

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

Thursday, August 27, 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, Betty Simpson, Ceel Spuhler, Cheri Smith, Becky Werner and Lorrie Wolf.

Excused: Cindy Richardson

Town Staff: Director Alison Giesen

Council Liaison: Jim Atterholt

IV. APPROVAL OF MINUTES – July 7, 2020

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

VOTE: Motion passed unanimously.

V. PUBLIC COMMENT – no public comment.

VI. DIRECTOR'S REPORT

Director Giesen distributed the report she presented to Town Council. She shared a net making video created by the educational staff. She commented that visitors could help make a net using materials provided by the Mound House. She reported that Katie Beth was moving closer to home and her last day was Saturday. Director Giesen noted she would not fill the position until the museum opened. She reviewed the Mound House proposal for the audio tour and she will meet with Ellen Vaughn from The Friends of the Mound House next week. She described how she selected the company.

Director Giesen noted that their website was being redesigned and she encouraged CELCAB to visit the **For Teachers** tab at the top of the site. CELCAB Member Spuhler questioned the response of the Text My Gov project. Social Media & Communications Coordinator Jenifer Dexter joined the meeting to answer questions. She indicated that photos of the Mound House and Newton Park would be added to the website.

Director Giesen stated that the six-month calendar of programs on the website was progressing. She encouraged feedback regarding the first Constant Contact Membership Newsletter. She described new products available at the museum store, outdoor exhibits and outdoor tours. Chair Hill brought up linking to the Town's brochure that promoted environmental ideas including native landscape, rain barrels and organic fertilizer. Discussion was held regarding the past tree program and landscaping on Estero Blvd. Liaison Atterholt stated he would research the tree program.

VII. TOWN OF FORT MYERS BEACH BRANDING UPDATE

Director Giesen displayed new colors for the Mound House that followed the colors of the new Town branding. She indicated that the new colors would appear on the website in a month or so.

VIII. NEWTON BEACH COTTAGE – Vote on paint colors for exterior

CELCAB Member Richardson emailed her choices to Director Giesen. Chair Hill chose shades of blue with white trim. CELCAB Members Spuhler, Simpson, Werner and Wolf agreed with her choices. CELCAB Member Simpson indicated the cottage used to be a shade of gray. Director Giesen stated that she would paint test patches before they selected the final color.

MOTION: CELCAB Member Werner moved to pursue shades of blue and white for the exterior of Newton House; second by CELCAB Spuhler.

VOTE: Motion passed unanimously.

Discussion was held regarding membership.

IX. BOARD MEMBER ITEMS AND REPORTS

CELCAB Member Wolf described applying for grants for her store.

CELCAB Member Spuhler thanked Director Giesen regarding the landscaping at the Mound House and placement of the plaque.

CELCAB Member Simpson thanked Director Giesen for her hard work, especially during the pandemic. She thanked Liaison Atterholt.

CELCAB Member Smith was glad to see everyone.

No items from other members.

Liaison Atterholt discussed advertising opportunities for the Mound House.

Director Giesen revealed that Gary Mooney was the new Public Relations person for the Mound House.

X. PUBLIC COMMENT – no public comment.

XI. FUTURE MEETING DATE – October 22, 2020, at 3:00 p.m.

XII. ADJOURN

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

VOTE: Motion passed unanimously.

The meeting was adjourned at 4:27 p.m.

Adopted 12/15/2020 with/without changes. Motion by Rocky Womack
(DATE)

Vote: all Signature: Barbara Hill

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