

**MINUTES  
FORT MYERS BEACH  
Cultural and Environmental  
Learning Center Advisory Board  
Town Hall  
2525 Estero Boulevard  
Fort Myers Beach, FL 33931**

**Thursday, October 22, 2015**

**I. CALL TO ORDER/PLEDGE OF ALLEGIANCE**

Meeting was called to order at 3:01 p.m. by Chair Hill.

**II. ROLL CALL**

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

Excused: Cherie Smith

Historical Advisor: Bill Grace

Town Staff: Alison Giesen

Council Liaison: Anita Cereceda

**III. APPROVAL OF MINUTES - August 27, 2015**

**MOTION:** Ms. Wolf moved to approve the August 27, 2015 minutes; second by Ms. Spuhler.

**VOTE:** Motion passed unanimously.

**IV. PUBLIC COMMENT**

No public comment.

**V. MUSEUM DIRECTOR'S REPORT**

Ms. Giesen reviewed total outreach, volunteer hours and revenue total for August and September as outlined in the report. She provided an update on 216 Connecticut Street rezoning.

**VI. COUNCIL LIAISON REPORT**

Mayor Cereceda discussed the possibility of CELCAB transitioning into a different type of group once the Mound House opened. Ms. Simpson felt that CELCAB still had a purpose and she questioned morphing into The Friends of the Mound House to fundraise. Discussion was held concerning meeting quarterly. Ms. Richardson liked the idea of meeting on an as needed basis. Ms. Werner agreed with quarterly meetings but she questioned creating a second fundraising entity. She felt they may need to continue to meet every month until the end of the year. Ms. Spuhler indicated the most important thing was to raise funds for the Mound House.

She was in favor of merging the two groups with the prime purpose of raising money. She stated that they could meet in the future if needed. She felt that some funds that go to Bay Oaks should go to the Mound House. Mr. Grace stated that the role of CELCAB was to advise Town Council in matters regarding the Mound House and the cottage. He felt that the role should continue because there would be issues in the future. He indicated that part of CELCAB's job was to protect the Mound House's historical integrity. He agreed that they could meet less often, but it was important to keep CELCAB as an advisory group in some fashion.

Ms. Wolf agreed that the bulk of their work was done, but she felt that their job was not finished. She discussed the need for plans to expand the volunteer base, expand activities, future programming, supporting the Museum Director and future changes. She agreed with quarterly meetings but she did not agree with making CELCAB a fundraising entity. Mayor Cereceda stated that CELCAB would not be a fundraising group; the intention was to refocus the committee. She expressed concern about the Sunshine Law.

Chair Hill discussed the history and accomplishments of CELCAB. She felt the model for the Edison Estates was a good one to follow. She agreed that Newton Park was not being managed and she felt that quarterly meetings were a great idea. Ms. Giesen felt that CELCAB still had a role but refocusing was a good idea. Mayor Cereceda suggested that CELCAB create a plan for 2016 to review the management plan and the original ordinance that created CELCAB. She proposed that they identify challenges and opportunities with Newton House and she recommended that CELCAB create a meeting schedule for 2016. Mayor Cereceda noted that she would make sure each member received a copy of the management plan. She reiterated the fact that everyone was appreciated. Chair Hill questioned meeting in November and December.

**MOTION:** Ms. Wolf moved to hold the next meeting on January 28, 2016 after having reviewed the ordinance and management plan; second by Ms. Simpson.

**VOTE:** Motion passed unanimously.

## **VII. GRAND OPENING**

Ms. Giesen noted that invitations were sent, 105 RSVPs had been received and the caterer was on board. She discussed charging admission for some programming, but CLEcab members indicated that it should be a free day. Discussion ensued. Ms. Richardson offered to help in any way and Ms. Giesen indicated she would let her know.

## **VIII. MUSEUM EXHIBITS**

Ms. Giesen distributed samples of signage to review. She noted that five temporary panels on the observation pier would be installed before the grand opening. The benches were in the Period Room and finishing touches should be complete in three to four weeks. She revealed that three part-time visitor service positions were open and she described responsibilities. Ms. Giesen noted that she was creating a position for a daily maintenance person. She described parking signage for the Grand Opening. Discussion was held concerning entrances.

## **IX. PUBLIC COMMENT**

Catherine Wallace felt that admission should be advertised as complimentary and she mentioned the fundraiser in December. She complimented Ms. Giesen on the inventory in the Museum Shop.

A woman complimented Ms. Giesen for her hard work and she thought that admission to the Grand Opening should be complimentary.

Kelly Leary thanked Ms. Giesen, Mayor Cereceda and CELCAB members for their time and hard work. She felt that the words free or complimentary should not be used at all and that people may be more inclined to donate when they realize they will not be charged admission.

**X. BOARD MEMBER COMMENTS**

Ms. Werner agreed that the inventory was great.

Ms. Wolf thanked Mayor Cereceda for her support and attendance.

Ms. Spuhler described the December fundraising event hosted by The Friends of the Mound House. She asked CELCAB members to sell a minimum of eight tickets and their goal was to raise \$5,000. Mayor Cereceda brought up the possibility of linking up with the Fort Myers Beach Community Foundation.

Chair Hill asked whether Ms. Giesen could designate a specific youth or children's program that would benefit from donations.

**XI. UPCOMING MEETING DATE - January 28, 2016 at 3:00 p.m.**

**XII. ADJOURN**

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

**VOTE:** Motion passed unanimously.

Meeting adjourned at 4:51 p.m.

Adopted 2/18/14 with/without changes. Motion by Betty Simpson  
(DATE)

Vote: all Signature: Beth Hill

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