

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

**Thursday, May 28, 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 and Becky Werner.  
Excused: Cherie Smith, Ceel Spuhler and Lorrie Wolf.  
Historical Advisor: Bill Grace  
Town Staff: Alison Giesen  
Council Liaison: Mayor Cereceda

Ms. Giesen introduced Julie Furlong as the new Museum Associate and Administrative Assistant.

**III. APPROVAL OF MINUTES - April 23, 2015**

**MOTION:** Ms. Simpson moved to approve the minutes; second by Ms. Werner.

Ms. Giesen indicated that they discussed taking the top of the shell wall back to ~~23~~ 20 degrees as in the original museum plans.

Ms. Simpson clarified that Ms. Smith seconded her motion to approve the minutes.

Ms. Richardson clarified that she questioned Ms. Giesen under Board Member Comment.

**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 April. She described the Florida Humanities Council educators tour on June 17, 2015 and the tour with the Visitor & Convention Bureau with German media on May 29, 2015. Ms. Giesen reported that Tourist Development Council (TDC) funds were secured for additional signage and landscaping,

but they did not fund the turnaround due to the gate. She indicated that she would have a hearing with the Local Planning Agency (LPA) on July 14, 2015 at 9:00 a.m. regarding rezoning of 216 Connecticut Street. Ms. Giesen invited everyone to attend the History Round Table on June 30, 2015 at 2:30 p.m. and she noted that Friends of the Mound House would like to hold a fund-raising event around Thanksgiving weekend. Ms. Giesen stated that the Friends would meet in June and provide a report of their plans to CELCAB. She stated that SEARCH was scheduled to clean up the underground exhibit during the first two weeks in June. Ms. Giesen revealed that hours of operation, museum admission, membership levels, program fees and rental fees were slated to be approved in June. She noted that Ms. Furlong's schedule was Tuesday through Saturday. Ms. Giesen reported that they received a Certificate of Excellence from Trip Advisor. Discussion was held concerning lifetime memberships for corporate donors.

## **VI. COUNCIL LIAISON REPORT**

Mayor Cereceda expressed her disappointment with the TDC meeting and she stated that the Mayor, Town Manager and the Finance Director would attend future meetings. She invited CELCAB to a special work session regarding budget issues to be scheduled in June. Mayor Cereceda discussed the beach ball theory in relation to issues facing residents. She indicated that she would be out of town from June 29, 2015 through August 12, 2015. Discussion was held concerning issues surrounding rezoning 216 Connecticut Street.

## **VII. MOUND HOUSE MUSEUM EXHIBIT UPDATE**

### **A) Install dates for SEARCH for interior exhibits - June 1-June 12, 2015**

Ms. Giesen reported that SEARCH would stay until the job was completed. She stated that she secured items from the Florida Museum of Natural History in Gainesville.

### **B) 1909 period room furniture**

The period room was complete.

### **C) Estuary panels**

Ms. Giesen provided drafts of two color schemes for approval.

### **D) Interpretive signage for pier**

Ms. Giesen indicated that she was working with a graphic designer and SEARCH to come up with ideas for educational purposes on June 8, 2015.

### **E) Main site signs**

Ms. Giesen reported that the Historical Advisory Preservation Board approved the main site sign for the parking lot and she will obtain a permit from the Town to install the sign.

F) Grand opening date

Town Council recommended holding the grand opening in the fall. Ms. Giesen asked CELCAB to start thinking about a date and she indicated that the soft opening would be in July or August. Discussion was held concerning late October for the grand opening and Ms. Giesen asked CELCAB to forward names of people to invite.

**VIII. CELCAB MISSION STATEMENT REVIEW**

Discussion was held concerning specific language in the statement.

**MOTION:** Ms. Werner moved to accept the Mound House Mission Statement as follows:  
The mission of Florida's historic Mound House is to preserve and interpret 2,000 years of cultural and natural history with residents and visitors worldwide; second by Ms. Richardson.

**VOTE:** Motion passed unanimously.

**IX. MONTHLY UPDATES TO TOWN COUNCIL - Calendar of Presenters (June - Cherie Smith)**

Ms. Simpson - August 17 and Ms. Werner - September 21.

**X. PUBLIC COMMENT**

Catherine Wallace commented that the mission statement did not include the archeological area. Mr. Grace responded that Mound House included the entire site. Ms. Wallace stated that she would attend the June 9, 2015 LPA meeting at 9:00 a.m. She felt that the first weekend in November would work for the grand opening if October was not possible.

**XI. BOARD MEMBER COMMENTS**

Ms. Giesen reported that she received positive feedback concerning the orientation script and she asked that CELCAB forward comments to her. She noted that an aerial shot of the Mound House would be taken the following week.

Mayor Cereceda commented that there should be something in the script that directed people to the Museum Store. Chair Hill noted redundancies in the script and changes were made.

**XII. UPCOMING MEETING DATE - June 25, 2015 at 3:00 p.m.**

**XIII. ADJOURN**

**MOTION:** Ms. Simpson moved to adjourn; second by Ms. Werner.

**VOTE:** Motion passed unanimously.

Meeting adjourned at 4:30 p.m.

Adopted 7/23/15 with/without changes. Motion by \_\_\_\_\_  
(DATE)

Vote: \_\_\_\_\_ Signature: B Hill

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