

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

Thursday, October 25, 2018

I. CALL TO ORDER

The meeting was called to order at 1:05 p.m. by Chair Hill.

II. PLEDGE OF ALLEGIANCE

III. ROLL CALL

Members present: Barbara Hill, Betty Simpson, Ceel Spuhler, Cindy Richardson and Lorrie Wolf.
Excused: Cherie Smith and Becky Werner.
Town Staff: Alison Giesen
Historical Advisor: Bill Grace

IV. APPROVAL OF MINUTES – July 26, 2018

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

VOTE: Vote passed unanimously.

Delete the following sentences since Ms. Richardson was not the speaker: Ms. Richardson was pleased that locals were attending the Mound House. She clarified that the historic register did not have staffing requirements.

Correction: Chair Hill was asked to review ~~reviewed~~ design boards...

Add to the following: Ms. Giesen replied that the tree needed to dry out first so the Calusa carvers can create items that will be for sale.

V. PUBLIC COMMENT – no public comment

VI. DIRECTOR'S REPORT – END OF FISCAL YEAR, NATIONAL REGISTER APPLICATION STATUS, ARTS AND ATTRACTIONS GRANT AWARD

Ms. Giesen reported that she received some budget pages from the new financial system about actuals, the year-to-year data, and budget. She noted there was an error on the third page; the pool revenue was Newton classes and they should be combined.

She indicated that the National Register application was moving along and she will keep everyone posted.

Ms. Giesen noted that she was revamping their marketing plan to make sure they were reaching their audiences and they were creating new programs to attract the local community, visitors and students. She announced that they received an Arts & Attractions Grant in the amount of \$12,500.00. She displayed products to distribute as marketing materials. Mound House members included 304 individuals and 149 households. Friends of the Mound House members now stood at 39 from 19. Ms. Giesen stated that memberships could be purchased and renewed online. She indicated that they were working on getting the store online.

Ms. Giesen noted that she was meeting with staff to draft a business plan to develop new programming. She welcomed 11 new volunteers for a total of 35. She invited CELCAB to a breakfast on November 15, 2018 to meet the new volunteers.

Ms. Giesen explained the highlighted numbers on the budget sheet. She noted that she did not have the time to apply for small grants. Chair Hill discussed capital improvement grants and program grants. Ms. Wolf brought up the feasibility of hiring a professional grant writer for the Town. Ms. Giesen agreed.

Ms. Giesen reported that the numbers were down from last year. Hurricane Irma, environmental challenges and road construction all played a part. She stated that she will produce an annual report in the future. She provided a mock-up of a brochure to increase awareness regarding kayak tours. Ms. Spuhler suggested that the gift store be added to the brochure. Ms. Giesen described new items for the store.

Ms. Giesen explained communication services in the budget.

VII. CELCAB BUDGET FY 18/19

Ms. Giesen stated that their \$5,000.00 budget was approved. Chair Hill questioned whether funds for strategic planning were included in the Mound House budget. Ms. Giesen replied negatively. Chair Hill questioned the facilitator's fee. Ms. Giesen responded that the facilitator, Lorna, charged less than \$5,000.00 for the Mound House sessions. She will contact Lorna regarding her fees.

Ms. Richardson offered to provide lodging for the lecture series speakers to defray expenses.

Ms. Giesen will confirm whether the budget was unrestricted.

VIII. NEWTON BEACH PARK – STRATEGIC PLANNING

Ms. Simpson stated that she liked the way Lorna facilitated the CELCAB strategic plan. Ms. Giesen indicated that she reached out to her regarding her schedule. She hoped to schedule a strategic planning session during the fiscal year. Ms. Spuhler suggested January of 2019. Ms. Giesen will meet with Lorna next week to discuss details.

IX. UPDATE ON AMENDMENT TO RESOLUTION 05-13 AND MOUND HOUSE OPERATIONAL & SPECIAL EVENTS POLICY

Ms. Giesen noted that they reviewed the amendment and made edits. She will check with the Sheriff's Office and Fire Department regarding some requirements by the Town. She preferred to wait until after the December 8, 2018 wedding to hold discussions with the Town.

X. BOARD MEMBER ITEMS AND REPORTS

Ms. Wolf stated that she was selling her business and she will have more time to spend with the Mound House.

Ms. Simpson reported that Friends of the Mound House were included in the Community Calendar. She noted that the Christmas Market was scheduled from 10:00 a.m. to 3:00 p.m. on December 15, 2018. Ms. Simpson and Ms. Spuhler described the event.

Chair Hill send the Art Calusa catalog to Tom Torgerson. He shared images from the book with his Margaritaville design team. Chair Hill and others presented a seminar at the Florida Association of Museums. Ms. Spuhler questioned wither the PowerPoint presentation could be utilized at different events. Discussion followed.

Ms. Spuhler relayed visitors' comments concerning the Mound House. She noted that residents should be proud of the Mound House.

Ms. Richardson described an Edison-Ford Director's tour to St. Petersburg and she suggested that the group visit the Mound House and Mound Key. She noted that the Fort Myers Beach Community Foundation was interested in supporting one of their camps. Ms. Giesen will follow up. Ms. Giesen stated that she would send information out regarding the annual meeting of the Friends of the Mound House and the Christmas Market. Ms. Richardson encouraged everyone to attend the documentary "Toxic Puzzle" at the Baptist Church at 7:00 p.m. on October 23, 2018. The event is free to the public.

Discussion was held regarding red tide illnesses.

Mr. Grace noted that the Mound House turned out great and Ms. Giesen saved them.

XI. PUBLIC COMMENT – no public comment

XII. FUTURE MEETING DATE – Friday, November 30, 2018 at 1:00 p.m. (tentative)

XIII. ADJOURN

Chair Hill adjourned the meeting at 2:15 p.m.

Adopted 1/24 with/without changes. Motion by Betty Simpson
(DATE)

Vote: all Signature: Bush on Hill

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