

MINUTES
Town of Fort Myers Beach
Cultural and Environmental Learning
Center Advisory Board "CELCAB"
Mound House – 451 Connecticut Street
Fort Myers Beach, FL 33931
Thursday, August 22, 2024

I. CALL TO ORDER

The meeting was called to order at 2:00 p.m. by Chair Hill.

II. PLEDGE OF ALLEGIANCE & ROLL CALL

Members present: Kerrie Henderson, Barbara Hill, Patrick McKeown, Betty Simpson, Cherie Smith, Ellen Vaughan and Becky Werner.

Town Staff: Director Culture, Parks & Recreation Jeff Hauge and Museum Manager Adam Knight.

Council Liaison: Jim Atterholt

III. APPROVAL OF MINUTES – June 20, 2024

MOTION: CELCAB Member Simpson moved to approve the minutes, seconded by CELCAB Member Vaughan.

VOTE: The motion passed unanimously.

IV. PUBLIC COMMENT – no public comment.

V. STAFF LIAISON REPORT

Manager Knight reported that another grant was received from the Fort Myers Beach Chamber of Commerce Water Foundation to purchase maintenance equipment for the water quality gauge. The digital marketing campaign has started and will continue monthly from June to November. He added that the direct mail campaign with coupons was in its third month. Quotes for the underground electrical system repairs were being solicited, new visitor navigation signs were in, ADA violations were being corrected, and quotes for outdoor lighting on the site were underway. Breanna Vaccaro was grouping the artifacts by excavation and collection. He indicated that the records ended in 2014 when Teresa left and asked members to contact him to fill in some gaps between 2013 and 2015. Plans were moving forward to install the collection in the new Town Hall.

He was working on replacing the gutters, obtaining quotes for the dock and working with the zoning department to expand the parking lot. Director Hauge indicated that he would like to revisit extending the sidewalk for public safety.

Manager Knight revealed that they did not get the grant for the underground exhibit, but he would apply next year. He described an in-house-produced exhibit in the short term and stated that a large-scale project would cost about \$100,000.00. Director Hauge commented that they were applying for several grants and researching funding sources in conjunction with Tidal Basin. Discussion was held regarding the lighting system and hardening the exhibit against future storms.

Chair Hill suggested that the community partially fund the Mound House to set an example for FEMA. Council Liaison Atterholt agreed but noted that they should exhaust all funding opportunities before the town steps in.

Manager Knight reported that the education staff developed lesson plans for the year in partnership with the Beach Elementary School. Director Hauge mentioned the excellent activity book that Jennifer Rusk and MERTF (Marine & Environmental Resources Task Force) created. He noted that it was free and available at Town Hall and other places.

VI. ITEMS FOR DISCUSSION

A. MAP Updates and Discussion

The Museum Assessment Program (MAP) team met and their results were available. Manager Knight suggested that members review the document. He reviewed the draft agenda for the peer reviewer on September 18 and 19, 2024 and summarized the purpose of the visit.

B. Collection Management Policy

Manager Knight pointed out that he had changed registered public archeologist to professional archeologist. He reviewed the draft policy. Chair Hill suggested adding it to next month's agenda for a vote.

C. Programs and Marketing for Mound House in 2025

Manager Knight provided a handout of programs through the end of the year and dates for 2025 were being finalized. He noted that admission was free on the first Friday of every month. He reviewed the schedule and various programs. He added that the Lecture Series would be called Community Conversations and start at 7:00 p.m. instead of 6:00 p.m. to accommodate those who work. Bay Oaks will host Halloween on Saturday, October 26, 2024, at 2:00 p.m. Manager Knight described the collaborative event with the Mikasuki Tribe of Indians of Florida on November 8, 2024. There will be a small 9th-anniversary celebration for the Mound House on November 15, 2024, and holiday decorations will be placed throughout the Mound House for various holidays in December and January.

Manager Knight discussed a marketing campaign through the VCB (Visitor & Convention Bureau) in 2025. He reported that the Mound House would be on the visitor's map in 2025.

D. Newton Update

Beach raking was discussed. Director Hauge reported that the sewer and water would be hooked up to the restrooms, there will be eight to ten paid parking spots, a beach access was cleared and plants were in the ground. Council Liaison Atterholt reported that the Strandview property was listed for \$11 million and the building would be demolished in a week or so. The town was exploring land grant opportunities to purchase the property.

VII. MEMBER ITEMS AND REPORTS

CELCAB Member Vaughan described three events in 2025 hosted by the Friends of the Mound House, the details of which were on the town's website.

CELCAB Member Smith added that cupcakes would be distributed for the town's 30th anniversary celebration on January 25, 2024.

CELCAB Member Smith revealed that she had the watercolor prints of the town's founding, although they were not framed. She noted they could be sold.

Chair Hill suggested adding CELCAB's 1998 ordinance to next month's agenda so it can be updated.

CELCAB Member Sullivan stated she would not be at the September meeting.

No items from other members.

VIII. PUBLIC COMMENT – no public comment.

IX. SET NEXT MEETING AGENDA AND DATE – September 18, 2024 at noon.

X. ADJOURNMENT

The meeting was adjourned at 4:15 p.m.

Adopted 11/21 with without changes. Motion by Keoric Mendonca
(DATE)

Vote: all Signature: Seihon Hill

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