

**Culture & Heritage
Board of Commissioners Meeting
February 23, 2015
5:00 PM
Museum of York County**

Approved: 03-23-2015

Person Presiding: David Plexico
Members Present: David Duncan, Dennis Getter, Ragin Craig, Leo Yakutis
Ex Officio Present: Nancy Craig, Carolyn Mendenhall
Staff Present: Carey Tilley, Barbara Ardrey, Teresa Armour, Cate Crane, Steve Fields, Latasha Richards, Nancy Sambets, Michael Scoggins, Richard Campbell
Others Present: County Attorney Michael Kendree

David Plexico called the meeting to order at approximately 5:00 PM.

Plexico noted that the first order of business was the approval of the draft minutes of the 01-26-2015 monthly meeting and called for a motion; Duncan so moved; Ragin Craig seconded; Tilley advised that he had made two nonmaterial changes to the minutes; Duncan amended his motion to accept the minutes with changes noted; Craig amended his second; a vote was taken and the motion passed unanimously.

Staff Presentation – Institutional Plan and Museum Code of Ethics

- Tilley gave a short introduction prior to the presentation. He explained that there are five core documents required for reaccreditation, the mission statement and collections policy which have been approved, the disaster preparedness plan which does not require commission approval and the Institutional Plan and Code of Ethics that are being presented tonight.
- Code of Ethics. Tilley began by presenting the Code of Ethics. He first reviewed three proposed additions/corrections to the Code as set forth on a separate sheet. The document was reviewed and discussed. Tilley recommended approval with changes noted.

Getter made a motion to accept the Code of Ethics as presented and submitted for approval this date including the document entitled Code of Ethics Policy Additions and Corrections to be added before final approval; Craig seconded; no further discussion; a vote was taken and the motion passed unanimously.

- Institutional Plan. Prior to beginning the presentation of the Institutional Plan, Tilley asked staff members constituting the senior management team to introduce themselves to the commission and tell how long they have been with the museums and how long they have worked in their respective fields. Staff was present to answer questions and offer further explanation if necessary.

[Note: County Attorney Michael Kendree arrived during the presentation shortly before 6:00pm.]

The Institutional Plan was thoroughly reviewed and questions were addressed throughout and following the presentation. Three minor typos were pointed out for correction.

Dennis Getter moved that the Commission approve the Institutional Plan for 2015-2018 as presented February 23, 2015, and minor typos, specifically on pages 12 and 15, can be corrected as they develop; Duncan seconded; no further discussion; all voted in favor and the motion passed unanimously.

[The Code of Ethics and Institutional Plan with corrections are posted on our website at www.chmuseums.org]

[Commissioners took a short break.]

Plexico moved to go into Executive Session for receipt of legal advice and discussion of contractual matter before the regular business meeting in order to accommodate Attorney Kendree's schedule; Getter seconded; all voted in favor and the motion passed unanimously.

Executive Session

- Receipt of legal advice
- Discussion of contractual matter

Reconvene to Open Session

Plexico announced that the meeting was back in open session and that no action was taken as a result of Executive Session.

Staff Reports and Information

Plexico announced that in the interest of time, Tilley agreed to forego presenting his report and the Commissioners agreed to read it at a later time.

[See full report attached hereto as Addendum "A".]

Committee Reports

- Finance Committee
 - Getter reported that the committee had not met.
 - He pointed out that the Financial Statements were in the board packets and we are in good shape.
 - Getter also advised that the budget process was about to begin again.
- Governance Committee
 - Ragin Craig reported that the committee did not meet.
 - Craig then advised that Commissioner Carlos Bryson had resigned from the Commission and asked Getter, as Secretary, to read his resignation, which came by way of text to Director Tilley. Getter made the following motion prior to reading the resignation.

Getter moved that the Commission accept the resignation of Carlos Bryson; Plexico seconded; no discussion; all voted in favor and the motion passed unanimously.

- Getter then read for the record Mr. Bryson's text message which read as follows: *"This is Carlos Bryson. I wanted to speak to Councilman Roddey first but I was not able to contact him. I will be sending in a formal resignation from the Council (Commission) tomorrow. It is based solely on my personal situation...."* Craig advised that the proper procedure for handling resignations according to Karen Brogdon, Clerk to Council, is to first send the letter to the Commission's Secretary and then on to the Clerk to Council.
- Collections Committee
 - Duncan noted there was nothing to report.
 - Tilley brought up the fact that a large portion of our archived documents are County records and it is our responsibility under the ordinance to take care of them but we need to clear up custody so it will be clear for AAM. If necessary, that can be handled by temporary custody or a loan which does not have to go through the Commission and that's how he suggested proceeding rather than having the Commission approve something that might or might not happen.

Old Business

- Update on 990
 - Tilley reported that the extension was filed – now due by May 15.
- Capital Projects Fund Advisory Committee
 - Getter reported that he had one person in mind and if anyone had someone to suggest, to get him the name.
- Vacant Positions
 - Short discussion on terms and who will be rotating off the Commission this year.

New Business

- None

Plexico moved to adjourn; Ragin Craig seconded; all voted in favor and the motion passed unanimously.

The meeting was adjourned.

**Prepared by: Barbara Ardrey
Submitted by: Dennis Getter, Secretary/Treasurer**

Addendum A

Culture and Heritage Museums Director's Report February 23, 2015

Mission: to communicate and preserve the natural and cultural histories of the Carolina Piedmont, inspiring a lifetime of learning.

CHC Commissioners,

We continue to be busy with major projects at the museums. We have been finalizing the self-study in preparation for AAM Re-accreditation which will need to be submitted by the end of this week. The questionnaire represents the culmination of the work of key staff over the past two years. It also incorporates decisions of the Commission during that time that have kept us on the right track. It is our opportunity to demonstrate our commitment and adherence to professional standards. The next step in the process will be the Peer Review site visit in July or August. Re-accreditation is not automatic but we do believe that we are in a good position to successfully complete the process.

Reaccreditation requires certain core documents including a Mission Statement, Code of Ethics, Institutional Plan, Collections Policy and Disaster Preparedness Plan. The Mission Statement and Collections Policy have already been approved and the Disaster Preparedness Plan does not require Commission approval. The Code of Ethics, which must address organizational values (already approved), general ethics and museum-specific issues will be presented for approval at tonight's meeting. This is a short four-page document that has been sent for your advance review. The staff will be presenting the Institutional Plan for approval this evening as well. A late draft has been sent to you in advance. Most of the elements of the plan that require board commitment have already been approved although the staff is recommending some changes that will be brought to the Commission's attention during the presentation. We have also added important required details to the Strategic Initiatives as well as a "Plan of Action" which is more tactical in nature.

Once the Re-accreditation Self-Study and the Institutional Plan are finalized, my attention will turn to preparing for the CHF/SDG Forensic Audit and then to final editing of the Interpretive Plan for Historic Brattonsville and formalization of the Capital Projects Plan. Both of these plans should be ready for presentation to the Commission in March or April.

On-site Visitation

Through January on-site visitation continues to be up at all sites over both last year and the average of the past three years. Monthly numbers were up at all sites but McCelvey. Historic Brattonsville, in particular had a strong showing, rebounding by 174% over a dismal January 2014. We are especially encouraged by a 182% improvement in School Group visitation over the same month last year. After a rough start, the School Group category at HB is only down 2% for the year. It is possible that we will see a decline in February when the final numbers are in, however, due to the extreme temperatures. Also of significance in January, Saturday attendance at the Museum of York County exceeded attendance on Sundays which are free. Our programming staff has been working hard to make Saturday's special and it is good to see that the public is responding.

Year-to-date On-Site Visitation Comparisons Through January 31st

	Overall	MYCO	HB	MSCM	McCelvey
YTD 2014-2015	49,114	17,119	16,249	13,918	1,828
YTD 2013-2014	44,974	16,044	15,028	12,248	1,654
Change from Previous Year	+4,140	+1,075	+1,221	+1,670	+174
% Change from Previous Year	+9.2%	+6.7%	+8.1%	+13.6%	+10.5%
Avg. of last 3 yrs.	43,135	14,376	15,774	11,385	1,600
Change from Avg.	+5,979	+2,743	+475	+2,533	+228
% Change Avg.	+13.9%	+19.1%	+3.0%	+22.2%	+14.2%

Membership and other Contributed Income

Our total of 1,206 members through January is up from 1,192 last month and 1,131 from this same time period last year. Income from our General members continues to rise and is up almost 16% from the first seven months of 2013-2014. General membership represents membership contributions of less than \$150 and constitutes a very strong level of broad-based support.¹ This number has risen steadily since FYE 2010 and is up 98% from January of that year. We are down on the higher categories of membership levels (Donor and Corporate) over that same time period. This drop does seem to be related to the changes in 2011. During the final two years before the old ordinance the Donor and Corporate categories averaged \$52,442 in income over a twelve-month period. During the past three full years, this average has fell to \$23,766. We are currently assessing non-member categories to see if individuals and corporations are now giving in other ways. We are planning to launch a corporate membership campaign that should recover some of this ground. We should also increase efforts to boost the "Donor" categories. I believe that both of these categories have strong potential to recover over the next few years; still, to put this issue into perspective, in FYE 2010 CHC fundraising expenses totaled \$315,348. In FYE 2014 the fundraising expenses totaled \$83,787. Looking beyond membership, total contributed income (excluding the annual county contribution and funds from CHF) totaled \$280,102 in FYE 2010 while in FYE 2014 this total was \$462,050.

Special Events and Programs

Special Events in January continued to be strong with Hog Butchering Days record of 485 visitors up 341% over last year's stormy endeavor. While not technically a special event, we are still awaiting the final numbers for "By Way of the Back Door" which we have been featuring Saturday's in February. You will have one more chance to experience this program on February 28th. The next major event at Historic Brattonsville is "Children's Day on the Farm" on March

¹ Moving forward we will use the term "General Membership" instead of "Retail Membership" to refer to categories under \$150 to be consistent with our collateral material and to reflect the fact that these memberships should be seen as contributions.

28th which set a site single-day record last year. Although the opening reception for “Art and Imagination in Children’s Literature” last week was not well-attended, the exhibition is now open to visitors and has been well-received. We kicked off the Southern Sound Series at McCelvey in January and have had two great shows so far featuring “Della Mae” and Ruthie Foster. Although neither show sold out, both were well-attended. Perhaps one of the greatest moments in the concert history of McCelvey was when Dub Massey and David Williamson of the *Friendship 9* joined Ms. Foster on stage to sing “Woke Up this Morning”. The series continues on March 7th with 2013 Grammy winners Steep Canyon Rangers and will close out on April 3rd with Sarah Jarosz. Tickets for Steep Canyon are almost gone.

Conclusion

I greatly appreciate the support and commitment of the Commission. Please feel free to contact me if you have any questions or comments.

Sincerely,

(submitted electronically)

Carey L. Tilley
Executive Director