

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

Thursday, July 28, 2022

I. Call to Order

The meeting was called to order at 3:02 p.m. by Chair Hill.

II. Pledge of Allegiance

III. Roll Call

Members present: Barbara Hill, Betty Simpson, Cheri Smith, Ceel Spuhler and Lorrie Wolf.
Excused: Bill Grace, Ellen Vaughan and Becky Werner
Town Staff: Cultural Parks & Recreation Director Alison Giesen
Town Council Liaison: Jim Atterholt

IV. Approval of Minutes – May 26 and June 24, 2022

Clarification: Coordinating efforts with both groups was the intent and she indicated that 90% of the Bay Oaks redevelopment project decisions were complete.

MOTION: CELCAB Member Simpson moved to approve the minutes of May 26, 2022, as amended; second by CELCAB Member Smith.

VOTE: Motion passed unanimously.

MOTION: CELCAB Member Smith moved to approve the minutes of June 24, 2022; second by CELCAB Member Wolf.

VOTE: Motion passed unanimously.

V. Public Comment

Mayor Murphy proposed naming the loop around the Mound House in honor of Dan and Ann Hughes.

VI. Establish Criteria for Mound House Naming Rights Policy

Chair Hill noted that they needed to create a naming rights policy and read a letter from Bill Grace regarding naming the loop after a person. Mr. Grace recommended adopting a policy of naming any areas within the national register's site to reflect the historic record. Chair Hill agreed with establishing a policy and brought up areas for naming, how long the name would exist and criteria for funding. Director Giesen provided a list of items outside the property that could be named. Items included the dock, observation pier, kayak launch, bird baths, gardens, picnic tables, bee habitat, outside benches, bike racks and sponsorship of programs and events.

Chair Hill commented that residents could purchase a membership and bring their guests for free. The majority of CELCAB Members supported keeping the price for residents at \$5.00. Director Giesen discussed offering current members an opportunity to bring visitors for free for a week in December. She indicated that she would like to offer free admission on the seventh anniversary of the Mound House.

VIII. Appoint a Member of CELCAB to Take Recommendations to Town Council at the August 1, 2022, Meeting at 9:00 a.m.

CELCAB Member Smith volunteered to report to Town Council.

IX. Director's Report

Director Giesen noted that the Mound House offered a new travel trip. She will be interviewed on August 9, 2022, for Isle Travel. Accreditation was ongoing and the organizational map assessment would be from February to December 2023. The stabilization unit was scheduled for September 18, 2022. She stated that the education manager position was open. Director Giesen was accepted to the Leadership League class, orientation was on August 24, 2022, and the program ran one day a week through November 16, 2022.

Town Manager Hernstadt thanked CELCAB Members for their stewardship and discussed the Town's budget.

X. Friends of Mound House Report – no report.

XI. Board Member Items and Reports

CELCAB Member Smith described positive feedback from students regarding the admission fee. CELCAB Member Sphuler questioned how schools were aware of the Mound House. Director Giesen replied that it was word of mouth.

CELCAB Member Wolf stated she would not be at the next meeting.

CELCAB Member Simpson invited members to attend the BORCAB meeting on August 2, 2022, at 9:00 a.m.

No items from other members.

XII. Public Comment – no public comment.

XIII. Future Meeting Date – September 22, 2022, at 3:00 p.m.

XIV. Adjourn

Chair Hill adjourned the meeting at 4:47 p.m.

Adopted 4/27/23 with/without changes. Motion by _____
(DATE)

Vote: _____ Signature: Betty Giesen

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