



MEMORANDUM

Submittal Date: September 9, 2020
To: Town Council
Through: Roger T. Hernstadt, Town Manager
From: Alison Giesen, Director - Culture, Parks and Recreation
Re: Cultural Resources Monthly Report August 2020

Items for Council direction for this report: Capital project for exterior restoration and painting of Newton Cottage to be added to Town Council Meeting agenda for October 19, 2020.

Mound House & Newton Beach Park Educational Programming- As of July 10, 2020 the Mound House Museum and Public Restrooms closed until further notice. The grounds remain open daily from sunrise to sunset. Mound House educational staff are still offering kayak tours, beachwalks and outside guided tours several times a week. For more information on program offerings visit our website at www.moundhouse.org.

Facilities Update- Mound House, 216 Connecticut Street & Newton Beach Park

- Prepped all sites for hurricane. Installed hurricane shutters on Mound House Museum in preparation for Hurricane Laura. All shutters will remain up until end of hurricane season.
- Ferrell cat problem at Newton Beach Park- Contacted Lee County Animal Services about the Trap-Neuter- Return Program. Volunteers needed to assist with solution.
- Observation pier at Mound House sealed with waterproofing sealant, August 25, 2020- TDC funds.
- Mound House pedestrian pathways were repaired August 21, 2020- TDC funds.
- Newton Beach Cottage improvements: replacement of blinds- 3 bids received, blinds on order.
- Landscape Maintenance for Newton Beach Park, 216 Connecticut Street and Mound House- ongoing TDC funds.
- Creating a design to reconfigure MH staff offices to apply social distancing guidelines.
- ADA assessments reviewed for all facilities. Staff working on compliance recommendations.
- Interpretive signs – annual maintenance completed.

Culture and Environmental Learning Center Advisory Board (CELCAB)

- Next meeting scheduled October 22, 2020 at 3pm.

Other/ Educational Programming/ Marketing

- Digital Marketing Campaign launched as part of Arts and Attractions grant funding.
- Final reporting due for Arts and Attractions Grant- deadline- September 30, 2020.
- Staff researching virtual interpretive tours for Mound House. Extended WiFi needed.
- Museum Store is now open by appointment. To make an appointment call Misty Alexander at 239-339-7726
- Secured a new contractor for additional marketing of the Mound House (Arts and Attractions Grant Funds – Friends of the Mound House Match)
- Social Media Marketing (Facebook, Instagram and website). Website redesign currently underway. Check out our reviews on TripAdvisor and google business. Mound House received certificate of excellence!
- Staff posts to Instagram and Facebook. Ongoing.

- New Facebook page created for Newton Beach Park. Check out the TripAdvisor reviews!
- Marketing - New Marketing plan for 2020 2021 developed. Website under redesign to enhance Mound House website experience for FY2021. Website redesign proposal received.
- Researching future grant opportunities for new educational exhibits, programs and interactive experiences. Florida Humanities Grant, IMLS Grants.
- Pursuing funds for Q Media Productions to create an audio cell phone interpretive tour to include audio descriptive tours for people with low to or no vision. Proposal received cost is \$32,000 for project. Meeting with Friends of Mound House on September 17 at 2pm ZOOM meeting to discuss funding details and digital fundraising ideas.
- Museum Store- New products arriving daily for season.
- Hired a contractor to develop a new Museum Guide for visitors. Draft 1 completed.
- Staff working on Accreditation from the Florida Society for Ethical Ecotourism.
- Continuing the completion of goals as set forth by the Strategic Plans for both Newton Beach Park and Mound House.
- Sponsorship package being developed. (Short Term goal in Strategic Plan)
- Researched Accreditation by the American Alliance of Museums (Long Term goal in Strategic Plan)
- Monthly volunteer ZOOM meetings – the 1st Friday of every month.
- Underground Exhibit Stabilization Project- University of Florida and University of Georgia agreed to the collaborative project- setting up details on timeframe of project.
- Volunteer Manual – Updates on recent research, addition of artifact information for interactives. Google docs created for links to article on recent research. In process. Suggested reading list completed. Looking into platforms for digital library. Part III completed.
- Teacher info for website – registration forms and program offering updated on website, pre and post activities – COMPLETED!
- Staff updated field trip program curriculum for student programs. Check it out on our website “for teachers”
- Developing new programs for Mound House and Newton Beach Park for 2021.
- Created program calendar for September.
- Membership renewal letters sent out. Membership campaign to be launched in October 2020.
- Zoom meeting with Social Media Company September 9 2020. Vector and Ink for kick off campaign.
- Working to develop new special events around publication of the new book, *The Crown Jewel of Fort Myers Beach; The Mound House*, and around “100 Years of Celebrating the Mound House.”
- Submitted Budgets for FY2021.
- Reviewed fees for FY 2021.
- Constant Contact newsletter sent out to members.
- Constant Contact newsletter sent out to volunteers.

Mound House August Programs: Kayak tours limited to 8 participants. CDC safety guidelines in place for all programs. Masks required.

Mangroves by Kayak tour- Wednesday and Saturday at 8:30am

Family Fun Kayak tours- Friday at 9am

Beachwalks at Newton Beach Park- Tuesday and Thursday at 9am

Gardens of the Mound House outside guided tours Tuesday, Thursday and Saturdays