

**MINUTES
FORT MYERS BEACH
Cultural and Environmental
Learning Center Advisory Board
Town Hall
2525 Estero Boulevard
Fort Myers Beach, FL 33931**

Thursday, May 25, 2017

I. CALL TO ORDER/PLEDGE OF ALLEGIANCE

Meeting was called to order at 1:00 p.m. by Chair Hill.

II. ROLL CALL

Members present: Barbara Hill, Cindy Richardson, Cherie Smith, Ceel Spuhler, Becky Werner and Lorrie Wolf.

Excused: Betty Simpson

Historical Advisor: Bill Grace

Town Staff: Alison Giesen

Council Liaison: Anita Cereceda

III. APPROVAL OF MINUTES - January 20, 2017

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

VOTE: Motion passed unanimously.

IV. BUDGET

Discussion was held concerning next year's budget request.

MOTION: Ms. Spuhler moved that CELCAB ask for \$5,000.00 in their budget for matching funds for grant opportunities; second by Ms. Smith.

AMEND: Ms. Werner moved to request that \$5,000.00 be put into the CELCAB budget for marketing for the Mound House; second by Ms. Smith.

VOTE: Motion passed unanimously.

V. PUBLIC COMMENT - no public comment

VI. FRIENDS OF THE MOUND HOUSE DISCUSSION

Chair Hill addressed confusion regarding the duplicity of roles, benefits to a membership in the Mound House versus benefits to membership in the Friends of the Mound House, donations/membership concerns and the ability to track all of it.

Rexann Hosafros was chosen to be an impartial, objective individual to serve as a liaison between CELCAB and the Friends.

Ms. Hosafros discussed inequalities between dues-paying Friends of the Mound House and the benefits of purchasing a membership in the Mound House. Ms. Werner felt that the Friends paid their dues and did all the work but did not receive any benefits.

Ms. Giesen offered her database to the Friends. Ms. Hosafros explained that the Friends would remain a separate organization but have a cooperative agreement with the Mound House. The Friends would pay dues to the Mound House and become a member of the Mound House. Ms. Giesen would be responsible for keeping track of all memberships and send out reminder notices for meetings. Ms. Hosafros stated that more had to be done in order to accomplish the agreement. She noted that the Friends' dues would go to the Mound House.

Chair Hill questioned whether information could be added to the brochure.

Ms. Hosafros reiterated that it was not a merger, they were only using the Town's facilities for record keeping. Ms. Spuhler and Ms. Werner reported that since the Friends were formed, they raised \$93,714.00 for the Mound House. Ms. Spuhler agreed that the Friends should remain a separate entity.

Ms. Werner suggested adding an additional donation box to the form for Friends who do not wish to be active members. Discussion was held regarding tracking revenue, donations and memberships.

Mr. Grace thought it was a great idea. Consensus was reached to have the Friends membership be a part of the membership of the Mound House and the programming, database, record keeping and funding will be handled through the Mound House staff.

VII. REVIEW CELCAB ORDINANCE AND PROVIDE:

- the committee's recommendation for updates
- request for possible items/projects that the committee wishes to assist with
- identify traits that a potential committee member should have as qualifications for serving; this information would be used by Council to best identify applicants who wish to fill future vacancies on the committee

Ms. Cereceda explained that the shift was to have committees suggest ideas that they wanted to work on instead of having Council direct them to do certain things. She indicated that liaisons would no longer participate in meetings but they would be available to assist. Ms. Cereceda reflected that her liaison relationship with committees was dynamic.

Ms. Werner noted that it would lighten the load for Council members, but she thought it was a sad loss for them. She thanked Ms. Cereceda for continuing to offer assistance.

Chair Hill stated that Ms. Cereceda's presence was incredibly valuable. She noted that since the Mound House had staff, it was more of a staff-Council operation. She questioned the role of CELCAB now that the Mound House was open.

Mr. Grace replied that they still had a role to ensure the integrity of the property, to ensure that it was properly staffed and to monitor the museum.

Ms. Spuhler noted that the Newton House was coming up and it was vital.

Chair Hill agreed with Mr. Grace that their role was more of an oversight and stewardship role.

Town Manager Hernstadt expressed his appreciation for CELCAB. He explained that Ms. Giesen will still need CELCAB's support going forward. He indicated that he would attend as many meetings as he could. He encouraged them to review the ordinance to see if the charges

were still appropriate and, if not, make recommendations to modify the language. He felt it would be appropriate to meet in August for a briefing on the budget and meet on an as-needed basis in the future.

Mr. Grace stated that the latest version of the ordinance was unreadable. Town Manager Hernstadt noted that they would provide a clean copy without strike-throughs and underlines.

Ms. Werner questioned whether they should add the Newton House to CELCAB. Chair Hill and Ms. Smith replied in the affirmative.

Ms. Spuhler suggested creating a list of resolutions. Town Manager Hernstadt explained that they were trying to minimize the number of things that required a motion since they did not get captured like resolutions did. He hoped to get the resolutions into a database for easy access. He encouraged all committees to use resolutions and he described how the database would perform.

Ms. Hosafros revealed that a site called municode.com listed ordinances and resolutions. She stated the Town paid the site to maintain current ordinances and resolutions.

VIII. UPDATE ON NEWTON BEACH PARK SIGNAGE

Ms. Giesen reported that all the interpretive signs were up except for the plant identification signs, which would be installed next month. She commented that the Tourist Development Council (TDC) will recommend that the public restrooms be upgraded. She described meeting the requirements of the management plan.

IX. MUSEUM DIRECTOR'S REPORT

Ms. Giesen reviewed the revenue and the decrease in expenses and identified partnerships. The website was close to being launched. She was working on the Arts and Attractions grant. She discussed the Upton Foundation and the panel for the Mound House. Ms. Werner offered to paint the difference in time from the old clothes line one on the sidewalk outside the garage.

X. PUBLIC COMMENT - no public comment

XI. BOARD MEMBER COMMENTS

Ms. Wolf questioned whether there were negative comments from the neighbors regarding movie night. Ms. Giesen replied in the negative. Ms. Wolf noted that Ms. Simpson was back in the hospital. She offered to organize sending flowers on behalf of CELCAB.

Ms. Smith noted that the Friends were planning an Amazing Race fundraiser.

Ms. Spuhler thought a lot was accomplished during the meeting and she was glad that CELCAB was entrenched.

XII. SET FUTURE MEETING DATE - September 28, 2017

XIII. ADJOURN

Chair Hill adjourned the meeting at 2:34 p.m.

Adopted 10/26/17 with/without changes. Motion by Becky Werner
(DATE)

Vote: all Signature: Barbara Hill

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