

**MINUTES  
FORT MYERS BEACH  
Cultural and Environmental Learning Center Advisory Board**

Town Hall - Council Chambers  
2523 Estero Boulevard  
Fort Myers Beach, FL 33931

**Thursday, May 22, 2014**

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

Meeting was called to order at 3:00 by Vice-Chair Spuhler.

**II. ROLL CALL**

Members present: Betty Simpson, Cherie Smith, Ceel Spuhler, Becky Werner, and Lorrie Wolf.  
Excused: Barbara Anderson Hill  
Unexcused: Rex Pontius  
Historical Advisor: Bill Grace  
Town Council Liaison: Anita Cereceda  
Town Staff: Regan Doherty and Randy Norton

**III. APPROVAL OF MINUTES from April 11, 2014**

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

On page 2, the Delilah Room should be the DeLysle Room.

On page 3, Ms. Spuhler made a motion to cancel the April 24, 2014 meeting; second by Ms. Wolf.

On page 3, Chair Hill moved to adjourn.

**VOTE:** Motion passed unanimously.

**IV. PUBLIC COMMENT**

No public comment.

**V. MANAGER'S REPORT**

Ms. Doherty reported on the following capital improvement projects.

Newton Park Signage - in progress.

Shell Mound Exhibit - under contract. Ms. Smith questioned if the neon lights had been repaired.

Ms. Doherty responded that the repair work would be done when Strong Vision installed the lighting fixtures. Discussion was held regarding the timeline.

Grounds Signage - in progress and scheduled to be completed October 4.

Interior Museum Exhibits - nearing completion of content development.

Ms. Doherty provided members with a packet of information from SEARCH including a concept for the bathroom sign.

Mr. Grace noted that the first quote lacked a source, Jack DeLysle needed to be identified, and under house restoration, it should read Secretary of Interior guidelines.

Pier - bidding packages will be sent out after the project has been reviewed.

Ms. Doherty reviewed March and April participation. Discussion was held concerning parking for kayak tours. Ms. Doherty reported that there were seven group tours in total during March and April.

SEARCH, Inc. update - Ms. Doherty stated that SEARCH was sorting through items for exhibit cases. Discussion was held concerning specific artifacts.

Ms. Doherty reviewed deadlines for grants and reporting and she explained the Special Category grant funding. Ms. Doherty stated that she was scheduled to meet with a consultant regarding capacity grants through the Southwest Florida Community Foundation.

## **VI. MOUND HOUSE STRATEGIC PLANNING**

### **A) Operating Hours**

Ms. Doherty reviewed volunteer feedback concerning hours of operation, admission fees, and membership structure. Discussion was held concerning hours and days of operation, group tours, and structure.

### **B) Admission Fees**

Ms. Doherty reviewed the proposed fee structure. Mr. Norton requested a recommendation from the committee. Discussion was held regarding general admission fees, setting an age for youth, school groups, resources, flat fees for groups, discounts for residents, grant funds, and family fees.

**MOTION:** Vice-Chair Spuhler moved to recommend that adult general admission be \$10.00, youth general admission \$5.00, adult group admission \$8.00, and youth group admission \$6.00. Add that a family could be possibly \$20.00, and youth age is under 12.

**VOTE:** Motion passed unanimously.

Ms. Doherty reviewed proposed membership fees. Discussion was held regarding resident and non-resident rates, guest passes, definition of a family, length of membership, discounts for the gift shop, special promotions for residents, and Friends of the Mound House.

**MOTION:** Ms. Werner moved to recommend that museum membership for individuals be

set at \$30.00 to include a 10% discount in gift shop, free admission for the year, plus one guest pass to be used one time only; donor be set at \$100 to include two guest passes, one time only, two free admissions all year, plus 20% discount in gift shop; second for discussion by Ms. Simpson.

Mayor Cereceda suggested renaming membership categories.  
Ms. Werner withdrew her motion and Ms. Simpson withdrew her second.

**MOTION:** Ms. Werner moved that the four levels of membership be named at a later date; level one - \$30, 10% discount, one year-long pass, one guest pass to be used once; second level - 20% discount, two year-long passes, two guest passes to be used once, third level - four year-long passes, two guest passes to be used once, 20% discount; fourth level to be decided later; and the provision that CELCAB provide free days for residents throughout the year; second by Ms. Simpson.

**VOTE:** Motion passed unanimously.

C) Volunteer Needs and Roles

Included in the Mound House Opening memo provided by Ms. Doherty.

## VII. MUSEUM OPENING EVENT

Discussion was held regarding setting the date.

**MOTION:** Ms. Smith moved to eliminate the month of October for the opening event; second by Ms. Simpson.

**VOTE:** Motion passed unanimously.

Vice-Chair Spuhler suggested inviting speakers who will feature the house in their presentation. Ms. Werner suggested inviting descendants to speak. Mayor Cereceda mentioned merchandise and offered to assist.

## VIII. PUBLIC COMMENT

Mr. Bob Raymond thanked CELCAB for their efforts with the Mound House and reviewed the history of the House.  
Ms. Catherine Wallace described her experience with visitors to the Mound House. Ms. Wallace questioned trimming branches on a tree in the parking lot. Ms. Wallace requested clarification of the completion date for the current grant.

## IX. BOARD MEMBER COMMENTS

Vice-Chair Spuhler raised the issue of sending a CELCAB member to Council to provide an update once a month. Consensus was reached to attend the 2nd Council meeting at 6:30 p.m. once a month. Ms. Smith volunteered to present in June, Ms. Simpson in August, Ms. Wolf in September, Vice-Chair Spuhler in October, and Ms. Werner in November.

Mayor Cereceda revealed that Council decided to allocate \$6,000.00+ from PBS credits toward advertising and promotion of the Mound House opening.

Mayor Cereceda requested assistance from CELCAB with organizing a meeting on Tuesday, June 3 at the Newton House with residents in the neighborhood surrounding 216 Connecticut Street. Discussion was held regarding targeting specific streets. Consensus was reached to send invitations to residents in the area and to schedule the meeting at 6:00 p.m.

Mayor Cereceda revealed that funding from park impact fees was available for landscape on Connecticut.

Mayor Cereceda indicated that Council's preliminary budget discussion was scheduled for the 2nd at 2:30 p.m. and that 216 Connecticut will be included on her list.

**X. UPCOMING MEETING DATE - June 26, 2014**

**XI. ADJOURN**

**MOTION:** Ms. Simpson moved to adjourn; second by Ms. Smith.

**VOTE:** Motion passed unanimously.

Meeting adjourned at 5:25 p.m.

Adopted July 24, 2014 with/without changes. Motion by B. Simpson  
(DATE)

Vote: unanimous Signature: Barbara Hill

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