

**MINUTES**  
**Town of Fort Myers Beach**  
**Cultural and Environmental Learning**  
**Center Advisory Board “CELCAB”**  
Town Hall Chambers – 2731 Oak Street  
Fort Myers Beach, FL 33931  
Thursday, May 22, 2025

**I. CALL TO ORDER**

The meeting was called to order at 1:04 p.m. by Chair Hill.

**II. PLEDGE OF ALLEGIANCE**

**III. ROLL CALL**

Members present: Barbara Hill, Carolyn McKeown, Betty Simpson, Cherie Smith and Ellen Vaughan (virtually).

Excused: Kerrie Henderson and Becky Werner.

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

Members agreed to allow CELCAB Member Vaughan to participate virtually.

**IV. APPROVAL OF MINUTES – April 24, 2025**

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

**VOTE:** The motion carried unanimously.

**V. PUBLIC COMMENT – no comments.**

**VI. STAFF REPORT**

Manager Knight reviewed the breakdown of visitation numbers from the report and noted that they were up slightly from the previous year. The merchandise revenue was holding steady and marketing was going strong. He said that ValPak coupons targeted areas with a high concentration of families in Southeast Cape Coral and South Central Cape Coral.

He will have more information regarding the underground exhibit at the next meeting. He indicated that the exhibit did not qualify for the small matching grant, but he was still looking for grants. Manager Knight said he will discuss a path forward for preserving the shell mound at the next meeting. He noted that the industrial hygienist found three types of harmful mold inside the exhibit and they are working on a mitigation plan.

New salt-tolerant landscaping was installed alongside the observation pier and dead landscaping was removed from the overflow parking lot. He is applying for the Attractions Marketing Grant through the BCB, which is due by June 13, 2025. Plans were moving forward for the Mound Key Boat Tour and he will share details by the next meeting. They will experiment with a virtual pilot program for the lecture series due to traffic and displaced residents. He added that only eight

people attended the last lecture. He plans to upload the video to the town's website so that people can watch it at their convenience. He reported that some lecture speakers declined their invitation due to traffic issues and some participants canceled while en route.

Educational coordinator Franklin submitted notice and his last day will be June 14, 2025. He is pursuing a PhD. A job listing will be posted soon.

## **VII. OLD BUSINESS - MUSEUM ASSESSMENT PROGRAM (MAP) ORGANIZATIONAL ASSESSMENT REPORT**

### **A. GOVERNANCE**

Manager Knight summarized the recommendations. Add new members to CELCAB, the three stakeholders need to visit with staff regularly to understand the challenges and find solutions and CELCAB and the Friends of the Mound House should represent a larger community, diversity and attract new audiences.

CELCAB Member Vaughan indicated that members of the Friends' board, who also serve on CELCAB, have resigned. She was the last person on both boards and would have to determine what to do. She will meet with the town attorney for advice. A discussion was held regarding the creation of strong communication between the Friends and CELCAB by adding a non-voting representative to CELCAB.

### **B. PUBLIC TRUST AND ACCOUNTABILITY**

Manager Knight noted that the strategic plan had not been updated since 2022; staff should be responsible for writing the documents, with assistance from all three stockholders and submit it for review by CELCAB and then the town council. Completed goals should be removed from the plan. He suggested completing the MAP before moving to the strategic plan, since a roadmap would already be created.

Director Hauge encouraged everyone to attend the community strategic planning meeting on May 28, 2025, at 5:01 p.m. at Bay Oaks.

Manager Knight commented that they would have to go through a core document verification process through the American Alliance of Museums for accreditation. The collection management policy was still tabled and will be reviewed after completion of the strategic plan. He noted that there was no final collection management policy in place yet, although a draft had been distributed. Conversations at the staff level were ongoing regarding the processing of items and the town attorney and town council would also be involved.

Director Hauge stated that the RFQ (Request for Quotes) for the design of Newton Beach has been sent out and proposals were due in two weeks. There was an opportunity to install a fitness court at the park and a mural could also be added to the back of the wall. They received a grant of \$25,000.00. He explained that they could send a digital image of the artwork to the National Fitness Court and they would apply it.

**MOTION:** Chair Hill moved to approve the fitness court for the west/northwest corner of New Park for the project, seconded by CELCAB Member Smith.

**VOTE:** The motion carried unanimously.

Chair Hill clarified that the motion was to approve the fitness court, but the choice of artist and design was open.

Manager Knight added that, beginning June 6, 2025, beach walks would resume on Fridays at 8:00 a.m. and would meet in the parking lot. Flyers will be distributed, uploaded to the town's website and posted in June.

**VIII. MEMBER ITEMS AND REPORTS** – no items.

**IX. PUBLIC COMMENT** – no comments.

**X. SET NEXT MEETING AGENDA AND DATE** – June 26, 2025, at 1:00 p.m.

**XI. ADJOURNMENT**

**MOTION:** CELCAB Member McKeown moved to adjourn the meeting, seconded by Council Member Smith.

**VOTE:** The motion carried unanimously.

The meeting adjourned at 2:12 p.m.

Adopted 8/28/25 with/without changes. Motion by CELCAB Member Vaughan  
(DATE)

Vote: Unanimous Signature: 