

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

Thursday, July 22, 2021

I. CALL TO ORDER

The meeting was called to order at 3:05 p.m. by Chair Hill.

II. PLEDGE OF ALLEGIANCE

III. ROLL CALL

Members present: Barbara Hill, Betty Simpson, Cheri Smith, Ceel Spuhler and Lorrie Wolf.
Excused: Becky Werner
Historical Advisor: Bill Grace
Town Staff: Cultural Parks & Recreation Director Alison Giesen
Council Liaison: Jim Atterholt

IV. APPROVAL OF MINUTES – January 28, 2021

Correction on Page 3: She (Chair Hill) suggested that ~~it~~ the book be placed in Lee County Libraries.

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

VOTE: Motion passed unanimously.

V. PUBLIC COMMENT – no public comment.

VI. FRIENDS OF MOUND HOUSE PRESIDENT ELLEN VAUGHAN

Ms. Vaughan reported that they netted over \$6,000.00 from *The Crown Jewel* sales and they received almost \$300.00 from books sold at The Islander and Pier Peddler. She noted that the postponed Artful Intersection Auction would be rescheduled. The Friends' next regular meeting was scheduled for October and fundraising would be their top priority.

Director Giesen stated that the Friends of the Mound House would sponsor the lecture series for \$4,000.00 and the Arts and Attractions Grant was \$5,000.00. She noted that Friends of the Mound House sponsored \$9,000.00 for programs and marketing the book. CELCAB Members relayed positive comments regarding *The Crown Jewel*. Chair Hill thanked Friends of the Mound House for their fundraising activities.

CELCAB Member Simpson stated that the Post Office was closing on July 28, 2021. She questioned whether the Friends could route their mail to the Mound House. Director Giesen revealed that she already received some of their mail. The Friends will discuss the issue at their next meeting.

VII. DIRECTOR'S REPORT

Director Giesen reviewed items in the packet. She reported that Florida Gulf Coast University (FGCU) would be partnering with them to host the Symposium for the next two years. The free event will be held on August 6, 2021, at 2:00 at the Mound House and reservations were required. Director Giesen noted that they were close to funding the stabilization of the underground museum. Advisor Grace stated that the Lee Trust Board would sponsor the program with \$5,000.00. Director Giesen commented that they should know how far the project would go within the next month. She will share details as they become available.

Director Giesen indicated that the audiovisual would be upgraded with a larger TV screen, closed captioning and sound improvement. She commented that the video would automatically loop every 15 minutes.

Director Giesen stated that they would address water infiltration in the underground exhibit but would not touch the wall.

VIII. STRATEGIC PLAN UPDATES - MOUND HOUSE

Director Giesen commented that they utilized all of their marketing dollars. She noted that she would attend a Tourist and Development Council (TDC) and Arts and Attractions workshop in October to discuss grants. Chair Hill suggested that they remove ZOOM lectures as a long-term goal since in-person meetings would eventually resume. Director Giesen replied that some seasonal members preferred ZOOM, so they would continue to offer live stream in addition to in-person meetings.

IX. STRATEGIC PLAN UPDATES - NEWTON BEACH PARK

Director Giesen noted that they would offer beach walks rather than family crafting programs inside the cottage. She indicated that bocci ball participants were not using the courts due to the sand surface. Liaison Atterholt discussed installing swings for adults and children in place of the bocci court. He mentioned sponsorship opportunities. Director Giesen shared a picture of a unique swing design. Consensus was reached to move forward with researching swings. Chair Hill suggested attaching the swing image* to the minutes for future reference.

Director Giesen reported that representatives from the Visitor and Convention Bureau recently toured the property. She noted that indoor activities were not being scheduled yet due to the pandemic. She brought up their improved ratings on Trip Advisor and Google.

X. ADVISORY BOARD BUDGET REQUEST FY 2022

Chair Hill stated that they received \$5,000.00 in the past but suggested they request \$9,000.00 for the next fiscal year. She indicated that \$900.00 of that amount would go to Director Giesen for

Leadership Lee. Director Giesen prepared a funding list for goals and objectives and noted she requested \$10,000.00.

MOTION: CELCAB Member Wolf moved to request \$10,000.00 for the CELCAB budget in the fiscal year 2022 for the items discussed; second by CELCAB Member Simpson.

VOTE: Motion passed unanimously.

XI. BOARD MEMBER ITEMS AND REPORTS

Advisor Grace was happy to be in attendance.

CELCAB Member Wolf agreed it was great to be back in person.

CELCAB Member Simpson commented that it had been months since they last met and looked forward to normalcy. She suggested that they meet quarterly. Director Giesen stated that Ellen Vaughan applied to fill the vacancy on CELCAB.

CELCAB Member Smith described the Build and Brew event and stated that participants were very enthusiastic and many returned the next day.

CELCAB Member Spuhler relayed stories of joy and comfort for people who visited the Mound House. She suggested creating a program concerning how the Mound House was saved.

Liaison Atterholt noted that he attended the January meeting. He suggested inviting Nathan from the Observer and Beach Talk Radio to attend programs for advertising opportunities.

Chair Hill supported quarterly meetings.

XII. PUBLIC COMMENT – no public comment.

XIII FUTURE MEETING DATE – October 28, 2021, at 3:00 p.m.

XIV. ADJOURN

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

VOTE: Motion passed unanimously.

The meeting was adjourned at 4:29 p.m.

Adopted 10/28/2021 with/without changes. Motion by Betty Simpson
(DATE)

Vote: all Signature: Chair Hill

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