

**MINUTES**  
**FORT MYERS BEACH**  
**Cultural and Environmental Learning Center Advisory Board**

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

**Thursday, August 28, 2014**

**I. CALL TO ORDER/PLEDGE OF ALLEGIANCE**

Meeting was called to order at 3:00 p.m. by Chair Hill.

**II. ROLL CALL**

Members present: Barbara Anderson Hill, Ceel Spuhler, Becky Werner, and Lorrie Wolf.  
Excused: Betty Simpson and Cherie Smith.  
Historical Advisor: Bill Grace  
Town Council Liaison: Mayor Anita Cereceda  
Town Staff: Paul Rapp

**III. APPROVAL OF MINUTES** from July 10, July 24, and August 14, 2014

**MOTION:** Ms. Werner moved to approve the minutes as amended from July 10, 2014;  
second by Ms. Spuhler.

On page 1, 2nd paragraph, the sentence should read, "Chair Hill questioned the exterior **donor** recognition sign."

**VOTE:** Motion passed unanimously.

**MOTION:** Ms. Spuhler moved to approve the minutes as amended from July 24, 2014;  
second by Ms. Wolf.

On page 2, under Motion, Post-Calusa was misspelled.

**VOTE:** Motion passed unanimously.

**MOTION:** Ms. Werner moved to approve the minutes as amended from August 14, 2014;  
second by Ms. Wolf.

Page 2, agenda item E. Text on the Mound House "Thank You" Sign.  
Change "Thank you" Sign to "Donor Recognition" Sign.

**VOTE:** Motion passed unanimously.

Ms. Spuhler questioned the status of the missing artifacts. Mr. Rapp replied they were in the process of tracking down ex-Synergy employees. Ms. Spuhler questioned TDC funding for picnic tables. Mr. Rapp replied that TDC funds were not available, but picnic tables would still be purchased. Ms. Spuhler questioned when the scaffolding over the pit would be dismantled. Mr. Rapp stated that lights needed adjustment before removing the scaffolding.

#### **IV. PUBLIC COMMENT**

No public comment.

#### **V. MANAGER'S REPORT**

Mound House Grounds Signage - plant ID panels have been approved.

Interior Museum Exhibits - two rooms to be approved.

Orientation Video - SEARCH to provide a time and cost analysis.

Observation Pier - out for bid.

Educational Programming - Mr. Rapp reviewed May participation.

Grants and Reporting - Mr. Rapp summarized the status of reports for the Division of Cultural Affairs, the Florida Historical Commission, and the Stewardship Reports for Newton Park and Mound House.

#### **VI. MOUND HOUSE MUSEUM CONTENT**

Discussion was held concerning the logo placement on the kiosk, the "Click Image to Enlarge" phrase and the color of the text. Mr. Rapp stated the logo would be moved to the right side and the red color would be removed. He indicated "Click Image to Enlarge" would be in small text and SEARCH would provide a sample with the phrase at the top and another with the phrase at the bottom for review. Chair Hill questioned the image under the word Home. Mr. Rapp indicated he would contact SEARCH.

Ms. Penny Jarrett informed members that training for the kiosk would be available.

##### **A) Bathroom Panel Review**

Ms. Spuhler questioned the visibility of the white text on a gray background. Discussion ensued concerning the pictures and overall design.

**MOTION:** Ms. Werner moved to approve This Bathroom Made History panel with the blue banner on both sides and hexagons in the middle as presented; second by Ms. Spuhler.

**VOTE:** Motion passed unanimously.

##### **B) Calusa Room Design Review**

Discussion was held concerning color, elimination of dotted lines, color of text on background, color scheme, spear, wooden artifacts, flint arrowheads, tools from the

estuary, dots used to separate text from title, permanent versus temporary tattoos, and the addition of a picture on the Calusa Society, Religion, & Politics panel.

Mayor Cereceda researched the tattoo issue online and discovered tattoos were painted. Mr. Rapp indicated he would check with SEARCH concerning the spear.

**MOTION:** Ms. Werner moved to accept the Calusa Room design review with the following changes: dots are eliminated, text has yet to be finalized, a canoe image be added to Calusa Society, Religion and Politics, white lettering on gold background be changed to brown of regular text, on Rise of the Calusa, the borders on both pictures be changed from white to dark brown, and verify that the spear is an artifact from somewhere in Southwest Florida; second by Ms. Wolf.

**VOTE:** Motion passed unanimously.

C) Saving our Site and Modernizing the Mound House Panel Review

Ms. Werner suggested replacing the picture of the room on Saving our Site. Discussion was held concerning contents of the photo, which included lights on the Shell Mound and removing the chairs. Ms. Wolf suggested taking a wide-angle photo of the room with the TV off for comparison. Chair Hill questioned the negative space separating the text of Saving our Site. Discussion ensued regarding wider paragraphs, the year 2000 at the bottom left, add 2015 to the bottom right, and the shade of green. Consensus was reached to change the year 2000 to the year 1995. Mr. Rapp indicated that he would meet with the Committee on September 3 at 10:00 at Newton Park to review comments from Emily.

D) Plant ID Text Final Approval

Mr. Rapp reported he would have the final text by next meeting. Mr. Grace discussed references concerning the plant identification signs.

Mr. Rapp included the draft of Mound House welcome panel. Consensus was reached to incorporate the panel created by SYNERGY. Mr. Rapp stated that he would have SEARCH design a panel closer to the SYNERGY example. Discussion was held regarding the wordiness of the SEARCH design, the official title of the Tourist Development Council, logo for Friends of the Mound House, use of the blue and gold background, delete some text, move logos, size of font for different financial levels of support, and the use of upper case.

E) Museum Shop Discussion

Ms. Jarrett stated that new interns may be able to assist with the gift shop coordination. Discussion was held concerning inventory in the gift shop. Ms. Spuhler noted that Ellen had good ideas on what sold in museum gift shops. Mr. Rapp indicated that he would schedule a meeting with her before the next meeting. Mayor Cereceda discussed retail issues on the beach.

Mr. Rapp reported the video should be between \$1,500 and \$3,000 per minute and would be completed within three to four months. Chair Hill questioned the location of the mission statement. Mr. Rapp replied that he would check with Emily.

**VII. PUBLIC COMMENT**

No public comment.

**VIII. BOARD MEMBER COMMENTS**

Ms. Spuhler stated that the house looked wonderful and she looked forward to the pier. Mayor Cereceda requested the agenda add liaison comments. Mr. Rapp added the item to the agenda. Mayor Cereceda requested that the bowl be moved to the safe. Mr. Rapp stated that he would move it immediately. Ms. Jarrett requested security at the house be installed as soon as possible. Mr. Rapp indicated he would contact Gold Coast security. Mayor Cereceda suggested covering the ground floor windows until the house was secure.

Ms. Werner discussed the artifacts found after digging up the antenna. Chair Hill expressed concern about security measures for the property.

**IX. UPCOMING MEETING DATE - September 11, 2014**

**X. ADJOURN**

**MOTION:** Ms. Werner moved to adjourn; second by Ms. Wolf.

**VOTE:** Motion passed unanimously.

Meeting adjourned at 5:08 p.m.

Adopted 9/ with/without changes. Motion by B. Werner  
(DATE)

Vote: unanimous Signature: Barbara Hill

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