

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

Thursday, July 28, 2016

I. CALL TO ORDER/PLEDGE OF ALLEGIANCE

Meeting was called to order at 3:02 p.m. by Chair Hill.

II. ROLL CALL

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

Excused: Bill Grace and Cindy Richardson.

Town Staff: Alison Giesen

III. APPROVAL OF MINUTES - May 26, 2016

Chair Hill provided clarification on the following items:

Chair Hill suggested changing the phrase Management Plan to Strategic Plan.

Chair Hill questioned why a sprinkling system was not installed in the parking lot.

MOTION: Ms. Simpson moved to approve the minutes as amended; second by Ms. Wolf.

VOTE: Motion passed unanimously.

IV. PUBLIC COMMENT - no public comment

V. MUSEUM DIRECTOR'S REPORT

Ms. Giesen reviewed the report and she noted that they were within about \$5,600 of her revenue goal of \$100,000. She shared a flyer from Pure Florida featuring the Mound House. She described a new program called Mound House Journeys. Signs will be installed in the parking lot within the next month or two and a contract for under \$17,000 was signed with Green Advertising to redesign the website. Ms. Giesen reported that she received a \$10,000 grant from the Upton Grant Foundation. She will prepare a press release with the grant information. She will visit a company in Naples for samples of materials and styles for the memorial benches. Ms. Giesen described a pathway material called Flexi-Pave for installation on non-historic pedestrian pathways. She distributed product information and photos. Chair Hill described the material used on the pathway at Useppa Island. Discussion was held concerning different pathway materials.

VI. REVIEW OF ORDINANCE

MOTION: Ms. Werner moved to recommend approval of Ordinance 16-, establishing the town's cultural and environmental learning center advisory board (CELCAB); second by Ms. Spuhler.

VOTE: Motion passed unanimously.

VII. MOUND HOUSE STRATEGIC PLANNING

Ms. Giesen contacted Lorna Kibbey from Kibbey Leadership Solutions to facilitate strategic planning. She will provide details as they become available.

VIII. HISTORIC NEWTON BEACH PARK

Ms. Giesen distributed proposed sign locations. She explained the different colors. Chair Hill suggested changing the name to Historic Newton Beach Site, rather than Park. Discussion was held concerning the site of Seven Seas, font sizes, colors and plant identification signs. Ms. Giesen will contact Megan regarding artwork for the plant signs. Chair Hill questioned the lack of a sign that can be read from the beach. She questioned developing a strategic plan for Newton Beach Park. Ms. Giesen noted that she adjusted the fee schedule for Newton and the orientation gallery at the Mound House.

IX. PUBLIC COMMENT

Catherine Wallace noted that wasps were in the upstairs lanai. She asked whether screening could be installed to keep them out.

X. BOARD MEMBER COMMENT

Ms. Werner indicated that a visitor commented several times on the cleanliness of the Mound House and the displays.

Ms. Smith thanked Ms. Giesen for her accomplishments.

Ms. Spuhler commented on visitors' reactions to the Mound House experience. She encouraged everyone to attend The Friends of the Mound House play on Saturday, November 5, 2016 from 6:30-8:00 p.m. The annual Christmas Luncheon was scheduled for Saturday, December 3, 2016 at noon.

Chair Hill commented on all the work CELCAB members have done throughout the years. She thanked Don Stilwell for his open mindedness surrounding the hiring of Ms. Giesen.

Ms. Simpson thanked everyone for all they do and for creating a nurturing environment to express opinions.

Ms. Wolff was excited to reach Ms. Giesen's revenue goal.

XI. 2016 UPCOMING MEETING DATES - Ms. Giesen will email possible dates.

XII. ADJOURN

Meeting adjourned at 4:26 p.m.

Adopted 8/26/16 with/without changes. Motion by Rally Johnson
(DATE)

Vote: unanimous Signature: B/H/C

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