

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

Thursday, July 28, 2022

I. Call to Order

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

II. Pledge of Allegiance

III. Roll Call

Members present: Barbara Hill, Betty Simpson, Cheri Smith, Ceel Spuhler and Lorrie Wolf.
Excused: Bill Grace, Ellen Vaughan and Becky Werner
Town Staff: Cultural Parks & Recreation Director Alison Giesen
Town Council Liaison: Jim Atterholt

IV. Approval of Minutes – May 26 and June 24, 2022

Clarification: Coordinating efforts with both groups was the intent and she indicated that 90% of the Bay Oaks redevelopment project decisions were complete.

MOTION: CELCAB Member Simpson moved to approve the minutes of May 26, 2022, as amended; second by CELCAB Member Smith.

VOTE: Motion passed unanimously.

MOTION: CELCAB Member Smith moved to approve the minutes of June 24, 2022; second by CELCAB Member Wolf.

VOTE: Motion passed unanimously.

V. Public Comment

Mayor Murphy proposed naming the loop around the Mound House in honor of Dan and Ann Hughes.

VI. Establish Criteria for Mound House Naming Rights Policy

Chair Hill noted that they needed to create a naming rights policy and read a letter from Bill Grace regarding naming the loop after a person. Mr. Grace recommended adopting a policy of naming any areas within the national register's site to reflect the historic record. Chair Hill agreed with establishing a policy and brought up areas for naming, how long the name would exist and criteria for funding. Director Giesen provided a list of items outside the property that could be named. Items included the dock, observation pier, kayak launch, bird baths, gardens, picnic tables, bee habitat, outside benches, bike racks and sponsorship of programs and events.

Director Giesen stated there was no museum template for naming items and it was up to CELCAB to create established criteria. CELCAB Member Spuhler questioned whether the period room dedicated to Ann Hughes would remain. Director Giesen replied affirmatively.

CELCAB Member Spuhler pointed out that they named two oyster habitats after people. Chair Hill questioned creating a draft policy today since they just received Mr. Grace's letter. She discussed naming new items outside the Mound House. CELCAB Member Smith described her experience creating a founder's plaque with the Friends Group and noted it could be a complex process.

Director Giesen indicated that Mr. Grace was concerned that changing the name of Shell Mound Road would affect the address of the Mound House. Discussion was held regarding whether the road was considered historical. CELCAB Member Smith noted that the asphalt pathway around the garden was new and could be named easily. Chair Hill questioned creating funding categories for contributions to honor someone. Director Giesen will research whether the entire loop around the Mound House had historical integrity.

Mayor Murphy stated that he never contemplated naming rights, but he felt Mr. Hughes already paid for the honor and it was a gift from the Town for his family. He did not think it was appropriate to ask the family for money and did not believe the address of the Mound House would change. His vision was to add a small sign saying Hughes Loop or Hughes Lane around the Mound House to memorialize Mr. Hughes. Mayor Murphy described Mr. Hughes's many years of service to the community.

Liaison Atterholt discussed creating criteria for naming items after deceased people and honoring a former mayor instrumental in preserving the Mound House, which was a Town property. Director Giesen described Mr. Hughes's financial contributions over the years. Chair Hill discussed equitably recognizing founders. CELCAB Member Wolf felt naming the road would be a lovely tribute to Dan Hughes and his family. CELCAB Member Smith felt that naming areas after founders was a great way to honor them. CELCAB Member Wolf thought that honorariums would be discussed as they came up. Liaison Atterholt suggested that honorariums require that a person be deceased. CELCAB Member Spuhler cautioned that they had to come up with an idea that was not personal. Liaison Atterholt mentioned that honoring Mr. Hughes was unique because of his service to the Town and the Mound House. CELCAB Members agreed. Chair Hill questioned whether the name change would be in perpetuity.

Chair Hill tabled the naming rights policy for a future date to add to the Strategic Plan. She discussed how to determine a memorial opportunity from a naming opportunity. She mentioned that Newton Beach Park was named after residents who never contributed a penny to the Town.

Discussion was held regarding where to install the sign.

MOTION: CELCAB Member Smith moved to approve an honorary small, discreet sign at the entrance to the Mound House renaming Shell Mound Dr. to Ann and Dan Hughes Loop; second by CELCAB Member Spuhler.

VOTE: Motion passed unanimously.

VII. Review proposed Fee Schedule for Mound House and Newton Beach Park

Director Giesen provided comparables, noted fees had not increased in seven years and parking was free. Liaison Atterholt recommended that the resident's price not be increased. Director Giesen replied that the fee for residents increased by \$2.50. Chair Hill felt the cost for residents should be raised due to free parking and to encourage them to be members. She added that she wanted to be consistent with the proposed increased fees at BORCAB. Discussion was held regarding the town's budget. Liaison Atterholt discussed the ongoing cost to residents with guests.

Chair Hill commented that residents could purchase a membership and bring their guests for free. The majority of CELCAB Members supported keeping the price for residents at \$5.00. Director Giesen discussed offering current members an opportunity to bring visitors for free for a week in December. She indicated that she would like to offer free admission on the seventh anniversary of the Mound House.

VIII. Appoint a Member of CELCAB to Take Recommendations to Town Council at the August 1, 2022, Meeting at 9:00 a.m.

CELCAB Member Smith volunteered to report to Town Council.

IX. Director's Report

Director Giesen noted that the Mound House offered a new travel trip. She will be interviewed on August 9, 2022, for Isle Travel. Accreditation was ongoing and the organizational map assessment would be from February to December 2023. The stabilization unit was scheduled for September 18, 2022. She stated that the education manager position was open. Director Giesen was accepted to the Leadership League class, orientation was on August 24, 2022, and the program ran one day a week through November 16, 2022.

Town Manager Hernstadt thanked CELCAB Members for their stewardship and discussed the Town's budget.

X. Friends of Mound House Report – no report.

XI. Board Member Items and Reports

CELCAB Member Smith described positive feedback from students regarding the admission fee. CELCAB Member Sphuler questioned how schools were aware of the Mound House. Director Giesen replied that it was word of mouth.

CELCAB Member Wolf stated she would not be at the next meeting.

CELCAB Member Simpson invited members to attend the BORCAB meeting on August 2, 2022, at 9:00 a.m.

No items from other members.

XII. Public Comment – no public comment.

XIII. Future Meeting Date – September 22, 2022, at 3:00 p.m.

XIV. Adjourn

Chair Hill adjourned the meeting at 4:47 p.m.

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