Culture & Heritage Commission
Board of Commissioners Meeting
March 28th, 2017
6:00 PM
Historic Brattonsville
Approved: April 25th, 2017

Person Presiding: James Duncan
Members Present: Nancy Craig, Dale Dove, Craig Lentz, Jeff Lyon, Bessie Meeks
Members Absent: Penny Sheppard
Ex Officio Members Present: Rick Chacon, Carolyn Mendenhall
Ex Officio Members Absent: None
Staff Present: Carey Tilley, Sarah Lewis, Windy Cole, Kevin Lynch
Others:

Call to Order
The meeting was called to order at 6:09 PM by Chair James Duncan.

James Duncan called for a motion to approve the draft minutes of the February 28th, 2017 meeting; Jeff Lyon so moved; Nancy Craig seconded; no discussion followed; the motion passed unanimously.

Calendar Review
• Director Carey Tilley noted that the finance committee will need to meet regarding the budget for FY 2017-2018 prior to the April CHC meeting. The governance committee may want to meet as well to discuss the FY 2017-2018 organizational chart.

[Note: Craig Lentz arrived during the Calendar Review.]

Reports and Presentations
• Director’s Report
  o Director Carey Tilley reported that attendance through February is down slightly (0.7%) from this time last year, with all sites being up except for MYCO.
  o Membership income is still strong from the rate increase last May and the number of memberships is up 4% over last year. 37 memberships were sold at Children’s Day on the Farm.
  o The Steep Canyon Rangers show sold out and had a very positive audience response. The Steeldrivers will be the last concert of the Series on April 22nd.
  o Attendance at Harry Potter Science Saturday was down from last year with 945 visitors. The event was moved from February to March this may have had an effect on visitor
turnout. The overall visitor experience was more enjoyable with ticketed planetarium shows and fewer lines.

- Last year’s attendance at Children’s Day on the Farm broke a record for largest single day attendance at Brattonsville with 2,024 visitors. This year’s attendance is still being calculated, but the current count is over 2,300, a 15% increase over last year’s record.

[Note: See full copy of Director’s report attached to these minutes as Addendum “A”.

- Development/Volunteer Update – Windy Cole, Development Director
  - Windy Cole shared volunteer numbers and statistics with the Commission to clarify the numbers that were shared at the February meeting. Cole noted the importance of our volunteers and the work that they do in helping to create exceptional visitor experiences.
  - Cole shared the efforts that she has made to build relationships within the community as a means of acquiring sponsorships and increasing individual giving.
  - Director Carey Tilley emphasized that development is a package and shared a development income breakdown that included projections for the current year end based on income received and grants already awarded. We are in good shape this year because of success with grants. These include a grant from the National Park Service and several marketing grants. Membership is another area where we are doing well with development. There is room for improvement in individual giving and sponsorships. Planning timing for sponsorships will be integral moving forward. One challenge is to keep the cost of fundraising down and one way that we have done this is by combining the role of Volunteer Coordinator and Development Director. This is difficult given that both roles require more than 40 hours per week. Per the Institutional Plan the position will eventually be split, but this may need to be done sooner than planned. Tilley noted that overall the development package is doing well and we are up 32% over last year, up 19% over the second highest year during the past six years.
  - Nancy Craig asked if there had been any conversations with past contributors.
  - Cole shared that she was having some success in rebuilding bridges with past contributors. She noted that they would like specifics on what they can fund. She also shared plans to have a small gala at the Museum of York County in October with some commitments on table sponsorships.
  - James Duncan asked if the gala was set in stone. Cole noted that she still needed to work with the county attorney to work out the details of satisfying the county’s requirements. Discussion followed including discussion of community comments, county requirements, and sponsorships.

Committee Reports

- Finance Committee
  - Committee Chair Nancy Craig noted that the Finance Committee did not meet this month and that Carey has been working on the budget. Craig shared the financial
statements for February and noted that she did not see anything of concern. She also shared the capital and operating revenue and expenditures through the end of February. Tilley noted that the money to cover the encumbrances listed is in a deferred revenue account and money is transferred as invoices are received and paid.

- Collections Committee
  - Committee Chair Craig Lentz noted that the Collections Committee had no recommendations for accession or deaccession.

- Governance Committee
  - James Duncan shared an idea of having a short-term, informal ad hoc committee consisting of a couple of commissioners and a few members of CHM staff to brainstorm ways to engage with and recognize veterans. Tilley added that a veterans’ event would be very fundable, the biggest challenge will be staff time. He added that starting with an informal group would allow brainstorming before bringing anything back to the Commission in a public meeting. Discussion followed.

[Note: Dale Dove arrived during the above discussion.]

**Old Business**

- FFTC Grants
  - Tilley shared that he received word the previous day that the Foundation for the Carolinas had decided to go with the advisory board’s recommendation and support both projects: Phase II at Historic Brattonsville and Phase I at MYCO. The total amount approved is $1,067,090 and work on some of these projects can begin this year. A budget amendment will need to be made at the next meeting so that the money can be used this year. At MYCO this will include design and prep work that needs to be done prior to the renovation of the Elephant Hall. At Brattonsville this is specifically for the A/E work on the Homestead and Colonel Bratton House, the full preservation of the dairy and the original slave cabin, furnishings plans for the Colonel Bratton House and the Homestead House, the 1780 Farm and the Brick House Interpretation.
  - Craig Lentz asked if these projects would be documented. Tilley noted that the preservation team will be documenting what they do and why for future reference.

- Capital Projects Update
  - Tilley updated the Commission on the current capital projects (Phase I) at Historic Brattonsville including the Master Planning, Archaeology, Brick House Furnishings Plan, Finishes Analysis and Brick House Restoration.

[Note: Detailed updates on the above capital projects are included in the Director’s Report, which is attached to these minutes as Addendum “A”.]

- HB Brick House A/E
Tilley shared that only one proposal was received for the Brick House A/E RFQ, but it was a very good proposal from a very qualified team. The selection committee has recommended to Council to move forward with Liollio Architecture, PC and its team of consultants. Council has approved moving forward with negotiations. A contract will have to go back before Council before the contract is executed. Tilley asked the Commission if they would like the contract to come before the Commission before going back before Council. Discussion followed.

James Duncan called for a motion to enter Executive Session; Jeff Lyon so moved; Bessie Meeks seconded; no discussion followed; a vote was taken; all voted in favor and the meeting entered Executive Session.

Executive Session
Discussion of a contractual matter related to the Brick House A/E.

Reconvene to Open Session
Chair James Duncan announced that the meeting was back in Open Session.

Dale Dove moved that regarding contracts on items budgeted by the Commission the Executive Director has the authority to request bids, negotiate pricing and process, and accept bids subject to required Council approval without getting additional specific permission from the Commission; Craig Lentz seconded; no discussion; a vote was taken and the motion passed with all voting in favor.

Old Business (continued from above)
- Potential Position Changes 2016-17
  - Tilley reported that the proposed changes that were voted on at the February CHC meeting were approved by Council. These include eliminating the second part-time administrative assistant, eliminating the MYCO property manager, adding 10 hours to an interpreter position at MYCO, and adding a second integrated marketing coordinator. Tilley shared the updated organizational chart, approved by both the Commission and Council.

New Business
- The Commission had no new business.

James Duncan moved to adjourn; Dale Dove seconded; no discussion followed; a vote was taken, the motion passed unanimously and the meeting was adjourned.

Prepared by: Sarah Lewis
Submitted by: Nancy Craig, Secretary/Treasurer
Mission: to communicate and preserve the natural and cultural histories of the Carolina Piedmont, inspiring a lifetime of learning.

CHC Commissioners,
I would like to thank you once again for your support of the mission of the Culture and Heritage Museums. We continue to move the museums forward with our programming as well as work behind the scenes. The biggest news since our last meeting is that we have received notification that the Foundation for the Carolinas (FFTC) has approved our grant request of $1,067,990 for the Historic Brattonsville Interpretive Plan: Capital Projects Phase II and for the Museum of York County – Pleistocene Hall: Phase I.

Visitation through January 31st
Year-to-date overall visitation was down by just under 1% at the end of February. This decline is due to a major event at the Museum of York County (Harry Potter Science Saturday) that was held in February last year being moved to March this year. All three of the other sites are up from the year-to-date total of FYE 2016. With the exception of McCelvey (with a decline of less than 1%), all sites plus the combined total continue to outpace the average of the previous three years.

<table>
<thead>
<tr>
<th>Year-to-Date Visitation Totals through February 28th</th>
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<tbody>
<tr>
<td>YTD 2016-2017</td>
</tr>
<tr>
<td>YTD 2015-2016</td>
</tr>
<tr>
<td>Change from Previous Year</td>
</tr>
<tr>
<td>% Change from Previous Year</td>
</tr>
<tr>
<td>Avg. of last 3 yrs.</td>
</tr>
<tr>
<td>Change from Avg.</td>
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<tr>
<td>% Change from Avg.</td>
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</tbody>
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Membership through January 31st
Although not a record number, the membership total of 1,492 at the end of February is still up by 4% from last year and exceeds the average of the last three years by almost 19%. Membership income continues to show strong growth.


Membership Totals through February 28th

<table>
<thead>
<tr>
<th></th>
<th>Total Memberships at the end of Month</th>
<th>Total Membership Income</th>
<th>General Membership Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016-2017</td>
<td>1,492</td>
<td>$66,503.50</td>
<td>$62,383.50</td>
</tr>
<tr>
<td>2015-2016</td>
<td>1,431</td>
<td>$60,083.50</td>
<td>$53,273.50</td>
</tr>
<tr>
<td>Change From Prev. Year</td>
<td>+61</td>
<td>+6,420</td>
<td>+9,110</td>
</tr>
<tr>
<td>% Change from Prev. Year</td>
<td>+4.3%</td>
<td>+10.7%</td>
<td>+17.1%</td>
</tr>
<tr>
<td>Avg. of Prev. 3 yrs.</td>
<td>1,255</td>
<td>$52,513.56</td>
<td>$43,411.90</td>
</tr>
<tr>
<td>Change from Avg.</td>
<td>+237</td>
<td>+13,989.94</td>
<td>+18,971.60</td>
</tr>
<tr>
<td>% Change from Avg.</td>
<td>+18.9%</td>
<td>+26.6%</td>
<td>+43.7%</td>
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Foundation for the Carolinas Request
As stated earlier, the Foundation for the Carolinas has approved the grant requests for capital projects at the Museum of York County (MYCO) and Historic Brattonsville (HB). The award for MYCO will cover the design and preparation phase of the Pleistocene Hall exhibit including physical upgrades to the exhibit area while the HB award will provide funding for preservation of the original Slave House and Dairy, Architectural / Engineering work and development of a furnishings plan for the Col. Bratton House and Homestead, Interpretation of the Brick House, and construction of the 1780 Farm. Combined, the award will provide total funding of $1,067,990. These projects will be integrated into the existing capital projects schedule as appropriate and some projects will run concurrently with the Phase I efforts.

Historic Brattonsville Interpretive Plan
The current status of work on Phase I of the implementation of the Interpretive Plan is listed below:

- **Master Planning**: Stantec Consultants, Inc. is slightly behind schedule on their work with the Master Plan due to delays in completion of the survey. We also anticipate possible delays as additional areas needing archaeological assessment are identified as part of the process.

- **Archaeology**: We have received an electronic version of the final report on the two initial areas evaluated for archaeological significance. During this process a new site was identified dating from the early to mid-twentieth century. The archaeological team did not find that this site would qualify for the National Register due to poor integrity. Additional areas needing evaluation will be identified as Stantec develops the concepts for the Master Plan.

- **Brick House Furnishings Plan**: There is no new information to report on the Brick House Furnishings Plan as Chuck LeCount continues to work on the project according to schedule.
➢ **Finishes Analysis:** Keystone Preservation made great progress on their initial visit to HB last week collecting samples from the exterior and interior of the Col. Bratton House, Brick House, Homestead, and Assembly Hall. They now will begin the work of preparing samples in their lab and will send an update on their progress in two weeks.

➢ **Brick House Restoration:** We have completed the Request for Qualifications process for an A/E team to lead the remaining work on the Brick House. On March 20th the County Council approved the CHM’s recommendation to move forward with negotiations to contract with Liollio architects to conduct the work.

**Southern Sound Series / Friends of McCelvey**

Only one show is left in the 2017 season for the Southern Sound Series as the Steeldrivers come to the Lowry Family Theater at McCelvey on April 22nd. The Steeldrivers were awarded a Grammy of Best Bluegrass Album in 2016. The Steep Canyon Rangers performed on March 10th. Their sold-out show seemed to be the hit of the season.

**Harry Potter Science Saturday**

Harry Potter Science Saturday was another huge success on March 11th with 945 visitors. Although this total was down from last year, the event ran very smoothly with very strong approval ratings.

**Children’s Day on the Farm**

Although we are still awaiting final numbers, Children’s Day on the Farm broke the HB single-day attendance record set last year with over 2,200 people in attendance. The weather was perfect and the HB staff and volunteers along with the Friends of HB on concessions did an exceptional job with our visitors.

**Conclusion**

Thank you again for your continued service and support. I hope you to see you at some of our upcoming events including “Sheep Shearing Day” at HB on April 10th, “Ask the Astronaut” at MYCO (with astronaut Tom Jones) on April 12th, and our major events “Earth Day Birthday” at MYCO on April 22nd and “Liberty or Death!” at HB on May 20th and 21st. A more complete listing of recent and upcoming events follows this report. Ask Windy about ways to volunteer!

Sincerely,

(submitted electronically)

Carey L. Tilley
Executive Director
Culture and Heritage Museums
Recent and Upcoming Events

Recent Programs and Events (February 1st through March 28th)

- Feb 4th @ HB By Way of the Back Door (Each Saturday in February)
- Feb 11th @ MYCO Hands-On Science: For the Birds
- Feb 17th @ MSCM Parent’s Night Out
- Feb 18th @ MYCO Great Backyard Bird Count
- Feb 18th @ McClv The Suffers – Southern Sound Series
- Feb 25th @ MYCO Become a STEAM Bird Sleuth
- Mar 5th @ MSCM Suess-a-thon
- Mar 10th @ McClv Steep Canyon Rangers – Southern Sound Series
- Mar 11th @ MYCO Harry Potter Science Saturday
- Mar 18th @ MYCO Birds of a Feather Stitch Together – Hand Embroidery Class
- Mar 25th @ HB Children’s Day on the Farm

Upcoming Programs and Events (March 29th through May 31st)

- March 29th @ MSCM Wee Wednesday (Weekly through May)
- April 1st @ MYCO School of Hard Rocks: Geology Workshop
- April 1st @ HB War on the Homefront
- April 8th @ HB Sheep Shearing Day
- April 8th @ MYCO Hands-On Science: For the Birds
- April 12th @ MYCO Have Lunch with an Astronaut
- April 12th @ MYCO Ask the Astronaut Talk – Q & A and Book Signing
- April 15th @ HB Walt Schrader Trails Open (Third Saturday of each month)
- April 22nd @ MSCM Froggy Friends
- April 22nd @ McClv The Steeldrivers – Southern Sound Series
- April 29th @ MYCO Earth Day Birthday – Your Community. Your Earth.
- May 13th @ MYCO Micro Bacterial Benefits
- May 14th @ MSCM Mother’s Day at Main Street Children’s Museum!
- May 20 & 21st @ HB Liberty or Death! Revolutionary War in the Carolinas