

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

Friday, January 20, 2017

I. CALL TO ORDER/PLEDGE OF ALLEGIANCE

Meeting was called to order at 3:00 p.m. by Chair Hill.

II. ROLL CALL

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

Town Staff: Alison Giesen

Council Liaison: Anita Cereceda

III. APPROVAL OF MINUTES - October 27, 2016

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

VOTE: Motion passed unanimously.

IV. PUBLIC COMMENT - no public comment

V. REVIEW MISSION AND VISION STATEMENT

Ms. Spuhler felt it was right to have Fort Myers Beach in the history. Ms. Giesen read information from the American Alliance of Museums concerning what a mission statement was to the Museum. Discussion was held concerning including Fort Myers Beach and Southwest Florida.

MOTION: Ms. Werner moved to add Southwest Florida to the Mission Statement; second by Ms. Wolf.

VOTE: Motion passed unanimously.

Chair Hill provided two draft vision statements:

To promote greater understanding and appreciation of this region's past and present while inspiring stewardship of its environmental future.

The Mound House experience is to advance greater understanding and appreciation of this region's cultural history and inspire good stewardship of its environmental future.

Discussion was held concerning language.

MOTION: Ms. Werner moved to approve the following Vision Statement: The Mound House experience encourages education, preservation and enjoyment of our history, culture and environment; second by Ms. Wolff.

VOTE: Motion passed unanimously.

VI. REVIEW OF MOUND HOUSE STRATEGIC PLAN/ACTION PLAN

Chair Hill suggested creating an organizational chart. The action plan was reviewed. Discussion was held regarding training, volunteers and goals. Change appointing the Chairperson to February and add a biannual review to the Plan in 2020. Ms. Cereceda will request that a joint meeting with CELCAB and Council be scheduled for a future work session.

MOTION: Ms. Werner moved to approve the Strategic Action Plan with the addition of the biannual review of the Plan by CELCAB; second by Ms. Smith.

VOTE: Motion passed unanimously.

VII. MUSEUM DIRECTOR'S REPORT

Ms. Giesen reviewed revenue from October 2016 through December 2016. She reported they were already ahead of last year at this time by \$2,000. She remarked that Dexter Norris, Environmental Educator, was a good fit and doing a great job. The Visitor Services position was filled by Lena Lackey. (sp?) She invited everyone to attend the Membership Appreciation Event on March 18, 2017. Installation of the Newton Beach Park interpretive signs was about 85% complete. Group tours were increasing and Ms. Giesen was hosting a tour for the Condominium Association on February 1, 2017.

VIII. PUBLIC COMMENT - no public comment

IX. BOARD MEMBER COMMENTS

Ms. Werner reported that a grant was awarded in the amount of \$11,282.00 and she will present it to Council at their next meeting. She thanked Ms. Giesen for reporting on the grant.

Ms. Spuhler commented that the next fundraiser will be held on February 17, 2017 at 7:00 p.m. at San Rafael's Church.

Ms. Richardson brought up a passport stamp program.

Chair Hill indicated that a Chairperson had to be appointed to form a committee regarding the Strategic Action Plan. Ms. Werner suggested asking Rexann Hosafros to be the Chair. Ms. Spuhler suggested that Bill Grace be on the committee. Ms. Cereceda suggested Miffie Greer, Marge Zuba and Suzanne Katt. Ms. Giesen will contact Ms. Hosafros.

Ms. Cereceda commented on encouraging friends, family and visitors to tell the story of the Mound House by writing letters to editors and utilizing social media.

X. SET FUTURE MEETING DATE - May 25, 2017

XI. ADJOURN

Chair Hill adjourned the meeting at 4:45 p.m.

Adopted ~~Becky~~ ^{5/25/17} _____ with/without changes. Motion by Becky _____
(DATE)

Vote: all _____ Signature: Roberta Nij _____

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