLE to get photos of the work in progress.
- h. Technology
 - i. Email addresses for Board Officers – under consideration.
Discussion occurred about whether or not the museum should have an email that is a PHS email. There was general support for this idea.
Norm S made a motion that we have email IDs created for key members of the PHS board, seconded by Beth R. Approved unanimously.
 - ii. System to support fundraising & merge with financials/accounting – Little Green Light
- i. PHS - Newsletter – next due date is 1 June. - Amy VanderZwart
- j. Review action items from last meeting – Beth
 - Action Item: Norm** will get two prices for removal of the walnut tree and will have it on the agenda next month to give an update. (done)
 - Action Item – Beth** will move forward with the grant applications ARPA and MACC – Operational Support (*in progress*)
 - Action Item – Beth** will submit membership to the AASLH (*completed 5/06*)

7. INITIATIVES

- a. Walnut tree removal – decide on approach

Budget of \$4,000 to take the tree down. Two bids have been obtained. Both companies would be able to obtain the straight sections for our use later on in the new building. Estimates came in at approximately \$5,000. An additional \$500 to remove the stump.

Mark Trierweiler also said he would like to have the wood, and would pay for the removal. Most recently he has said he is probably not willing to commit to this. Mark will get back with Dan H about this within the week.

Norm S made a motion that if Mark T and Dave Spitler decided within the week that they want it, that we would let him have the tree. Dan H and Norm S. would jointly have approval of this work. Seconded by Dan H. Approved unanimously.

Action Item – Dan H get in touch with Mark Trierweiler regarding whether or not he wants to take down the tree.

Stump might be worth up to \$5,000. Gun stock makers will pay top dollar for good black walnut wood. If the wood is of good quality, it could be offered up for sale.
- b. Titles for our expansion project leads: Fundraising Chair & Project Manager

Norm Shotwell made a motion that we accept Bill Gigowski as Secretary and Mike Waidelich as Treasurer. Dan Hoekstra seconded the motion. Approved unanimously.

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Dan Hoekstra made a motion that Bart Zachrich move to Vice President, Norm Shotwell move to Trustee, Beth Russell move to Trustee. Seconded by Dick Warner. Approved unanimously.

Mike Waidelich pointed out that our by-laws may limit how many board members we can have. By adding two new board members we have exceeded the 11-member board limitation.

After discussion, Dick Warner recommended that Sylvia move to a non-voting position. This would be a temporary change. At the August meeting, she will be on the ballot to return to the board.

Bylaws will be adjusted at the August meeting to align position titles.

Dan Hoekstra made a motion to accept the resignation of Sylvia Warner. Seconded by Beth Russell. Approved unanimously.

Dan Hoekstra made a motion to rescind the original motion and amend the original motion to say that Beth Russell is moving to Director of Membership Services. The corrected motion is Dan Hoekstra made a motion that Bart Zachrich move to Vice President, Norm Shotwell move to Trustee, Beth Russell move to Director of Membership Services. Seconded by Norm Shotwell. Approved unanimously.

c. Grants

i. For the Sequoia model:

Photos taken by Mr. Wolff, the original model builder, have been reprinted and are ready to be delivered to Gary Yakubowski, the model boat builder who came to Pentwater to view the model. Mr. Yakubowski is still considering whether he wants to take on the project.

It was noted that the Operational Support grant from MACC can be used to pay honoraria to artisans. Mr. Yakubowski's normal fee to build a model boat is \$4,000. One half of this fee could be funded through the MACC grant.

8. Public Comments

Dan H mentioned that we sometimes delegate duties and assignments. He would prefer to see that people are asked. He officially asked Karen if she would takeover Deb's job when she leaves the board. Karen agreed to handle this role, as long as she has some assistance. Dan's wife Lin has agreed to assist Karen. Bill G. mentioned that his wife Ellen would be willing to assist also.

9. Adjournment

Motion to adjourn made at 1:20pm. Approved unanimously.

Scheduled 2022 Wednesday Meetings 11:30 A.M.: 5/24 (dinner will be 5/25); 6/8 and 6/22; 7/13 and 7/27; 8/10 and 8/23 Dinner on the 24th; 9/14 and 9/28; 10/12 and 10/26; 11/09