

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

Thursday, August 22, 2019

I. CALL TO ORDER

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

II. PLEDGE OF ALLEGIANCE

III. ROLL CALL

Members present: Barbara Hill, Betty Simpson, Cheri Smith, Ceel Spuhler, Becky Werner and Lorrie Wolf.

Excused: Cindy Richardson

Historical Advisor: Bill Grace

Town Council Liaison: Rexann Hosafros

Town Staff: Director Alison Giesen

IV. APPROVAL OF MINUTES – July 25, 2019

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

VOTE: Motion passed unanimously.

V. PUBLIC COMMENT – no public comment.

VI. DIRECTOR'S REPORT – Mound House & Newton Beach Park Event Calendar for FY19/20

Director Giesen reviewed the report and indicated that they were planning for a full year in advance for the first time. Director Giesen indicated that Penny Jarrett was successful in her efforts to increase school programming at the Mound House. She stated that Dexter was in the process of becoming certified from the National Association for Interpretation as an interpretive guide, which will allow him to train the trainers.

Ms. Spuhler questioned how many college students visited the Mound House. Director Giesen will provide the information at the next meeting. She described the programs for kindergarten through third grade.

VII. STRATEGIC PLAN SIX MONTH UPDATE

Director Giesen confirmed that they had a trained docent program. She distributed information and referred to the seven-week program as a volunteer certification. The first session was scheduled for October and the second session in January.

Director Giesen distributed the Town's organizational chart. She stated that the Strategic Plan for Newton should be ready by November and she updated the six-month plan for the Mound House. She reviewed the proposed budget for improvements at the Newton House. Discussion was held regarding developing the Newton House as a museum. Chair Hill noted the Newton House was a passive museum with educational programming and informational signage.

VIII. NATIONAL REGISTER CELEBRATION – Guest List, Event Details and National Register Marker

Director Giesen will compile the master invitation list and review it with CELCAB. Ms. Werner indicated that Jim Steele had a list of donors. Director Giesen stated that 31% of members were members of the Friends of the Mound House.

The plaque will be ordered after the budget was approved. Discussion was held regarding the invitation and the type of item to distribute to commemorate the event.

IX. BOARD MEMBER ITEMS AND REPORTS

Ms. Wolf mentioned temporary exhibits. Director Giesen noted they did not have much room for traveling exhibits at the Mound House, but she agreed with changing exhibits of their own and creating new ones.

Ms. Simpson described the lecture featuring Nancy Macphee from the Visitor and Convention Bureau (VCB). She noted that Ms. Macphee mentioned Ms. Spuhler and the Mound House quite often. The next lecture with Terry Cain was set for September 10, 2019 and former commissioner Ray Judah will speak on October 8, 2019.

Ms. Smith will not be in town September and October.

Chair Hill stated that the Friends Endowment Committee would meet on Tuesday to discuss plans for the endowment of the Mound House.

Ms. Spuhler described the conversations she had with three adults who visited the Mound House and remembered it when they lived here as children. She shared a story about Jackie Horvack and she noted that Ms. Horvack and her family would attend the November event. She encouraged members to seek her out.

Ms. Werner noted they had brochures in Spanish and German and she questioned updating them. Director Giesen replied they still had the brochures, but many visitors preferred to practice their English. She noted the brochures were located in the museum store.

X. PUBLIC COMMENT – no public comment.

XI. FUTURE MEETING DATE – October 24, 2019

Consensus was held to meet every quarter.

XII. ADJOURN

MOTION: Ms. Simpson moved to adjourn the meeting; second by Ms. Wolf.

VOTE: Motion passed unanimously.

The meeting was adjourned at 4:15 p.m.

Adopted _____ with/without changes. Motion by _____
(DATE)

Vote: _____ Signature: _____

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DRAFT