



MEMORANDUM

Submittal Date: January 11, 2021
To: Town Council
Through: Roger T. Hernstadt, Town Manager
From: Alison Giesen, Director - Culture, Parks and Recreation
Re: Cultural Resources Monthly Report, December 2020

Items for Council direction for this report: NONE

Mound House & Newton Beach Park Educational Programming- The Mound House Museum re-opened on October 6, 2020. New museum hours, Tuesday, Thursday and Saturday 9am to 4pm. Kayak tours and beachwalks are still being offered as well as outside tours and programs. Masks required for all staff and patrons and CDC guidelines and social distancing followed at all times. For more information on program offerings visit our website at www.moundhouse.org.

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

- Newton Beach Cottage improvements: Exterior painting and restoration of Cottage 80% completed and will be 100% completed mid-January.
- ADA assessments reviewed for all facilities. Staff working on compliance recommendations. Ongoing.
- Landscape improvements completed at Newton Beach Park and Mound House- TDC Funds. Ongoing.
- Beach renourishment to be completed for Newton Beach Park due to Tropical Storm Eta (TDC Funds).
- Quotes requested for rethatching for all Tiki huts at Newton Beach Park.
- Quotes for AC upgrade for Mound House Museum requested.
- Quotes for trimming of trees at Mound House submitted.

Culture and Environmental Learning Center Advisory Board (CELCAB)

- Next meeting scheduled for January 28, 2021 at 3pm.

Other/ Educational Programming/ Marketing

- New kayak tours being developed for season 2021.
- ZOOM lecture series for members scheduled for the 2nd Tuesday of each month- January – June at 5:30pm.
- ZOOM volunteer training session scheduled January – June. Guest lecturers.
- New book on sale in the Museum Store- “The Crown Jewel of Fort Myers Beach- The Mound House” written by Pat McKeown Ph.D.. All proceeds benefit the Friends of the Mound House.
- TDC projects for FY 2021 2022 submitted to council for approval. Grant application opens January 2021.
- Working to locate a local company to partner with for the Mound House boat tours to Mound Key.
- New Digital Marketing Campaign launched in November as part of Arts and Attractions grant funding.
- Website redesign currently underway- new launch Feb 2021.
- Contractor (paid for by the FoMH with matching Arts and Attractions grant funds) continues to send out weekly press releases about Mound House programs.
- 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. FoMH discussing funding details and digital fundraising ideas.
- 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.
- Designing of new t-shirts for FMB and Mound House for resale in Museum Store- securing a new design company.
- Working with University of Georgia on 3-d scanning of artifacts from Mound Key archaeological excavations for museum educational programs.
- Reordering of items for museum store and researching new items to sell for season.
- 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 meeting – the 1st Friday of every month.
- Underground Exhibit Stabilization Project- University of Florida and University of Georgia agreed to the collaborative project. Tentative date – August 2021. Collaborating with other organizations and creating a list of educational opportunities.
- Volunteer Manual – Completed.
- Developing new programs for Mound House and Newton Beach Park for 2021 - Post COVID-19 pandemic.
- Created program calendar for January 2021.
- Membership renewal requests sent out.
- Working to develop programs (post COVID-19 pandemic) around publication of the new Mound House guidebook, *The Crown Jewel of Fort Myers Beach; The Mound House*, and around “100 Years of Celebrating the Mound House.” Created a flyer, press release and gift packages to sell for the holiday season to promote book sales.
- Constant Contact newsletters sent out to members and to volunteers. Monthly- ongoing.
- Education Manager submitted National Association of Interpretation Certified Interpretive Trainer final project for review and certification.
- Working with Lorna Kibbey, Leadership Solutions on professional development classes for employees.
- Museum Educator and Environmental Education Manager certified with CPR and first aid.
- Museum Educator registered for National Association for Interpretation Interpretive Guide virtual certification.
- Director reached out to a local Museum Exhibit design firm to request quote on upgrade for AV and Audio system for Archaeological exhibit. Capital Project for 2021.