

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

Thursday, December 17, 2020

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, Cindy Richardson, Betty Simpson, Ceel Spuhler, Cheri Smith and Becky Werner.

Excused: Lorrie Wolf

Town Staff: Cultural Parks & Recreation Director Alison Giesen

Council Liaison: Jim Atterholt

IV. NOMINATION OF CHAIR AND VICE CHAIR

MOTION: CELCAB Member Spuhler nominated Barbara Hill as Chair; second by CELCAB Member Werner.

VOTE: Motion passed unanimously.

MOTION: CELCAB Member Werner nominated Cheri Smith as Vice Chair; second by CELCAB Member Spuhler.

VOTE: Motion passed unanimously.

V. APPROVAL OF MINUTES – August 27, 2020

MOTION: CELCAB Member Werner moved to approve the minutes; second by CELCAB Member Smith.

VOTE: Motion passed unanimously.

VI. PUBLIC COMMENT – no public comment.

VII. MEET THE NEW MUSEUM EDUCATOR – Adam Knight

Director Giesen stated that Mr. Knight was unable to attend. She reviewed his experience and responsibilities at the Mound House. She noted they were excited to have him on board.

VIII. DIRECTOR'S REPORT

Director Giesen reviewed the numbers from October and noted that small groups successfully participated in outdoor events. She indicated that she would share the revenue report as soon as it was released from the Finance Department. She reported that a new social media campaign was created to raise awareness for Mound House programs. Director Giesen revealed that the Mound House was awarded the certificate of excellence from Trip Advisor. She discussed the importance of positive reviews on various social media platforms.

Director Giesen stated that the underground stabilization project was moving forward and tentatively scheduled for August 2021. She estimated that the project should take a month. She reported a little water pooled around the drain after storm Eta, but there was no damage. Director Giesen described details of the stabilization project and noted the process would be filmed.

Director Giesen shared a draft of a new Visitor's Guide, Activity Cards and a Scavenger Hunt activity. She reported that museum hours would remain the same until the pandemic passed. Outdoor activities were offered on days the museum was closed.

CELCAB Member Spuhler questioned whether Gary Mooney submitted articles on a set schedule. Director Giesen replied that she constantly sent him ideas for stories, and he submitted articles to publications weekly. CELCAB Member Werner suggested a documentary.

IX. EXTERIOR PAINTING AND RESTORATION OF NEWTON BEACH COTTAGE

All members agreed that the paint choice was the correct decision. Director Giesen indicated that the project should be complete in January. Chair Hill noted that the landscaping resembled a jungle. Director Giesen agreed and remarked it would be addressed.

X. CROWN JEWEL OF FORT MYERS BEACH - THE MOUND HOUSE by Pat McKeown, Ph.D.

Chair Hill noted the book was available. Director Giesen stated that since November 23, 160 copies were sold. She indicated that Pat recently signed copies of the book and all proceeds went to the Friends of the Mound House. Chair Hill noted she would write a letter to Pat. CELCAB Member Spuhler questioned whether a book signing event could be scheduled. Director Giesen replied that he would sign books as requested, but a signing event was not safe. Liaison Atterholt mentioned introducing the book at the last Town Council meeting before his microphone shut off.

XI. BOARD MEMBER ITEMS AND REPORTS

CELCAB Member Smith stated that the Christmas tree would not be decorated this year due to the coronavirus.

CELCAB Member Simpson noted the tree was missing and she looked forward to it next year. She was thrilled and delighted with the book.

CELCAB Member Spuhler felt the book was wonderful and she noted that the hardcover contained a picture. She commented on stories from residents who swam in the pool.

CELCAB Member Werner's microphone was not activated.

CELCAB Member Richardson's microphone was not activated.

CELCAB Members wished everyone a happy holiday.

XII. PUBLIC COMMENT – no public comment.

XIII. FUTURE MEETING DATE – January 28, 2021

Director Giesen reported a joint meeting with Chairs of Advisory Committees and Town Council was scheduled for January 21, 2021, from 9:00-10:00 a.m.

XIV. ADJOURN

Chair Hill adjourned the meeting at 4:10 p.m.

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

Vote: _____ Signature: _____

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