

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

Minutes – Wednesday 27 July 2022 in person at the Museum

1. Call to Order – Dick Warner at 11:30 AM
2. Board Member Roll Call - Present were Dick Warner, Norm Shotwell, Bart Zachrich, Beth Russell, Deb Deward, Dan Hoekstra, Jim Lambrix, Amy VanderZwart, Karen Way , Mike Waidelich, Bill Gigowski
3. Approval of the Agenda - Moved by Norm S, seconded by Dan H
4. Approval of Amended Minutes for July 13 Moved by Dick Warner and approved by voice vote. These have been posted to the PHS web page.

1. ON GOING ACTIVITIES, STATUS REPORTS –

- a. Treasurer's Report - Mike Waidelich
Received 2 \$500 gifts for the building fund
Took a loss in the building fund of a couple k\$ due to market fluctuation
No receipt of the mystery donor as of yet
Motion by Bart to approve the finance report, seconded by Bill, unanimously approved.
- b. Museum Activities - Dick Warner
June attendance up over June 2021 by 43 people
Norm and Mark were asked to get a current list of life members and annual members who have paid. Beth volunteered to work with Mark on this.
People who have been inactive for two or more years will be dropped from the members list.
Active with dues paid up and those only one year behind will be recorded in LGL. People more than one year behind saved to a spreadsheet and dropped from LGL.
We will also send out a short email/note to those who are behind saying we have missed you. Beth volunteered that LDL should be used for this which was agreed. Dick agreed to pull the language of the note together. Beth's team has already pulled this list together.
- c. Museum Activities - Dick Warner
Postponed
- d. Marketing Plan 2022 Review - Jim Lambrix.
Marketing ads are set for the remainder of 2022.
Jim is actively working on donations.
Norm asked that we be sure to take care of the sign outside the Post Office; that we remember to put it out and take it in in a timely fashion. Dick reminded us all to put it out on all days the PO is open.
We had extensive discussing the sign/float for the upcoming parade float. The Arts Council does not have time to paint a rendition of the Red Barn on the Float. They suggested our best option would be a photograph. Jim talked to people at the art store

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(Laura) and they have a copyrighted photo of the red barn that could be blown up to a 4x8 sheet and placed on an aluminum sheet that would look nice. It would be covered by a plastic sheet for weather resistance. 450\$ for one sheet/side and \$800 for two sheets/sides.

500 for building the actual float and it would be used for this year and next year's float.

Jim has a printer lined up in Ludington right now.

This will also help advertise next years' Red Barn Art Contest.

This can not be used to generate revenue as it would violate her copyright although it is possible, we could purchase a limited license for use in advertising PHS events.

Jim will pull together the agreements.

It was agreed that both sides of the float should be covered, and we need to come up with appropriate language for the float.

Dick raised a motion to approve up to \$1200 for the float.

Dan raised the issue of storage.

Motion for spending up to \$1200 raised by Beth, seconded by Norm and unanimously approved by the Board.

Museum Operations - Dan Hoekstra

Dan received help on getting signs and benches out of the red barn on the 18th

The tree removal issue is being worked and Perez tree removal will be on site Monday 1 August

Ted Towl working on window molding

No outstanding Museum maintenance pending

Another storage unit is online for 50\$ per year, Mike will make payment and people are available do the cleanout and move-in

Still looking for a brush hog for clearing the area around the Red Barn (approx. 1 acre). State approval is not expected to be an issue.

Event Planning – Dick Warner

We have a list of invitees as of July 25th. We believe Deb Deward will provide a list of those accepting an invite. Deb is doing the event planning. Karen will be taking this over upon Board approval.

Deb will be supplying a lesson learned memo which should prove very useful.

Summer Tour Updates.

Bart recommended discontinuing the History on the Green and on Hancock due to lower-than-expected turnout. Beth suggested the tours be advertised still. The Monday - Saturday Sunset and History Cruises are going well. We have a list of guides scheduled for each days' cruise. Monday is Beth, Tuesday is Beth, Wednesday is Bart, Thursday is Ray, Friday is Ron, and Saturday is Ron. Advertising is by social media, and we have provided for over 300 patrons.

Fund Raising – Beth

First one on one contact with serious potential has been made with a request for \$50k and the reaction was not negative.

Several others have been contacted that have potential.

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We are at the point where more concentrated efforts can begin. We will have meetings one on one and with small groups later in August.

We can start the expansion project once we have over 400k\$ in pledges. We will need 600 to 650k\$ after the design is complete to sign a shell and display (no elevator) construction contract.

Expansion Plan – Norm

New member on the team. Trade studies will be worked in August.

Grants – Beth

Building Stories grant is working. Educational funding grant being worked now. Beth has list of courses available covering a wide range of topics including fundraising. The cost is course by course typically 50 to 250 per course. Beth is working several funding pipelines for the PHS.

Michigan Museum Assn conference on Mackinaw Island upcoming in October 10-12. Beth needs funding to go for a/the course(s) at few hundred per person. Additional funding would be nice for food/fuel/lodging.

Dick knows of a number of municipalities and organizations in West Michigan that have museums similar to ours that we could reach out to if needed.

Motion to fund attendance at the 3 day Mackinaw Island fundraising conference/event(s) for up to \$1000 made by Dick seconded by Bill and unanimously approved.

Beth agreed to invite a Holland museum person to talk with us at some point in the near future.

Red Barn – Bart

Bart met with Arts Council to discuss the Red Barn Art contest. They (Arts Council) will need to internally approve it. This needs to benefit the PHS and should not cost us money (hopefully make money). We could have an auction/silent auction. What is our vision. Probably an art display and sale/silent auction with a split of the proceeds between the Arts Council and Artist and PHS. Bart to coordinate with Arts Council.

The PHS float will advertise the PHS and the Art contest.

PHS Newsletter

What format do we want to use, Printed or E-mail and who gets charged? Should Life Members pay? Is there any correlation between donations and newsletter format? To be continued.....

Finance – Mike and Bart

Mike will not make the upcoming Dinner. Bart will coordinate with Mike.

Dues versus Donations and what can we learn. Should we record those who give more

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than \$50. Do we have one big pot or two pots. Over 100 you get a TYVM for the donation. Do we make those over \$500 automatic members? Should 250 (the sponsor level) also be an automatic member? It would seem so. Should we add Business memberships?

Dues and Donations (anything over \$50) will be recorded separately by Mike.

Beth was asked to obtain a list of who we have sponsoring the newsletter and compare the list to our membership list and make sure we have them recorded as members.

We have 8 sponsors

Aug 2020 raffle – did we have one? No, both were cancelled due to Covid per Deb Deward.

Dick moved to adjourn. Beth seconded. Unanimously approved.

2. Adjournment

Scheduled 2022 Wednesday Meetings 11:30 A.M at the PHS: 8/10 and 8/23 Dinner on the 24th; 9/14 and 9/28; 10/12 and 10/26; 11/09