

MINUTES
FORT MYERS BEACH
Cultural and Environmental Learning Center Advisory Board

Town Hall - Council Chambers
2523 Estero Boulevard
Fort Myers Beach, FL 33931

Thursday, January 23, 2014

I. CALL TO ORDER/PLEDGE OF ALLEGIANCE

Meeting was called to order at 3:05 by Chair Hill.

II. ROLL CALL

Members present: Barbara Anderson Hill, Cherie Smith, Ceel Spuhler, Becky Werner, and Lorrie Wolf. Excused: Betty Simpson. Unexcused: Rex Pontius
Historical Advisor: Bill Grace.
Town Staff: Regan Doherty and Randy Norton.

III. APPROVAL OF MINUTES from November 21, 2013

MOTION: Ms. Wolf moved to approve the minutes; second by Ms. Werner.

VOTE: Motion passed unanimously.

IV. PUBLIC COMMENT

No public comment.

V. REPORTS

A) Town Council Report - Vice Mayor Kosinski

No report.

B) Manager's Report - Regan Doherty

Newton Park Signage - Ms. Doherty reported that signage was progressing.

Shell Mount Exhibit - Ms. Doherty noted that staff was reviewing the proposal by Strong Vision to replace the fiber optic system with an LED system. Ms. Spuhler questioned the scaffolding and expressed concern about the costs. Ms. Doherty replied that the scaffolding would eventually be removed and the cost to change the lighting would be under \$10,000.

Education Programming - Ms. Doherty reviewed the November and December reports.

Classes and Tours - Ms. Doherty reported that some classes had been postponed due to cold temperatures.

Volunteers - Ms. Doherty revealed that new volunteers had signed up.

Internship - Ms. Doherty noted that the internship would end in April.

Environmental Learning Club - Ms. Doherty indicated that the program was in progress.

SEARCH - Ms. Doherty provided a Museum Action Plan.

Ms. Smith requested an update regarding the pier schedule. Ms. Doherty replied that construction was expected to begin by the end of April. Ms. Doherty provided a restoration update and stated construction was slated to be complete June 29. Ms. Spuhler questioned whether the Certificate of Occupancy would be issued immediately after construction. Mr. Norton stated that it would.

VI. MOUND HOUSE STRATEGIC PLANNING

A) Draft of Materials from Staff - Ms. Doherty reviewed goals. Discussion was held regarding strategic planning.

B) Consultant Options - Ms. Doherty revealed that funding was available for a consultant. Chair Hill questioned Mr. Norton about the budget and training. Mr. Norton requested back-up information from Chair Hill so he could include it in the review for recommendation.

VII. MUSEUM ACTION PLAN

Chair Hill clarified that the plan related to museum exhibits and exterior signage only. Discussion was held regarding the plan from SEARCH including design, panels, and font size. Mr. Grace noted that the number of signs could be decreased. Mr. Grace reviewed proposed exterior and interior signs. Mr. Grace questioned coordinating electrical issues. Ms. Doherty replied that she worked with SEARCH and the architect to create a revised electrical plan. Discussion was held concerning outlets, exhibits, costs, and quality of materials.

Ms. Smith stated that she was happy with the plan. Ms. Wolf stated that a bold font would be easier to read than italics or script. Chair Hill agreed with comments and stated that she appreciated the rationale in the plan. Ms. Spuhler agreed with Mr. Grace regarding the number of signs. Ms. Spuhler voiced concern regarding interior signage and questioned how to go about eliminating signs. Ms. Doherty stated that CELCAB could recommend that directional signage be reduced. Chair Hill questioned whether SEARCH could attend the next meeting and provide a sample floor plan of where the interior directional signs would be located. Ms. Werner agreed that some signs could be eliminated.

MOTION: Ms. Werner moved to endorse the design plan brought forth by SEARCH as presented; second by Ms. Smith.

VOTE: Motion passed unanimously.

VIII. UPDATE ON VIVA FLORIDA EVENT PLANNING PROGRESS - Betty Simpson and Ceel Spuhler

Ms. Spuhler read a letter from Ms. Simpson. Ms. Simpson revealed that her focus needed to be with the opening of the Mound House.

IX. PUBLIC COMMENT ON VIVA FLORIDA

Ms. Catherine Wallace stated that she was overwhelmed by the VIVA plan timeline. She stated that she would like to focus on planning for the opening of the Mound House.

Ms. Prossey stated that there were too few volunteers and would like to cut back on some of the activities for the Mound House.

Ms. Spuhler recounted the initial plan was for a large event; however, after review Ms. Doherty and her realized the scope was too much at this time and the timing wasn't right. She pointed out that there were not enough volunteers to handle both events. She believes that a perhaps a large event can take place when there are more volunteers.

Ms. Werner feels that more paid Town Staff was needed for this event and other Mound House events in the future, perhaps a full-time events coordinator/planner. She believes that at this time more people would be interested in a Mound House opening event rather than a VIVA Florida event.

Discussion about switching focus from VIVA event to Mound House Opening event.

Consensus given for Mr. Norton to approach Town Council about switching attention from VIVA Florida event to a Mound House opening event.

Discussion about "hard" or "soft" Mound House opening and potential budget for event.

X. BOARD MEMBER COMMENTS

Ms. Werner – Recounted a visit earlier in the day from Mayor Mandel, County Commissioner Hammond and **Jacqueline DeLyle** to the Mound House Shell Exhibit. She was pleased with the interest shown in the exhibit by County Commissioner Hammond.

Ms. Spuhler – Friends of the Mound House recently had their annual meeting and furnishings of the Period Room were revealed—it was well-attended and went very well. February 14th is the "luminaries" fund-raiser—please call her or Barbara Hill (different one, not Chair of CELCAB) if interested in a luminary. She also recognized and thanked the Friends of the Mound House for their generosity in helping to fund a lecture series.

XI. UPCOMING MEETING DATE - February 27, 2014

XII. ADJOURN

MOTION: Ms. Wolf moved to adjourn; second by Ms. Smith

VOTE: Motion passed unanimously.

Meeting adjourned at 4:27 p.m.

Adopted 2/27/14 with without changes. Motion by Cherie Smith
(DATE)

Vote: 5-0 Signature: Barbara Hill

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