

MINUTES
FORT MYERS BEACH
Cultural and Environmental Learning Center Advisory Board
Newton Park
4610 Estero Boulevard
Fort Myers Beach, FL 33931

Thursday, April 23, 2015

I. CALL TO ORDER/PLEDGE OF ALLEGIANCE

Meeting was called to order at 3:05 p.m. by Chair Hill.

II. ROLL CALL

Members present: Barbara Anderson Hill, Cindy Richardson, Betty Simpson, Cheri Smith, Ceel Spuhler and Lorrie Wolf (arrived at 3:45).

Excused: Becky Werner

Historical Advisor: Bill Grace

Town Staff: Alison Giesen

III. APPROVAL OF MINUTES - March 26, 2015

MOTION: Ms. Simpson moved to approve the minutes of March 26, 2015 as amended; second by Ms. Smith?

E) should be **Plant Sign Locations**.

VOTE: Motion passed unanimously.

IV. PUBLIC COMMENT

No public comment.

V. MUSEUM DIRECTOR'S REPORT

Ms. Giesen reviewed visitor outreach, volunteer hours and revenue totals for March. She noted that the observation pier construction was complete. She stated that she would get bids from artists for additional signage. Ms. Giesen indicated that the two No Parking signs were temporary. Discussion was held concerning fishing on the pier during school tours and dogs off leashes. Ms. Giesen reported that she met with the state historic preservation officer and soil engineer and they discussed taking the top of the shell wall back to 23 as in the original museum plans. The consensus was to remove the archeological resource from the bottom due to possible future water damage and replace it with a faux excavation unit similar to the original. Ms. Giesen stated she was investigating possible funding sources.

Ms. Giesen stated there was a sump pump inside for the dehumidifier. She reported that there was a sump pump located outside by the canal, but it was not connected to the underground exhibit. Ms. Giesen noted that she would include the sump pump on the maintenance schedule. Discussion was held concerning the temperature in the exhibit and visitors. She stated that parking would be on Town Council's work session agenda on May 18, 2015 at 10:00 a.m. She was working with Ms. Rischitelli regarding funding and possible donations. She reported that the new staff position was posted in three locations and the response had been good. Ms. Spuhler relayed that a Town employee questioned her about offering a discount for employees holding events at the Mound House.

VI. COUNCIL LIAISON REPORT

No report.

VII. MOUND HOUSE MUSEUM EXHIBIT UPDATE

A) Interior exhibit panels installation date

SEARCH will install the panels during the first two weeks in June. Four panels will be delayed due to corrections. Ms. Giesen will have the magnets reduced on the puzzle pieces.

B) Plant signs - installation completed

CELCAB members were unanimously pleased with the results of the plant signs.

C) Exterior interpretive signage

The estuary signs will be printed next and Ms. Giesen will provide color combinations at the next meeting. She indicated that she would work with Penny and Park regarding exterior interpretive signage.

D) Main site and donor sign

Ms. Giesen revealed that she had to obtain approval by the LPA and the Historic Preservation Board for the signs.

E) Admission/Membership fees

Adults (13 and over) - \$10.00; children 12-6 - \$5.00; children 5 and under - free; adult groups of 15 or more - \$8.00 per person; public school groups - free; private school groups - \$5.00 per person. Ms. Giesen will present the fee structure to Town Council. Discussion was held concerning free days for residents. Ms. Giesen will confer with the Town Attorney regarding proof of residency.

VOTE: Motion passed unanimously.

Ms. Giesen provided a comparison chart of admission/membership fees for similar venues in the area. Discussion was held concerning names for levels of membership, corporate sponsorships, individual membership of \$30.00, benefits and discounts.

MOTION: Ms. Simpson moved to accept the proposed Mound House membership levels as presented in the packet; second by Ms. Smith.

VOTE: Motion passed unanimously.

F) Hours of operation

Three days per week (Tuesday, Wednesday & Saturday) from 9 a.m. to 4:00 p.m. Chair Hill suggested four days per week. Discussion was held concerning staff and volunteers.

MOTION: Ms. ? moved to support Ms. Giesen's proposal to have the Mound House open three days a week from 9 a.m. to 4:00 p.m.; second by Ms. Spuhler.

VOTE: Motion passed unanimously.

VIII. CELCAB MISSION STATEMENT

Ms. Giesen provided guidelines from the American Association of Museums for creating a mission statement. Discussion was held regarding length of statement and language. Consensus was reached to continue the discussion at the next meeting.

IX. PUBLIC COMMENT

No public comment.

X. BOARD MEMBER COMMENTS

Confidential
Ms. Richardson? questioned Ms. Giesen regarding operating hours of the restrooms at the Mound House.

Ms. Spuhler thanked Ms. Giesen for the volunteer celebration at the Mound House.

Ms. Giesen stated the date for the soft opening would have to be discussed. She indicated the orientation video should be complete in approximately three weeks.

XI. UPCOMING MEETING DATE - Thursday, May 28, 2015 at Newton Park.

XII. ADJOURN

MOTION: Ms. ? moved to adjourn; second by Ms. ?

VOTE: Motion passed unanimously.

Meeting adjourned at 4:56 p.m.

Adopted 5/28/15 with/without changes. Motion by Retty Johnson
(DATE)

Vote: unanimous Signature: Barbara Hill

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