

RESOLUTION NUMBER 17-26

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF FORT MYERS BEACH, FLORIDA, ADOPTING THE MOUND HOUSE STRATEGIC PLAN: A COPY OF THE PLAN IS ATTACHED.

WHEREAS, Pursuant to direction from the Mound House Museum Director and the Mound House Advisory Board (CELCAB) a Strategic Plan for the Mound House has been developed and

WHEREAS, through a strategic planning process the Mound House plan was developed with the participation of the Mound House Advisory Board (CELCAB), the Friends of the Mound House, and many volunteers, town residents, stakeholders and the dedicated Mound House staff.

NOW, THEREFORE BE IS RESOLVED BY THE TOWN COUNCIL OF FORT MYERS BEACH THAT:

1. The Mound House Strategic Plan, attached hereto, is hereby adopted and is effective immediately.
2. Town Council extends its thanks to all for assisting in the plan developed.

THE FOREGOING RESOLUTION was adopted by the Fort Myers Beach Town Council upon motion by Council Member Shamp and seconded by Council Member Cereceda.

Dennis C. Boback, Mayor	aye
Tracey Gore, Vice Mayor	aye
Anita Cereceda, Council Member	aye
Joanne Shamp, Council Member	aye
Bruce Butcher, Council Member	aye

DULY PASSED AND ADOPTED this 16th DAY OF OCTOBER, 2017.

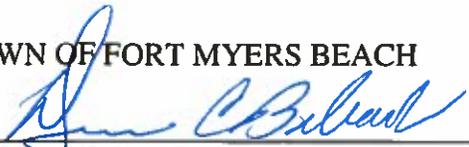
ATTEST:

By:


Michelle D. Mayher, Town Clerk

TOWN OF FORT MYERS BEACH

By:

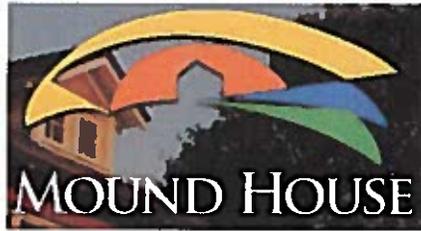

Dennis C. Boback, Mayor

Approved as to form:

By:


Peterson Law Group, Town Attorney

Mound House



Strategic Action Plan December, 2016

Note: Status of the implementation the Strategic Plan will be reviewed biannually by Mound House Advisory Board (CELCAB)

Developed by Mound House Advisory Board (CELCAB), Friends of the Mound House, Staff, Volunteers, Stakeholders, and Residents.

MOUND HOUSE MISSION	MOUND HOUSE VISION
To preserve, interpret, and share 2000 years of cultural and environmental history of Fort Myers Beach and Southwest Florida.	The Mound House experience encourages education, preservation, and enjoyment of our history, culture, and environment.
<p style="text-align: center;">MOUND HOUSE SUCCESS STANDARDS</p> <ul style="list-style-type: none">▪ We provide diverse, quality programs, tours, exhibits and educational events that support our mission and encourage return visits.▪ We have financial viability through Mound House operations (admission, museum shop, programs, and membership), Town funding, and outside revenue.▪ We offer quality docent training, feedback, and recognition that results in a more in-depth learning experience for visitors.▪ We use effective marketing and branding that bring visitors, volunteers, and financial support.▪ We have strong stakeholders who support and embrace Mound House.▪ We attract, recruit, and retain effective and qualified staff.	

Strategic Action Plan
December, 2016

STRATEGY 1 – Define the purpose and responsibilities of each of the stakeholder groups to ensure effective division of labor.

- A. Appoint a liaison to work with stakeholder groups, beginning with CELCAB and Friends of Mound House.
- B. Establish processes for regular meetings with group representatives and Mound House Director.

STRATEGY 2 - Improve marketing of Mound House through programs and initiatives that enhance awareness and increases numbers of visitors.

- A. Find and appoint a volunteer to take lead on developing a marketing plan (to be approved by Director).
- B. Publish new website to include a social media strategy.
- C. Ensure current and new programming are effective in reaching and engaging the local community.

STRATEGY 3 – Enhance programming to provide educational opportunities for all.

- A. Add new programs and revise others, to encourage new visitors and return visits.
- B. Develop a summer camp program.

STRATEGY 4 – Enhance efforts to effectively recruit, retain, train, and reward volunteers.

- A. Hire or appoint a volunteer coordinator and assign responsibilities including:
 - 1) Developing and delivering training and orientation.
 - 2) Holding periodic training events for all volunteers (with Director's input).
 - 3) Reviewing current job descriptions with all volunteers.
 - 4) Develop a new volunteer orientation checklist.
- B. Conduct an annual volunteer appreciation event.
- C. Interview all volunteers and assign jobs according to qualifications and interests.
- D. Develop a volunteer manual for all volunteers.

STRATEGY 5 –Museum Collections.

- A. Secure existing collections
- B. Develop a Collections Policy.
- C. Pursue accreditation and communicate progress to stakeholders.

STRATEGY 6 – Enhance Exhibits.

- A. Identify and employ rotating exhibits on topics of special interest.

STRATEGY 7 – Maximize revenue opportunities and seek new sources of funding.

- A. Conduct an annual member appreciation event to cultivate new members.
- B. Continue to develop new products for museum store to enhance programming and revenue.
- C. Develop and publish sponsorship levels that define benefits for both parties.
- D. Continuously seek, define, and offer new revenue sources such as group tours, grants, and special events in accordance with Town codes and regulations (Music on the Mound).

STRATEGY 8 – Focus on ways to preserve the structures, exhibits, and grounds that are Mound House.

- A. Achieve listing on the National Register of Historic Places.
- B. Develop written Museum Emergency Operations Plan.
- C. Achieve status as a National Historic Landmark.
- D. Develop a written cyclical maintenance plan for historic structures, landscape and other buildings on site.