



MEMORANDUM

Submittal Date: April 12, 2022
To: Town Council
Through: Roger T. Hernstadt, Town Manager
From: Alison Giesen, Director - Culture, Parks, and Recreation
Re: Cultural Resources Monthly Report, March 2022 Activities

Items for Council direction for this report: NONE

Mound House & Newton Beach Park Educational Programming- Mound House Museum is now open 5 days a week! Tuesday through Saturday 9am to 4pm.
For more information on program offerings visit our website at www.moundhouse.org.

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

- All areas of Mound House and Newton Beach Park checked for safety issues on a weekly basis.
- Researching additional lighting protection for building and equipment. Reached out to Architect Paul Palmer for recommendations. Ongoing.
- Researching location for additional public restrooms for Mound House for TDC grant FY2024.
- Landscape improvements at Newton Beach Park and Mound House (TDC Funds). Ongoing.
- Improvements to Underground Exhibit started June 19, 2021. Final installation set for March 14, 2022.
- Regular cleaning of kayak launch and observation pier for safety.
- Researching replacement of kayak launch materials for FY24 (TDC funds).
- Collecting estimates on properly ventilating public restroom fans at Mound House. One bid obtained.
- Ceiling fan to be installed in office building to better ventilation.
- Swing set at Newton Beach Park being researched and designs will be presented to CELCAB at their next meeting March 24, 2022.



Culture and Environmental Learning Center Advisory Board (CELCAB)

- Next scheduled meeting May,26 2022 at 3pm. Meetings are quarterly.

Other/ Educational Programming/ Marketing

- Staff planning Lecture Series for 2023 season (Sponsored by FoMH).
- Mound House featuring an item from the Museum Store each month in the Town newsletter starting in Feb.
- TDC FY23 grant application opened on January 20, 2022, Director working with Director of Public Works and Environmental Services on funding request for FY23. Grant closes on March 2, 2022.
- Director attended Coastal Advisory Workshop for TDC grant requests March 24, 2022.
- Celebrating Archaeology Month on the Calusa Coast (formerly known as Calusa Days) meeting held via zoom- program at Mound House will be on March 19th a collaborative event with Randell Research Center, Lover's Key, Koreshan State Park, Marco Historical Museum, Florida Public Archaeology Network, Calusa Nature Center, Southwest Florida Archaeological Society., and Friends of Mound Key.
- Mound House is participating in the Museums for All initiative- for more information visit <https://museums4all.org/for-museums/>. Programs in cooperation with the Association of Children's Museums in cooperation with the Institute for Museum and Library Sciences.
- Director working with Local PBS Station- WVCU on sponsorship packet to create a documentary on the Calusa Indians of Southwest Florida to document a collaborative archaeological project that will take place at Mound House late summer 2021 with University of Florida, University of Georgia, Florida Public Archaeology Network, Florida Museum of Natural History, and many others. Sponsorship packet completed. Lee Trust for Historic Preservation commented to \$5,000 for the project- need \$45,000 to complete documentary.
- Working with contractor (paid for by the FoMH with matching Arts and Attractions grant funds) to send weekly press release out about Mound House programs.
- Staff working on Accreditation from the Florida Society for Ethical Ecotourism. Ongoing.
- Continuing the completion of goals as set forth by the Strategic Plans for both Newton Beach Park and Mound House. Ongoing.
- Museum Assessment Program application to be completed by May 2022 (Strategic Plan- long term Goal to achieve Accreditation by the American Alliance of Museums)
- Reordering of items for museum store and researching new items. Ongoing.
- Staff to feature items in museum store in town newsletter each month and highlight items in all membership and volunteer newsletters.
- Underground Exhibit Stabilization Project- University of Florida and University of Georgia agreed to the collaborative project. Collaborating with other organizations and creating a list of educational opportunities. See above PBS Documentary. Seminole Tribe of Florida approved the project to move forward- tentative date Sept 2022. Working with University of Florida on contract details. Budget will need TC approval.
- Collaborating with other organizations on Underground exhibit stabilization project. Met with Florida Archaeology Network new outreach coordinator and Coordinator of programs and services for Randell Research Center. Ongoing
- Created draft program calendar for June 2022.
- Membership renewal requests sent out and new memberships processed via email.
- Constant Contact monthly newsletters created and sent out to members and to volunteers.
- Staff creating new volunteer programs for 2022 – field trips for education and speaker series and training calendar for season. Trainings and Socials will resume in person April 2022. Volunteer appreciation trip scheduled for April 18 to Randell Research Center with lunch at Tarpon Lodge.
- Working with Marine Research Task Force to secure dates for their pop up at Newton Beach Park and Mound House. Ongoing.
- Creating a volunteer service tier for number of hours worked.

- Creating new way finding signs. Temporary signs will be created for effectiveness. Design ideas submitted to designer.
- Director working with Friends of Mound House on new fundraising and special events. Artful Intersection April 8, 2022, at 7pm. Marketing material being developed, and info placed on the website.
- Tickets for fundraising event for sale on website.
- Assessing fee schedule for FY23.
- Assisting with rental agreements for Newton Beach Park May 29, 2022.
- Answering inquiries about rental of Mound House and Newton Beach Park.
- Social Media posts submitted for review by Director and Jenny Dexter. Approved and posted on Facebook and Instagram.
- New Social media campaign to launch March 2022 (Arts and Attractions Grant).
- Staff creating new programs for May, June, July, and August.
- Working with website designer on events to feature on website.
- Working with social media contractor on content for postings.
- Professional photographer scheduled to visit for photo shoot April.
- Part time- Visitor Services Representative position advertised.

Special Events/ Media/ Private Tours/ School Groups

- FGCU Colloquium Class
 - March 2 & 5
 - May 19, 31
 - June 18
 - July 29
- Natalie A. De La Torre Salas, MA, RPA, Public Archaeology Outreach Coordinator, Southwest Region, Florida Public Archaeology Network, Florida Atlantic University Anthropology Department attended a kayak tour on March.
- Osceola School 4th grade
 - March 23, 24 and 25th – 150 students.
- Homeschool group- 20 students March 29, 2022
- Friends of Mound House Fundraiser “Artful Intersection” scheduled at the Mound House Friday, April 8, 2022, at 7pm.
- Lecture series began in October 2021 and run through June 2022. 2nd Tuesday of each month at 6pm. Lecture series will be virtual through March 2022. Speakers that have been confirmed are below.
 - March 8 Laura Carr, Senior Program Specialists, Manatee Park will lecture about Manatees.
 - April 12, 2022 Michelle LeFebvre, Assistant Curator of Archaeology, Knight Professorship in Archaeology, Assistant Director, Randell Research Center, Florida Museum of Natural History, University of Florida.
 - May 10, Audrey Albrecht, Sanibel Captiva Conservation Foundation, speaks on Shorebird Conservation on Southwest Florida.
- Shell Point group Tour April 27 at 9:30am
- Edison sailing Camp at Mound House June 6th – 10.
- Super Science Arts of Florida- hosts Mound House summer camp July 11th and 18th registration now open.
- Staff registered for VCB Travel Rally on May 3rd at Lakes Park.
- Curator of Education, Bobby Feldman to speak at Kiwanis Club Meeting May 6th at 7:30am.