

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

Minutes – Wednesday 10 August 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.
5. Corrections to July 27 Minutes. Amy Vander Zwart and Deb Deward were both absent. Jim to get a list of our sponsors for the newsletter. Beth will enter the company names into LGL.

1. ON GOING ACTIVITIES, STATUS REPORTS –

- a. Treasurer's Report - Mike Waidelich
 - 7000 in Checking
 - 50000 in bank savings
 - 53000 in CFOC building expansion fund
 - 3000 in endowment fund down to 45000 due to investment declines
 - 2000 net income on the year
 - Beth will get cruise income from Mike to analyze whether to continue
 - Motion by Dick to approve the finance report, seconded by Norm, unanimously approved.
- b. Museum Activities - Dick Warner
 - July attendance up over June 2021 by 10%
- c. Marketing Plan 2022 Review - Jim Lambrix.
 - The PHS float has been cancelled due to lack of support from the arts council.
 - Bart Zachrich reported the Red Barn Art Council is too busy to support the PHS in an Art Contest in 2023. The Art Counsel shared their experience with the Garden Club using garden inspired art and no art was sold except to the Art Council.

Dick Warner noted our current thrust is fundraising for the expansion and that should be our focus. We should have 2 dinners and the garage sale, the other effort should be fundraising for the expansion.

Dick moved that we abstain from participation in Red Barn art contest efforts. This was seconded by Dan H and unanimously approved.

The weed cutting effort around the Red Barn will be stopped. Norm noted the Red Barn arts competition would be time consuming, made worse by the lack of Arts Council support.

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Deb had a good idea to have a person appraise antique donations and have an auction with some/all the proceeds supporting the expansion. Dan and Dick noted these kinds of things had worked in the past. Donations should be tax deductible.

Dan agreed to pursue the Black Walnut stump removal with a professional.

Dan Hooker

Ted Towl is ready to continue the window effort and needs some help labor-wise. Coordination with Blackburn is needed, and Dan will close the loops.

Dan was able to get us all 1 fine table for our meetings, donated by the Village, and thanked for his and his friends' efforts.

Joan Gehringer needs docents.

Disposal of the brush refuse from the tree removal needs to be accomplished.

Deb Deward

Food has been ordered for the upcoming dinner. Charter members will be acknowledged with a ribbon. Fourteen charter members have responded to invites and will attend free. Tickets are 25 and event cost is 12. There is a FB posting on this event. Bart will provide the check.

Mark Shotwell will be asked to help with the AV set-up before the meeting with Norm'

Event schedule will include:

5:30 to 6 Happy Hour

Diana will provide wine for a toast.

Movie is 30 minutes

10 minutes for Larry Konopka to describe the origins of the PHS

The capital campaign will be discussed, and Beth will coordinate.

Treasurers report is 5 minutes

Members will be 10 minutes

Toast

Prayer

45 minutes for dinner.

Elections

Business by-laws

Dick will coordinate schedule and discuss at next Board meeting

8:00 is the targeted end point

Bart - Summer Tour Update

Mon – Sat on Cruises

Architectural Tours on Thursday

No more Hist on Green or Hancock. Turnout has been an issue.

Fundraising

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We discussed a variety of auction plans to fund raise for the expansion. Dick opined that Auction Exchange for two cycles would be the best platform for an auction. Beth pointed out that articles for auction should be things that raise over \$1k to be useful. This could be fine art, cars, trucks, boats, collections, vacation home rentals, etc. Dick echoed that sentiment. Beth stated the Yacht Club had a silent auction that netted \$50k and felt Spring was an appropriate time. The idea of a night with a librarian was also floated which generated some comments.

Vacation home rentals with the proceeds to the PHS seemed promising based on the PYC experience.

We could also do silent auctions on-line or in person with on-line having a benefit. These things may warrant further investigation and strategizing.

Beth asked about expansion fund donations and stated that Sylvia is doing good work and that the Campaign Chair should also be materially involved in this effort.

Dick, Mike, and Sylvia will continue to write PHS thank-you notes, and Beth may write a more detailed/personal thank you. Mike agreed and will notify Sylvia, Beth, and Dick. Beth's input would be over \$500, Sylvia for all contributions.

Beth has recently started one on ones and should bear fruit. These take time for potential donors to realize the value of the effort and to commit to the cause. Potential is estimated in the tens of thousands.

Mike noted the importance of showing we have good progress to date given the recency of fundraising efforts. This will help generate interest and security that donations are taken seriously.

Norm calculated we had 315K pledged or in the bank.

Dick would like a donation report for the expansion only and run that report every couple weeks to determine gates for the design/cost/schedule for the expansion. We have nearly 400k and the closer we get to 500k and start work the more interest we will get.

Beth raised issues on the bylaws vote and Dick opined it is something above the minimum votes cast. Mike read it as more than 50% membership positive vote. 75 or more need to vote yes. Beth will send out an email that anything cast other than a no vote will be cast as a yes vote.

Per Norm, bylaws changes, by article 11, 2/3 vote of membership in good standing and present at the meeting.

Beth had a meeting with Steve Bass regarding more space Steve felt more important is what things might look like. He suggested things that may look like the Nickerson Inn or Novadock. Beth will talk with Steve about things more personal like the frog pond. Norm and Dick will have further talks with Steve. Mike felt we need a vision beyond the building.

Beth mentioned 6 ideas including an escape room for families on rainy days and a swing

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bridge for kids.

Dick suggested we need to be practical on the opportunities and be careful on what we spend our time and money on as we move forward.

Beth mentioned that if we want corporate sponsorship, we need a broader base outside of Pentwater and we have to have a long-term vision in terms of years and also pay heed to the impoverished among us. How can we inspire others in neighboring impoverished communities. We need to involve school kids.

Focus groups

Norm has gathered a group to consider construction options regarding all aspects of the expansion.

Beth is looking at grants that may be available.

YouTube

Videos have been developed for a YouTube channel to preserve Pentwater history. This would appear to be a very valuable investment and opportunity. The contents are very easily linkable and valuable. The trade-off is the videos are free to all once on YouTube.

Dick will make a list of all videos we have.

YouTube use has not been finalized and needs to be discussed.

Dan will pull together a fundraising thermometer for the upcoming PHS dinner meeting and Norm will send Dan what he wants to see. Numerous ideas were floated.

Dick moved to close the meeting, Beth seconded, and the meeting was closed.