

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

**Thursday, May 26, 2016**

**I. CALL TO ORDER/PLEDGE OF ALLEGIANCE**

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

**II. ROLL CALL**

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

Excused: Lorrie Wolf

Historical Advisor: Bill Grace

Town Staff: Alison Giesen

**III. APPROVAL OF MINUTES - February 18, 2016**

Add the sentence: Ms. Spuhler noted that the historical advisor to CELCAB has been Bill Grace for many years.

**MOTION:** Ms. Simpson moved to approve the minutes; second by Ms. Spuhler.

**VOTE:** Motion passed unanimously.

**IV. PUBLIC COMMENT - no public comment**

**V. MUSEUM DIRECTOR'S REPORT**

Ms. Giesen reviewed the March report and stated that they exceeded their budget expectations. She noted that they were creating collaborative partnerships with businesses on Fort Myers Beach and Fort Myers to create new programs for the fall. She described upcoming events, shared comments from Trip Advisor and thanked volunteers and staff for their involvement. Ms. Giesen indicated that Council scheduled a special budget work session on June 13, 2016 from 10:00 a.m. - 2:00 p.m. She inquired whether CELCAB had any budget requests. Chair Hill questioned funding the website. Ms. Giesen replied that because it was an educational tool, donation money would be used to enhance and redesign the website. She stated that the selection committee received bids regarding the redesign and they invited three vendors to make a presentation.

Ms. Giesen indicated that they received TDC (Tourist Development Council) funds for a new tram, which included maintenance. She stated that she hoped to use the old tram for private

events and use it as a back-up for public events. Chair Hill questioned why a sprinkling system was not installed. Ms. Giesen replied that the plants were native and nature should take care of watering. She shared thank you letters from Beach Elementary students. She thanked Chair Hill for her involvement with the Sunset Kayak Moonlight Full Moon Rising Tours. Ms. Giesen reviewed public relations, press releases and marketing strategies.

**VI. COUNCIL LIAISON REPORT - no report**

**VII. REVIEW OF ORDINANCE**

Town Attorney Lehnert reviewed the ordinance, emailed comments and suggested changes. Chair Hill questioned whether it would be appropriate to include Newton Park in the ordinance. Discussion was held concerning parking revenue, Florida Communities Trust and an updated management plan.

**MOTION:** Ms. Werner moved that Newton Park be included in the purview of CELCAB; second by Ms. Simpson.

**VOTE:** Motion passed unanimously.

Chair Hill suggested changing the phrase Management Plan to Plan. Consensus was reached to remove the word Management. Discussion was held concerning the month of appointments, elections and prohibiting a person from serving on more than one committee at a time. Ms. Giesen will contact Town Attorney Lehnert regarding Ms. Simpson serving on more than one committee.

Chair Hill questioned record keeping duties. Consensus was reached to change the sentence to: "Town Clerk will keep a properly indexed record of CELCAB minutes and reports." Ms. Spuhler questioned who set the agenda. Consensus was reached to indicate that staff would follow a prepared and published agenda with input from CELCAB. Chair Hill questioned supervision of staff. Consensus was reached to leave the section unchanged.

Ms. Giesen will forward the changes and recommendations to Town Attorney Lehnert for revisions.

**VIII. STRATEGIC PLANNING**

Ms. Giesen proposed scheduling a special session with CELCAB to start discussing strategic planning. Ms. Giesen will secure a facilitator and she will email members possible dates for the first meeting. Discussion was held concerning available resources to obtain a facilitator.

**IX. PUBLIC COMMENT - no public comment**

**X. BOARD MEMBER COMMENTS**

Ms. Simpson was excited about strategic planning and she looked forward to participating in the process.

Chair Hill addressed creating a new vision statement. She described the historic round table meeting hosted by Bill and Susan Grace at Koreshan Park.

Ms. Spuhler noted that a fundraising play about the Mound House was scheduled for November 5, 2016. The Christmas Luncheon fundraiser was scheduled for December 3, 2016. She discussed the diversity of visitors at the Mound House.

Ms. Werner described exceeding expectations for the Mound House.

Ms. Richardson reiterated member's comments and expressed her gratitude for Ms. Giesen.

Mr. Grace presented a history report on the Mound House. He described several liens placed on the house in the 1920s against Captain Jack. He stated that he would document the information for the archives.

**XI. 2016 UPCOMING MEETING DATES - July 28, 2016**

**XII. ADJOURN**

Meeting adjourned at 4:27 p.m.

Adopted 7/28/16 with/without changes. Motion by Betty Simpson  
(DATE)

Vote: all Signature: Bonbon Hill

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