

**MINUTES
FORT MYERS BEACH
Cultural and Environmental
Learning Center Advisory Board
Mound House
451 Connecticut Street
Fort Myers Beach, FL 33931**

Thursday, June 25, 2015

I. CALL TO ORDER/PLEDGE OF ALLEGIANCE

Meeting was called to order at 3:09 p.m. by Chair Hill.

II. ROLL CALL

Members present: Barbara Anderson Hill, Cindy Richardson, Betty Simpson, Cherie Smith, Ceel Spuhler, Becky Werner and Lorrie Wolf.

Historical Advisor: Bill Grace

Town Staff: Alison Giesen

Council Liaison: Mayor Cereceda

III. PUBLIC COMMENT

No public comment.

IV. MUSEUM DIRECTOR'S REPORT

Ms. Giesen reviewed visitor outreach, volunteer hours and revenue totals for May. She reported that 216 Connecticut Street rezoning would go before the Local Planning Agency (LPA) in September and she was working with Mr. Noble to create a presentation. She stated that Town Council approved the hours of operation and lifetime memberships were discussed. Ms. Giesen discussed naming levels of support, the dollar amount for levels, cultivating relationships and building on the membership program. Discussion was held concerning membership discounts in the Museum Store, a 10% discount across membership levels and lifetime memberships would be awarded at the discretion of the Board. Ms. Giesen discussed dates for the soft opening and grand opening and who would be invited to the VIP event. The point of sale system was discussed.

V. COUNCIL LIAISON REPORT

Mayor Cereceda commented that Council was on break and she would be out of town until August.

VI. MOUND HOUSE MUSEUM EXHIBIT UPDATE

A) Exhibit panels installs - what's next?

The exhibit case layouts were being developed and the ceramic loan from Gainesville was approved.

B) List of items to be completed before soft opening

Ms. Giesen discussed a point of sale system, exhibit layouts and signage. She created a priority list of items that needed to be completed before opening and she reported they were moving forward.

C) 1909 period room - interpretive panel

A draft of the free standing interpretive panel will be available next month.

D) Museum store

The floors were cleaned and sealed and some merchandise had been ordered for the store Ms. Giesen commented that she was passionate about supporting local artisans and she would offer appropriate artwork for sale. Discussion was held concerning art exhibitions.

E) Orientation video

The script was recorded.

F) Estuary panels - sent to fabricators on June 15

The projected installation date is the first of August.

G) Interpretive signage for pier

Progressing.

H) Main site sign installed June 11

I) Grand Opening date - set date in November

Discussed above. Ms. Giesen will check local activities during November.

J) Plant ID panels - museum outreach kit

Feedback on the panels indicated they were too small and hard to read. Ms. Giesen stated that she was entertaining the idea of using the panels for the museum outreach kit and using TDC funds to order larger plant panels.

VII. PUBLIC COMMENT

VIII. BOARD MEMBER COMMENTS

Ms. Simpson reported that she spoke to Al Durrett on the LPA concerning 216 Connecticut Street. He suggested to Council that trees be planted along Connecticut. She spoke to Chuck Bodenhafer and he stated that he would not change the zoning at this point. Ms. Simpson talked to Joanne Shamp and she noted that if the numbers indicated parking was needed, she was for rezoning 100%. Ms. Simpson summarized the LPA meeting.

Mayor Cereceda suggested that Ms. Giesen and Mr. Noble work with Dan Hughes on their presentation to the LPA.

Discussion was held concerning a CELCAB meeting in July and the soft opening date.

Ms. Giesen will have the toilet removed upstairs. She reported that aerial photos were complete and the BCB and their staff will visit the Mound House on July 21, 2015 at 9:30 a.m.

IX. UPCOMING MEETING DATE - Tentatively July 23, 2015

X. ADJOURN

Richardson

MOTION: Ms. Simpson (?) moved to adjourn; second by Ms. Smith.

VOTE: Motion passed unanimously.

Meeting adjourned at 4:36 p.m.

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

Vote: _____ Signature: *B. King*

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