

**MINUTES**  
**FORT MYERS BEACH**  
**Cultural and Environmental Learning Center Advisory Board**  
Town Hall - Council Chambers  
2523 Estero Boulevard  
Fort Myers Beach, FL 33931

**Thursday, February 26, 2015**

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

Meeting was called to order at 2:00 p.m. by Chair Hill.

**II. ROLL CALL**

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

Excused: Cindy Richardson and Lorrie Wolf.

Historical Advisor: Bill Grace

Town Council Liaison: Anita Cereceda

Town Staff: Alison Giesen

**III. PUBLIC COMMENT**

No public comment.

**IV. MUSEUM DIRECTOR'S REPORT**

Ms. Giesen distributed information concerning revised fees for rentals and kayak tours and membership and admission fees. Ms. Werner questioned listing add-ons to the base rate to show that the fees were not arbitrary. Ms. Giesen responded that hourly rates were in the contract, but she would create a separate document with hourly rates. Discussion was held concerning including the special events form to provide a one-stop shopping experience for clients. Ms. Giesen stated she would add the form to the contract. She recommended that the kayak fee be set at \$45.00.

**MOTION:** Ms. Werner moved that the kayak tour fee be raised from \$30.00 to \$45.00 as soon as Council approves it; second by Ms. Simpson.

**VOTE:** Motion passed unanimously.

Discussion was held concerning previous discussions regarding admission and membership fees; specifically May 22, 2104. Ms. Giesen remarked that she would review the minutes.

The observation pier was scheduled for completion March 16, 2015. Ms. Giesen revealed that the state preservation officer postponed his visit until March, but she would have a telephone conversation with him before then concerning recommendations for the underground exhibit. Discussion was held concerning lights, a larger screen, ventilation, and the budget. Ms. Giesen

indicated that landscape lighting was moving forward and she felt they should revisit the whole plan to determine the best locations for lighting.

Ms. Giesen reported that she was working with community development planning regarding special categories for 216 Connecticut. She contacted David Sachs concerning parking in the 2010 master plan and she indicated that costs would be updated. She revealed that she would meet with Council in April instead of March. Chair Hill pointed out that the Town gave away trees and she questioned whether that inventory was available at no cost. Ms. Giesen stated that she would investigate.

Ms. Giesen discussed upcoming events and she distributed a handout that identified preliminary locations for memorial benches. She indicated that Mr. Sachs would provide recommendations. Chair Hill suggested starting with five benches and phase in additional benches as needed. Discussion was held concerning bench locations. Locations 1, 4, 6, 8, and 10 were identified as possibilities. Ms. Giesen stated she would forward the information to Mr. Sachs.

Chair Hill indicated the budget would have to be determined before discussing sponsorship details for the VIP event. Discussion was held concerning possible sponsors. *also*

Ms. Giesen revealed that she extended an offer to an applicant who would assist with marketing. She noted that the Administrative Assistant/Museum Associate would start March 16, 2015.

## V. COUNCIL LIAISON REPORT

Mayor Cereceda reported that the majority of Council supported 216 Connecticut.

## VI. MOUND HOUSE MUSEUM EXHIBIT UPDATE

### A) SEARCH Inc. Site Visit - Update

Ms. Giesen provided photos of SEARCH's progress. She reported that the kiosk was installed and they would provide staff training on March 17, 2015. The puzzles would be completed at SEARCH. Ms. Giesen was working on the tools and she indicated they needed to purchase a table. SEARCH was scheduled to return on April 6, 2015 and they would install plant ID signs.

### B) Calusa and Post Calusa Rooms - Graphic Panels and Exhibit Title

Ms. Giesen distributed examples of new graphic colors. She discussed changing the exhibit titles of the Calusa and Post Calusa rooms. Ideas included Settlers on the Shells for the Post Calusa room and Ancient Peoples in relation to the Calusa room.

### C) Plant ID Signs - completed and sent to fabricator Feb. 17 - installation date April 6, 2015

Mr. Giesen asked members to review locations for signs before installation.

### D) Orientation Video Update

Ms. Giesen stated she started the process to hire a narrator and she was starting on the story board. She indicated the projected date of completion was May, 2015.

E) Exterior Interpretive Signs

Ms. Giesen stated that she would revisit the titles and placement of the interpretive signs. Ms. Giesen reported that she was working with Ms. Rischitelli concerning a budget amendment for the museum store. Ms. Giesen noted the flooring for the Tudor-style kitchen was not original and could be sealed.

**VII. PUBLIC COMMENT**

A person mentioned using pavers for the parking lot instead of sand and shell.

**VIII. BOARD MEMBER COMMENTS**

Ms. Smith stated that it was great that everyone attended the Council work session.

**IX. UPCOMING MEETING DATES** - Thursday, March 12 at 2:00 p.m. and Thursday, March 26 at 2:00 p.m.

**X. ADJOURN**

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

**VOTE:** Motion passed unanimously.

Meeting adjourned at 3:53 p.m.

Adopted 3/26/15 with/without changes. Motion by \_\_\_\_\_  
(DATE)

Vote: \_\_\_\_\_ Signature: Barbara Hill

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