

MINUTES
Town of Fort Myers Beach
Cultural and Environmental Learning
Center Advisory Board “CEL CAB”
Town Hall – 6231 Estero Blvd.
Fort Myers Beach, FL 33931
Thursday, November 20, 2025

I. CALL TO ORDER

The meeting was called to order by Chair Smith.

II. PLEDGE OF ALLEGIANCE

III. ROLL CALL

Members present: Barbara Hill, Kerrie Henderson, Carolyn McKeown, Cherie Smith, Ellen Vaughan, Becky Werner and Lorrie Wolf.

Excused: Carolyn McKeown

Town Staff: Community Services Director Jeff Hauge and Cultural Resources Coordinator Karina Britz.

Council Liaison: Jim Atterholt (virtually)

Chair Smith welcomed Lorrie Wolf and thanked Barbara Hill for her service.

IV. APPROVAL OF MINUTES – September 25, 2025, and October 23, 2025

MOTION: CELCAB Member Hill moved to approve the September minutes, seconded by CELCAB Member Werner.

VOTE: The motion carried unanimously.

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

VOTE: The motion carried unanimously.

V. PUBLIC COMMENT – No public comment

VI. STAFF REPORT – Meet Breanna Vaccaro, Museum Registrar

Ms. Vaccaro introduced herself and reviewed her qualifications and experience. She described the importance of preserving and maintaining the collection. She announced that she will be hosting a new tour launching in December. The tour will start outside and end in the new Artifacts Collection Center.

Director Hauge indicated that the museum manager position has been posted and that resumes have been submitted.

Four bids were received for the Newton Park design and the top three firms would be interviewed. Director Hauge described how involved the process was before actual construction. CELCAB Member Henderson indicated that doggie bags were not available at the park. Director Hauge will make sure they are added.

Coordinator Britez noted that visitations were picking up, 21 people booked kayak tours and 25 people attended movies on the mound. A museum store bazaar sale will be held on November 29, 2025, with 15% off storewide and 35% off selected items. Holiday hours will be posted on the website and social media. The volunteer program will be revamped in conjunction with the Friends of the Mound House, with a volunteer fair scheduled in January 2026.

The Friends of the Mound House approved \$7,200.00 for a public relations match for arts and attraction funds \$5,000.00 for general promotion, \$5,000.00 for merchandise at the gift store, \$3,000.00 for education supplies and programs, \$2,000.00 for web services, \$2,500.00 for training and \$500.00 for printing and binding.

Coordinator Britez stated that the gutters were done, and they were still working on maintenance and repairs, as well as the story app. She described the story file, which is an interactive AI tool where visitors can ask questions. A sample was included on the last page of the report and she indicated it was just an idea and would have to be funded. Director Hauge provided more AI details from the conference they attended.

Coordinator Britez noted they had donations to purchase Christmas decorations.

VII. ITEMS FOR DISCUSSION

A. MAP Program – Board action for approval of Collection Management Policy to present to Council

Chair Smith noted that the report to be approved was the Collection Management Policy, not the other document. Museum Coordinator Vaccaro commented that it was very detailed and covered all bases.

MOTION: CELCAB Member Werner moved to accept the Collection Management Policy and discuss it, seconded by CELCAB Member Wolf.

VOTE: The motion carried unanimously.

CELCAB Member Hill reviewed minor corrections and clarified some points. Registrar Vaccaro explained why the original documents of the collection, or even a copy of them, were crucial to her work.

B. Strategic Plan – Set meeting date for initial discussion/planning session

CELCAB Member Vaughan suggested starting with the original plan. Chair Smith agreed that it could be updated. CELCAB Member Hill suggested that they dovetail their plan with the town's strategic plan. She would prefer to wait until a new museum manager is hired. A consensus was reached to table the discussion until a new manager was hired.

C. Underground Interpretive/Informational Panel

Registrar Vaccaro described the before-and-after pictures with Ian and thought they would be good to use. She offered to showcase the history. CELCAB Member Werner brought up building a small glasshouse so people could see what the exhibit used to look like. Registrar Vaccaro described the setup at Ocmulgee in Macon, GA and cautioned that adding lights would have to be researched.

D. Commemorative elements discussion – plaque, benches, garden

Director Hauge indicated that the town was developing a policy to recognize individuals. He was researching what other municipalities were doing. Chair Smith asked that the topic be tabled and members think about it to discuss in January. CELCAB Member Wolf will share how the library dealt with the donations.

E. Loop road sign

The resolution is included in the packet and states Ann and Dan Hughes in section two. A discussion was held about which sign design they preferred and whether to change the name to the Hughes family. CELCAB Member Vaughan will check with the children. Director Hauge did not think the sign would cost too much. Consensus was reached to dovetail the Hughes sign with new signs for the native foliage and mount it on the gate.

MOTION: CELCAB Member Hill moved to recommend that the Hughes sign match the new botanical signs to be ordered for the native special plants and that they consult with the family, seconded by CELCAB Member Werner.

VOTE: The motion carried unanimously.

F. Mound House landscape enhancement with native species

Coordinator Britez noted that the project was covered by the TDC (Tourist Development Council) and that she was working with Seth Jacobs. Museum Coordinator Vaccaro revealed that she had all the binders for the landscape plan and will present it at the January meeting. CELCAB Member Werner asked whether they could discuss the plan that included a medicinal and scientific garden. CELCAB Member Vaughan suggested that they review which plants survived Ian and added that the Estero Island Garden Club had a list of plants that survived being submerged.

VIII. MEMBER ITEMS AND REPORTS

CELCAB Member Henderson will read the other report regarding the MAP program.

CELCAB Member Wolf was glad to be back on the committee.

CELCAB Member Vaughan reported that a murder mystery dinner was scheduled for January 31, 2026, at DiamondHead and tickets were \$150.00 per person. She asked if they could invite Natalie from FPAN to regularly attend meetings as a non-voting member. CELCAB Member Hill suggested she could attend three to four times a year to fill them in on what FPAN was doing. The Friends of the Mound House will have a tree for the Christmas event on December 12 and 13, 2025. Chair Smith described the tree.

CELCAB Member Werner thanked everyone for the meeting.

IX. SET NEXT MEETING AGENDA AND DATE – January 22, 2026, at 1:00 p.m.

X. PUBLIC COMMENT – no public comment.

XI. ADJOURNMENT

CELCAB Member Hill moved to adjourn. Chair Smith adjourned the meeting at 2:42 p.m.

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

Vote: _____ Signature: _____

DRAFT