

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

Thursday, October 24, 2019

I. CALL TO ORDER

The meeting was called to order at 3:02 p.m. by Chair Hill.

II. PLEDGE OF ALLEGIANCE

III. ROLL CALL

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

Historical Advisor: Bill Grace

Town Staff: Director Alison Giesen

IV. NOMINATION OF CHAIR AND VICE CHAIR

MOTION: CELCAB Member Werner nominated Barbara Hill for Chair and Cherie Smith for Vice Chair; second by CELCAB Member Simpson.

VOTE: Motion passed unanimously.

V. APPROVAL OF MINUTES – August 22, 2019

Correction: Nancy MacPhee.

MOTION: CELCAB Member Simpson moved to approve the minutes as amended; second by CELCAB Member Smith.

VOTE: Motion passed unanimously.

VI. PUBLIC COMMENT – no public comment.

VII. DIRECTOR'S REPORT

Director Giesen reported that they decided to charge \$5.00 for members and \$10.00 for non-members to attend the Lecture Series. She noted that the Series will start in November and run through May. She reviewed the increase in revenue and commented that the website would be updated. She indicated that they received the Arts and Attractions grant with matches by the Friends of the Mound House and Fort Myers Beach. CELCAB Member Werner will accept the

check in November. The next film festival would be held on Friday, April 24, 2020. She stated that the Mound House would be 100 years old in 2021 and she was planning a 2 to 3-day centennial celebration. Director Giesen remarked that she would apply for an Arts and Attractions marketing grant for the event. She welcomed ideas and suggestions.

VIII. NATIONAL REGISTER CELEBRATION – UPDATE

Director Giesen stated that 103 people sent an RSVP. Discussion was held regarding nametag details. She displayed the bookmark to distribute to guests. CELCAB Members signed up to volunteer for specific duties during the celebration. Director Giesen described centerpieces and photos for tables. She noted that the location of Mr. Grace's presentation had not been determined. She reported that the event would be open to the public on November 16, 2019, and would consist of educational staff programming throughout the day.

IX. DISCUSSION AND CONSENSUS ON MH AND NBP MARKETING NEEDS

Director Giesen provided a draft for discussion concerning marketing for the Mound House and Newton Beach Park. Chair Hill did not think there was an adequate tie in between CELCAB's website and the Town's website. She felt the branding should be improved between culture, parks and recreation. Discussion was held regarding organizations referring to the beach as part of Fort Myers rather than Fort Myers Beach. CELCAB Member Wolf noted that the Lee County Visitor & Convention Bureau was partially responsible by publishing their guide to The Beaches of Fort Myers and Sanibel. CELCAB Member Richardson described the beach as being laid back and funky. Chair Hill noted that the recent guide to the City of Fort Myers contained pictures of Fort Myers Beach. CELCAB Member Smith pointed out that they had the best sunsets and they were eclectic.

Challenges at the Mound House and Newton Beach Park included the lack of marketing, road construction and massive signs for Newton Park on the beach and on Estero Blvd. CELCAB Member Smith commented that people referred to the beach as the working man's beach, the poor beach or the blue-collar beach. CELCAB Member Spuhler stated that the beach was an island and that was an important distinction. CELCAB Member Werner commented that the beach was comfortable and people were involved in the community. Chair Hill loved seeing people on Estero Blvd. enjoying themselves. CELCAB Member Spuhler commented that people gave a lot of their time to help community members.

X. BOARD MEMBER ITEMS AND REPORTS

CELCAB Member Spuhler noted that she was very impressed with the docent training program at the Mound House. The next program would be offered in January of 2020.

CELCAB Member Richardson reported that Director Giesen recently hosted three different events on the same day at the Mound House.

CELCAB Member Smith reminded members that the Market was on December 14, 2019.

XI. PUBLIC COMMENT – no public comment.

XII. FUTURE MEETING DATE – January 23, 2020 at 3:00 p.m.

XIII. ADJOURN

MOTION: CELCAB Member Werner moved to adjourn; second by CELCAB Member Simpson.

VOTE: Motion passed unanimously.

The meeting was adjourned at 4:25 p.m.

Adopted 1/23/2020 with/without changes. Motion by Barbara Hill Leanne.
(DATE)

Vote: all Signature: Barbara Hill

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mtg
adjourned
4:15 pm