

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

Minutes – Wednesday September 14, 2022– 11:30 A.M. EDST – in person at the Museum

1. Call to Order
2. Board Member Roll Call
Missing: Jim, Sylvia, Beth
3. Approval of the Agenda
Moved by DW, seconded by BG. Approved.
4. Public Comments on Agenda Items
5. Board Meeting Minutes Approval – August 23, 2022
Moved by Dick, seconded by Norm Approved
6. **ON GOING ACTIVITIES, STATUS REPORTS –**
 - a. Treasurer’s Report - Mike Waidelich – waiting on email
Email and attachments sent
Up in checking
Other Shelby accounts same
CFOC up 2600
CFOC bldg. expansion up over 150k on large donations received – total is about 210k
Income +3k ytd
Expenses est 20k
Revenue est 20k
Dan asked if we could earn too much money for a non-profit. Mike said if we accumulate too much money that could draw attention. Circa 25k The excess funds would be used against assets/collections/exhibits
Norm advised the Service club had to pay tax on excess earnings, maybe we should just donate the excess to charity. John Koss handles this for the Service club
 - b. Museum Activities – Dick Warner
Might need advertising in October to inform the public
302 visitors in 2021 versus 231 a year ago
 - c. Membership – Dick Warner/Norm Shotwell
Dick reported no new members. Dick will send out an email to all lapsed members an email to renew their membership.
New residents and membership – Tax board or Randy Listerman Dick wants to send all new residents (and rentals) welcoming them to Pentwater and advertising the PHS.
PWater Lake Assn. Maybe trade contact info between membership of Lake Assn and Historical Society. Dan took action to get Lake assn member list and coordinate cross reference.
Dick looked at board meeting notes. We have churned 7 board members in the last 4 years. Many people do not stay on the board many years Only 4 board members have been on since 2018.

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

d. Marketing - Jim Lambrix
No activity

e. Museum Operation Report –Dan Hoekstra

New storage at \$200/mo. We take over on October rent and can take the contents. Dan found numerous valuable artifacts in what she is leaving including coats and an LLAM

Dan will sell everything on eBay and remit all but the eBay fees. Could be significant gains to PHS. Motion for Dan to sell and return proceeds to PHS. Moved and approved

Best Coast storage. Code is 2103#. Number 35. We only have one key. This is the old Monroe storage and Dan will see about an extra key.

Tree removal is done, stump not removed. Seeding is next spring. Mark will use a slit seeder if we buy the seed. Norm will talk with Kenny Adams about stump removal.

Stained glass windows are waiting. Dan volunteered to do the remaining work.

Dan killed the squirrel.

f. Museum maintenance – Dan

Vern the plumber was in here looking at the furnace and noticed drips from the furnace

g. Event Planning Karen

May 24 spring dinner

Looking at MSU Research center. Discount Coupon Per Norm, we pay 250 normal is 500

August 23 Summer dinner TBD

Will call facility for date and price information

Yard sale will not interfere with potential addition construction. Dan can arrange for first Baptist Church parking lot.

Norm has a vendor for desserts depending on prices

Speakers possibly Caleb from the Oceana paper

Dick suggested shipwreck speaker

Dan suggested Ray Klustra

Karen suggested woman that does historical walking tours

Pam Vanderploeg was highly recommended as speaker versed in womens' rights and historical architecture. Karen will talk with her.

Question regarding using August video for fundraising. Issues are can we use it publicly.

General consensus is we may be able to use it if You Tubevideos are copyable. I think we need to look into this further and is probably not useable by us without permission.

We agreed to make it public.

h. Newsletter

Newsletter is WIP. We may want to use and pay a professional publisher.

We need to send in newsletter reports/articles if possible.

48 minutes

7. INITIATIVES

a. Fundraising – Norm

Pulling together a report on expansion fundraising. Dan working on fundraising thermometer.

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

b. Cruises - Bart

History cruises slowed in Sept but are a go for 2023. History on Hancock and the green are not viable. Status of the boat tours is uncertain but will come up this winter in the council meetings.

- c. Steve Bass discussed a variety of means to generate interest in the Museum including layout, event space upstairs, identifying target audiences (tourists, members, locals), and things that appeal to these groups. The focus is on modern audiences and how we live today. We need to capture ideas on paper that make people want to be in our space. We want to generate interest inside and outside of the building. Maybe Recreate the Nickerson dining room with the wallpaper, pictures etc. The entrance should be attractive. Family history and nostalgia are important to Pentwater. A time capsule garden that you open every 20-25 years, generating interest in family reunions, Maybe a Novadock escape room as a rainy day family experience, A ghost of Charles Mears experience with scary ghost stories and history. Maybe a scary experience of local murder and the cemetery. Present historical things that are a family experience. Steve agreed to work with us to make the museum interesting and to tell stories. General discussion-we did focus groups, with kids and visitors. Maybe we create a timeline of the village. Steve recommends we have feedback on complaints and compliments and come up with a design based on our collective knowledge and experience. And then leverage that with the community. Fun stuff and great pictures are important in generating interest. People are great critics but poor inventors. We need great ideas. Dick mentioned the Maritime Museum as an excellent standard. Can we design the museum to be a hangout for a coffee with friends. Can we have a hangout with Wi-Fi for people to hang out. Maybe we have a soda fountain. Maybe we have figurines for sale. How do we attract locals that want something in addition to exhibits. A kickoff meeting by the end of the year would be good. A good goal would be to build an expansion large enough for PHS dinners on site. We may need full time help to manage events year-round.
- d. Norm RFP on building. Larry Konopka consulted and recommended Buzz Grafinger was asked to look at RFP. Buzz looked at articles of incorporation vs bylaws regarding who has to vote on what. PHS is a membership organization and membership has to approve things, not the Board. Membership in good standing must approve all contracts by a 2/3rd vote. Issue is whether our votes on the bylaws meet that requirement. This needs further work for the organization to understand what they can do and how they must do it.
- e. Zooms during the winter. Need to focus on fundraising. Need to focus on generating excitement.
- f. Motion to engage Steve to assist in the process unanimously approved.
- g. Meeting adjourned.