



## MEMORANDUM

Submittal Date: June 10, 2021  
To: Town Council  
Through: Roger T. Hernstadt, Town Manager  
From: Alison Giesen, Director - Culture, Parks and Recreation  
Re: Cultural Resources Monthly Report, May 2021 Activities

**Items for Council direction for this report: NONE**

**Mound House & Newton Beach Park Educational Programming-** Mound House Museum hours, Tuesday, Thursday, and Saturday 9am to 4pm. For more information on program offerings visit our website at [www.moundhouse.org](http://www.moundhouse.org).

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

- ADA assessments reviewed for all facilities. Staff working on compliance recommendations. Ongoing.
- Landscape improvements at Newton Beach Park and Mound House (TDC Funds). Ongoing.
- Hurricane preparedness completed for Mound House and Newton Beach Cottage. Hurricane shutters installed on Seven Seas Cottage.
- New trash can lids at Newton Beach Park received and installed – new lids close all the way to prevent animals/ rodents from getting into the trash at night.
- All security/ motion lights outside the cottage have been taken down for turtle season.
- All loose items secured inside kayak shed and cottage for hurricane season.

### **Culture and Environmental Learning Center Advisory Board (CELCAB)**

- Next meeting scheduled for July 22, 2021, at 3pm.

### **Other/ Educational Programming/ Marketing**

- The Town is preparing a submission to the Florida League of Cities Annual Municipal Achievement Awards that recognizes innovations and excellence in municipal government. The submission will be in the environmental stewardship category that “focuses on city programs that promote conservation, improve and protect environmental conditions, and/or provide environmental education and outreach programs within your city.” Our topic is the Mound House’s Kayak Tours and Beach Walks. Deadline for this submission is April 15 and we should know the results will be released summer 2021.
- 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.
- Mound House received \$2,000 donation from the FMB Community Foundation for Summer Camp Scholarships for local beach kids.
- Director working with the Friends of the Mound House submitting VCB Arts and Attractions Marketing Grant request for \$25,000. Friends of Mound House will match \$5,000. The Town to continue to match \$2,000 if approved by council.

- Staff delivered Volunteer Appreciation gifts to all volunteers.
- Director planning membership appreciation event late 2021 -POST COVID-19.
- Director working with Local PBS Station- WGCU 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.
- Super Science Florida will provide Summer Camp 2021 at Mound House and Newton Beach Park with smaller group size, more supervision and CDC guidelines in place for all camp sessions. Registration is NOW open. Camp begins June 14, 2021.
- Edison Sailing Camp to host sailing camp at Mound House the week of June 28, 2021, 9am to 12pm.
- ZOOM lecture series for members scheduled for the 2<sup>nd</sup> Tuesday of each month- January – June at 5:30pm.
- ZOOM volunteer training session scheduled January – June. Guest lecturers.
- New Digital Marketing Campaign launched in November as part of Arts and Attractions grant funding.
- Mound House Website redesign completed! Visit [www.moundhouse.org](http://www.moundhouse.org)
- 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.
- Reordering of items for museum store and researching new items.
- 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 Social meetings – the 1<sup>st</sup> 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. See above PBS Documentary. Meeting scheduled with Seminole Tribe to discuss project.
- Developing new adult and family programs for Mound House and Newton Beach Park for 2021 - Post COVID-19 pandemic. Jr. Explorer program to launch in June at Newton Beach Park. Build and Brew event planned for July. Cool Calusa Tools for July.
- Created program calendar for June 2021.
- Membership renewal requests sent out and new memberships processed.
- 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 “Celebrating Over 100 Years at the Mound House.”
- Constant Contact monthly newsletters created and sent out to members and to volunteers. Promotion for museum store – Father’s Day promotions planned for June.
- Museum Exhibit design firm awarded Capital project to upgrade for AV and Audio system for Underground Archaeological Exhibit. Work to begin early summer 2021.
- Advertising full time Museum Interpreter position for Newton Beach Park and Mound House programming. This position is a result of increased education programming for Newton Beach Park as stated in the Strategic Plan approved by Town Council January 28, 2019, and a part time educator only being able to work 8 hours a week instead of 24 and is now seasonal. Interviews ongoing.
- Staff working to plan volunteer trainings for 2022 – field trips for education and speaker series and training calendar for season.
- Programs for FY 2021/ 2022 being developed and planned.
- Director working on Capital and Operational Budgets for FY 2022.
- Homeschool group of 15 scheduled for May 12, 2021.
- Working with Marine Research Task Force to secure dates for their pop up at Newton Beach Park and Mound House. Ongoing.

