

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

Tuesday, July 7, 2020

I. CALL TO ORDER

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

II. PLEDGE OF ALLEGIANCE

III. ROLL CALL

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

Excused: Cheri Smith

Town Staff: Director Alison Giesen and Town Manager Hernstadt.

Council Liaison: Jim Atterholt (via phone)

IV. APPROVAL OF MINUTES – January 23, 2020

MOTION: CELCAB Member Simpson moved to approve the minutes; second by CELCAB Member Wolf.

VOTE: Motion passed unanimously.

V. PUBLIC COMMENT – no public comment.

VI. FRIENDS OF MOUND HOUSE REPORT FROM PRESIDENT ELLEN VAUGHAN (via phone)

Ms. Vaughan reported that they had to postpone their fundraiser due to the pandemic. She noted that a book concerning the Mound House was being edited and should arrive in October. She indicated they would have a series of events surrounding the release of the book. She commented that they were printing 1,500 copies and they would be discussing the price of the book. CELCAB Member Spuhler felt that they should acknowledge the author of the book for his hard work. Chair Hill replied that she would draft a letter from CELCAB Members. Ms. Vaughan stated that Friends of the Mound House planned to honor the author along with others who provided expertise.

VII. JENNIFER DEXTER, SOCIAL MEDIA/COMMUNICATIONS COORDINATOR TFMB

Coordinator Dexter introduced herself. She noted that she was redesigning the website. Her goal was to access information within three clicks and links would be provided to avoid repeating information. Text My Gov was just launched and included information concerning the Town. She indicated that a Twitter account was started for the Town. She explained that the Town Manager and Council Members remained key spokespeople and she was the gatekeeper of public information. The website would become the primary source of news for the community and sign-ups were encouraged. Coordinator Dexter reported that the new logo would replace the old logo on materials as resources allowed, which could take a couple of years. Her goal was to create a fact sheet for large projects.

Liaison Atterholt suggested including an explanation of the Mound House along with a link to entice people to click for more information. Coordinator Dexter replied that they did include a page for the Mound House with a link for more detailed information. She suggested that they visit Text My Gov and provide feedback.

VIII. MOUND HOUSE STRATEGIC PLAN UPDATE

Director Giesen reviewed updates, including a new marketing plan, social media, new programming, 100 years of the Mound House, new activities, pilot programs, volunteer training, the continuation of ZOOM meetings after the pandemic and creating a volunteer manual. She submitted a capital project to Council for stabilization. New products were added to the Mound House store, including T-shirts. She noted that she needed help with long term goals on Page 6. Chair Hill offered to assist.

Director Giesen discussed changes to the AAM accreditation guidelines. She noted that their activities would eventually lead to accreditation.

IX. NEWTON BEACH COTTAGE STRATEGIC PLAN UPDATE

Director Giesen noted there were delays with programming due to the pandemic. She submitted the progress report to the Florida Communities Trust Agreement. She indicated that beach walks continued on Tuesdays and Thursdays. She reviewed passive activities, integrating interactive touch screens in the future and bocce ball courts. She provided paint samples for the cottage to be discussed at the next meeting and suggested that members research colors that were used during the period it was built.

Director Giesen commented that they would start posting on Trip Advisor and would conduct classes on-line. She remarked that she would request an update from IT regarding expanding Wi-Fi. She explained the Certificate of Insurance and liability issues. She commented on expanding the Tram stop to Newton Park, but it was noted there was not ample room to turn the Tram around. Liaison Atterholt commented that the renovations to the restrooms and the cottage were beautiful. He indicated that he never saw anyone play bocce ball, but people congregated at the end of the seawall. He suggested landscaping the area to enhance the park.

Chair Hill questioned whether there was funding for the signage for FY 2021. Director Giesen replied that the Tourist Development Council (TDC) funded the signage, but the initial design was not approved by the Local Planning Agency (LPA). Chair Hill noted that the signs would have to include the Town's new logo and she suggested a target date of 2022.

X. DIRECTOR'S REPORT

Director Giesen stated that the annual parking revenue from FY18/19 was approximately \$30,000.00. She described complying with CDC guidelines and noted that most visitors wore masks. She commented that 180 people visited in June. Chair Hill was concerned regarding a budget shortfall. Director Giesen responded that her budget did not change from last year. Liaison Atterholt was encouraged regarding the budget since the Town would not be subsidizing the stormwater system or water.

Director Giesen described speaking with Q Media Productions to provide additional information to cell phones.

XI. BOARD MEMBER ITEMS AND REPORTS

CELCAB Member Wolff was happy that masks were now required.

CELCAB Member Simpson appreciated all the work Director Giesen had been doing during the pandemic. She gave kudos to new members of Council.

CELCAB Member Spuhler reviewed visitor's comments at the Mound House and noted they were more appreciative during the pandemic.

CELCAB Member Werner thanked Director Giesen and staff and noted that the ZOOM projects were wonderful.

CELCAB Member Richardson commented that the newsletter was great.

XII. PUBLIC COMMENT – no public comment.

XIII. FUTURE MEETING DATE – August 27, 2020, at 3:00 p.m.

XIV. ADJOURN

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

VOTE: Motion passed unanimously.

The meeting was adjourned at 4:54 p.m.

Adopted 8/27/2020 with/without changes. Motion by Barbara Simpson
(DATE)
Vote: all Signature: Barbara Simpson

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