

MINUTES
Cultural & Environmental
Learning Center Advisory Board and
Bay Oaks Recreation Campus Advisory Board Joint Meeting
Fort Myers Beach Town Hall
2525 Estero Boulevard
Fort Myers Beach, FL 33931
Friday, June 24, 2022

I. Call to Order

The meeting was called to order at 11:51 a.m. by Chair Hill.

II. Pledge of Allegiance

III. Roll Call

CELCAB Members present: Barbara Hill, Betty Simpson, Cheri Smith, Becky Werner (via phone) and Lorrie Wolf.

BORCAB Members present: Betty Simpson, Barbara Hill, Bruce Butcher, Becky Guidry and Karen Woodson (arrived late).

Excused: Dan Allers, Beth Cherry and Ellen Vaughan.

Town Council Liaison: Jim Atterholt

Town Staff: Cultural Parks & Recreation Director Alison Giesen

IV. Approval of Minutes from joint meeting May 26, 2022

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

VOTE: Motion passed unanimously.

V. Public Comment – no public comment.

VI. Discussion of Merging CELCAB, BORCAB and CRAB

Director Giesen provided the strategic plans for Mound House, Newton Beach Park and Bay Oaks. She noted that program needs for all entities were similar. She included the new proposed and old ordinances for committees to review.

Director Giesen read comments from CELCAB Member Vaughan supporting the merge.

Town Manager Hernstadt noted a variety of new programming venues that would be available. He indicated that the town needed help from the committees to ensure the buildings were fully utilized and would meet the community's needs.

CELCAB Chair Hill reviewed CELCAB's mission and noted they ended up adopting Newton Park Beach. She questioned how taking responsibility for public accesses, which was under CRAB, would fit. Town Manager Hernstadt replied that public beach accesses were also a town asset. He discussed looking at future opportunities and taking advantage of maximizing facilities.

CELCAB Chair Hill confirmed that public accesses, Newton Beach Park, the Mound House, Bayside Park and Bay Oaks would be under one advisory group's purview. Town Manager Hernstadt discussed marketing efforts through programming and looking ahead to identify trends. He mentioned forming sub-committees for specific needs. CELCAB Chair Hill addressed creating a public art program. Town Manager Hernstadt agreed that they should start thinking about it. CELCAB Member Smith questioned where people could find information. Town Manager Hernstadt replied that the town had a weekly newsletter, programming was sent to local newspapers, and visitors could text the town and be directed to specific information. He added that they could expand efforts to distribute information.

BORCAB Member Butcher stated they had a solution of combining the committees looking for a problem. He noted the only problem was an inactive CRAB, not overlapping programming. He compared keywords from the different strategy plans and indicated the only common element was bocci ball. BORCAB Member Butcher commented that they were all separate and distinct strategies and programming was not addressed in the new proposed ordinance. He agreed that the assets should be fully utilized but felt one committee would be burdened by trying to take care of everything in all facilities. Regarding programming, the assets would determine where events would be located.

BORCAB Member Guidry wavered about the merge and remarked that the meetings would be monthly, longer and more involved if the committees merged. BORCAB Member Wolf noted that CELCAB and BORCAB were distinctively different. BORCAB Member Guidry indicated that CELCAB Chair Hill and BORCAB Chair Simpson were on both committees and asked how they saw things. CELCAB Chair Hill felt there was a commonality with programming once Bay Oaks opened. She agreed that the Mound House and Newton Beach Park were cultural and historic properties. She wondered about merging CRAB with Bay Oaks and keeping a separate advisory board for the Mound House and Newton Beach Park. She discussed member loyalty with the two entities and the Friends of the Mound House advocacy.

BORCAB Member Butcher thought public art should be included in the Mound House strategy because it was cultural. He agreed with adding public beach accesses to Bay Oaks. He felt it did not matter who owned the assets and mentioned creating ideas to implement and utilize the facilities.

(Karen Woodson joined the meeting.)

CELCAB Member Smith was overwhelmed with the idea of adding CRAB and the beach accesses to CELCAB. She liked the idea of keeping the committees separate and meeting together whenever necessary. She added that she was not against merging but felt it would get messy.

BORCAB Chair Simpson discussed BORCAB absorbing CRAB. CELCAB Member Hill felt merging three advisory boards into two was a good compromise.

CELCAB Member Werner was more comfortable keeping the Mound House and Newton Park Beach together and both committees meeting together when needed. She questioned the program CRAB was responsible for implementing and director Giesen replied that town staff took over the program last year.

Liaison Atterholt stated that tabling the decision was to give CELCAB and BORCAB more time to discuss the issue. He felt that merging CRAB, Bayside Park and beach accesses with BORCAB was a clean solution.

BORCAB Member Woodson agreed with adding entities where they logically fit and keeping CELCAB and BORCAB separate. Liaison Atterholt commented that the groups could move

forward without waiting a year. CELCAB Chair Hill stated that a facilitator was not needed based on their progress. BORCAB Chair Simpson was elated with the discussion and the solution.

MOTION: BORCAB Chair Simpson moved to merge three committees into two and add CRAB responsibilities, Bayside Park and public beach accesses under BORCAB; second by CELCAB Member Wolf.

BORCAB Member Butcher noted that the town had to be more specific with directives for the committees and the strategic plans would have to be adjusted.

VOTE: Motion passed unanimously.

A discussion was held concerning the next steps.

VII. Board Member Items and Reports

BORCAB Member Guidry thanked CELCAB Chair Hill for coming up with the idea of merging three committees into two.

No items from other members.

VIII. Public Comment – no public comment.

IX. Future Meeting Date – July 28, 2022, at 3:00 p.m.

X. Adjourn

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

VOTE: Motion passed unanimously.

The meeting was adjourned at 1:18 p.m.

Adopted (CELCAB) 7/28/2022 with/without changes. Motion by Smith
(DATE)

Vote: all Signature: Becky Hill

Adopted (BORCAB) 8-2-22 with/without changes. Motion by BUTCHER
(DATE)

Vote: 5-0 Signature: Beth Simpson

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