

Culture & Heritage Commission  
Board of Commissioners Meeting  
July 26, 2016  
6:00 PM  
Museum of York County

Approved: 08-23-2016

Person Presiding: James Duncan, Chair  
Members Present: Nancy Craig, Jeff Lyon, Bessie Meeks, Penny Sheppard, Craig Lentz, Dale Dove  
Members Absent: None  
Ex Officio Members  
Present: Carolyn Mendenhall  
Ex Officio Members  
Absent: Rick Chacon  
Staff Present: Carey Tilley, Barbara Ardrey  
Others: County Attorney Michael Kendree

### Call to Order

The meeting was called to order at 6:00 PM by Chair James Duncan. Duncan noted that Dale Dove and County Attorney Kendree advised that they would be arriving later.

**Duncan moved to approve the minutes of the June 28, 2016, meeting as presented; Penny Sheppard seconded; no discussion; a vote was taken and the motion passed unanimously.**

### Calendar Review

At the Chair's request, Carey reported on the MYCO and MSCM stakeholders meetings. MYCO had a small group in attendance that were involved and interested. No external stakeholders came to the meeting at the Children's Museum although the staff was well prepared.

Duncan asked that the September 15, 2016, Finance Committee meeting be added to the calendar.

### Staff Reports and Information

- Report of Executive Director
  - Tilley noted that he will be preparing a year-end report but he is waiting for the final numbers.
  - Record year as far as attendance. We ended the year with over 97,000 visitors, which is up from 85,000 last year. MYCO was way up this year and the Children's Museum was also up significantly. Brattonsville is up for the year at about 3%. McCelvey was down overall probably because of slightly lower concert attendance but on-site research was up.
  - Regarding Development, Windy Cole is now officially the Development Director, but will continue her volunteer coordination duties with help in the form of a new position at HB

- Interpreter with Volunteer Focus. Alison Gray is now full-time as Membership/Contributions Coordinator. Membership is up 19% from last year.
- Work at HB continues although it is still preliminary. The 1780 Farm Interpretive Plan is finished. We are in discussions now with County Purchasing to complete the review of our RFQ/REP for Master Planning as soon as possible. In the meantime we are continuing work in several other areas such as Invitation for Bids for comprehensive Paint Analysis, obtaining quotes for preliminary engineering report on the Brick House, preparing specifications for pre-master-planning portion of Archaeological work, and defining boundaries to be used in the expansion of the National Register District.
- Tilley reviewed upcoming events.

[Note: See complete report attached to approved minutes as Addendum “A”.]

- Committee Reports

- Finance Committee
  - Nancy Craig reported that the Finance Committee did meet last week. The budget was discussed. We are in a transition period in that we are trying to close out 2016 and open up 2017.
  - Craig noted that the statement in the packets is preliminary. She advised that she will not ask for any more June statements and just let the audit act as the final. She will watch closely.
  - The committee did discuss the simple preliminary report that Carey came up with separating operating budget from capital projects and decided to dispense with it for June and continue it in July.
  - Tilley noted that on the revenue side of the statement under Other Governmental Income, YTD Revenue says zero. He stated that this item represents reimbursement grants for marketing expenses and we don't get the money until we submit a request at year-end. Combined they should be around \$60,000.
- Collections Committee
  - Craig Lentz reported that there were no Recommendations for Accession nor Deaccession to be considered and he noted that the next formal Collections meeting is on August 11.
- Governance Committee
  - In Dove's absence, Tilley reported that the language to allow staggered terms for the CHC members has had a second reading by Council. Once the third reading goes through Council, we will need to make a By-Laws change. Tilley suggested using whatever language they used in the County Ordinance and put that in as the By-Laws change. That will require seven days notice.

[Note: Dale Dove arrived at meeting.]

- Nancy Craig suggested using this as a good time to tweak our By-Laws. Duncan asked that any changes/comments be forwarded to him or Carey.

- Old Business
  - Institutional Planning Update
    - Tilley pointed out the letter from AAM commended CHC for the work done so far and reminded us that the financial measures and metrics were still due.
    - Tilley noted we are on track and the deadline is December 12 but he would still like to get something in front of the Commission by September.
  - Carolina Thread Trail
    - Their attorney is reviewing the document.
    - They did receive a \$100,000 grant to put the trail through our property. The archaeology piece can come out of that \$100,000.
  - AC Repairs/Replacement
    - All AC units at MYCO are repaired, as of today, except for the one in the auditorium and we are going forward with that. Fortunately we have the money and will not be asking to use the fund balance.
  - FFTC Meeting
    - Tilley noted that he and Dale Dove had talked about getting together with the Foundation for the Carolinas Advisory Board just to get acquainted and maybe we could do a presentation of the Interpretive Plan at HB since that involves so much of the current funds.
    - The FFTC staff is in favor of the idea and now we just need to find a time – probably not in August but possibly September.
    - Times and dates were discussed. It was decided to set a date on a Tuesday that we do not meet (preferably second or third) and let those who can come come.

[Note: Michael Kendree arrived during the above discussion.]

- Comprehensive Relicensing Agreement Catawba-Wateree Hydro Project
  - Michael Kendree reported that there are five components to the Agreement that the stakeholders are being asked to approve: 1) change in flow from 6,000 to 3,000 cubic feet per second; 2) funding for Wateree access area; 3) funding for boat ramp in Mecklenburg County; 4) Lake Wateree request for technology flexibility that Duke Power made which allows them to use a different kind of water level management; and 5) raise the levels to lakes as a drought control mechanism.
  - Kendree explained that each stakeholder has a designated representative – Carey being the representative for the CHC – and they would like Carey to be authorized to sign this amendment proposal. The County Council had already approved as a separate stakeholder.

**Dove moved to give Carey Tilley authority to vote in favor of the Comprehensive Relicensing Agreement for the Catawba-Wateree Hydro Project; Bessie Meeks seconded; there was discussion about environmental effects – no adverse effects on us; all voted in favor and the motion passed unanimously.**

**Craig Lentz made a motion to go into Executive Session for discussion of a legal matter; Dale Dove seconded; no discussion; a vote was taken and the motion passed unanimously.**

**Executive Session**

- Discussion of legal matter

**Reconvene to Open Session**

Duncan noted that the meeting was back in open session and that no action had been taken as a result of Executive Session. Duncan then called for a motion to adjourn the meeting.

**Penny Sheppard so moved; Craig Lentz seconded; the motion passed with all voting in favor.**

Prepared by: Barbara Ardrey

Submitted by: Nancy Craig, Secretary/Treasurer

### Culture and Heritage Museums Director's Report July 26<sup>th</sup>, 2016

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

#### CHC Commissioners,

Fiscal Year 2015-2016 marked a banner year for the Culture and Heritage Museums. The critical areas of attendance, membership, and earned income are all up significantly. Further details are offered below. As the financial data and other numbers are finalized, I will be preparing a more formal Year-End Report to present to you in the near future. As we move into the new fiscal year our outlook looks promising. We have a budget that is fiscally responsible while still allowing room for growth. Funding is in place to address significant capital needs and opportunities. We will continue to plan and market programs that facilitate sustaining the strong growth of recent years but we will also turn our attention more pro-actively to addressing the preservation needs of our material resources. As ongoing Institutional Planning proceeds, we are creating a road map that unites us as an organization and provides a clear direction for our future that is supported by our stakeholders.

Our busy summer programming schedule continues with the popularity of “Dinosaur Revolution Maze” and related activities at the Museum of York County (MYCO). Historic Brattonsville (HB) hosted two events to kick off the year: “Independence Day Celebration” and “The Battle of Huck’s Defeat Reenactment”. Although attendance was down at each event due to the heat, a combined total of over 1,000 came out for the experience. At McCelvey we presented great performances by the Cottonwood Bluegrass Band and the Peasall Sisters. The Main Street Children’s Museum (MSCM) continued to provide a great escape from the heat with high daily attendance, PLAYcation Day Camp, and special programming every Tuesday.

Behind the scenes work continues on our Institutional Plan as we continue to seek community input. We have hosted meetings at HB, MYCO, and MSCM. Although attendance has not been large, it has provided a great opportunity for input from some of our most active volunteers and supporters. The meeting for the McCelvey Center will be this coming Thursday (July 28<sup>th</sup>) at 6:00. In related news, we have received a response to our re-accreditation progress report from the American Association of Museums commending us on our progress to date and reminding us of pending tasks related to the financial plan and metrics. The due date for our final re-accreditation report will be December 12<sup>th</sup> and we are ahead of schedule in hitting that target.

#### **2015-16 Annual Visitation**

We ended the year with a new high in combined attendance at our four sites. Capped by the single highest monthly total on record at MYCO we ended the year with over 97,000 visitors – exceeding earlier projections by two thousand. Attendance at each of our three major visitation sites represented the highest total in at least five years. The total rose at Historic Brattonsville for the third straight year while both MYCO and the Main Street Children’s Museum (MSCM) have been trending upward each of the past five years. MYCO’s visitation total of 37,955 is the highest on record and represents a 24%

increase over last year and a 50% increase from 2012. Only McCelvey which represents only 3% of all visitors saw a decline last year. While attendance at the concerts at McCelvey was down slightly in 2015-16, on-site research, albeit a smaller number, followed the trend of the other museums and set a new record at 1,208.

**Year-to-Date Visitation Totals through June 30<sup>th</sup> (Year-End)**

	<b>Overall</b>	<b>MYCO</b>	<b>HB</b>	<b>MSCM</b>	<b>McCelvey</b>
YTD 2015-2016	<b>97,532</b>	37,955	28,627	27,813	3,137
YTD 2014-2015	<b>85,778</b>	30,682	27,828	23,745	3,523
Change from Previous Year	<b>+11,754</b>	+7,273	+799	+4,078	-386
% Change from Previous Year	<b>+14%</b>	+24%	+3%	+17%	-11%
Avg. of last 3 yrs.	<b>79,760</b>	28,992	26,423	20,955	3,390
Change from Avg.	<b>+17,772</b>	+8,963	+2,204	+6,858	-253
% Change from Avg.	<b>+22%</b>	+31%	+8%	+33%	-7%

**Development News**

With the new fiscal year, it is official. Windy Cole is now our new Development Director and Alison Gray has moved to full-time as our Membership/Contributions Coordinator. In September, Windy will be attending Principles and Techniques of Fundraising. This course offered by the Lily School of Philanthropy is an intensive four-day class that has become known as one of the premier fundraising courses in the Nation. Windy’s duties will continue to include Volunteer Coordination but she will have significant help in this area with the addition of the “Interpreter with Volunteer Focus” position added at HB. We are currently in the interviewing process for this position.

We ended the 2015-2016 fiscal year with a record 1,501 memberships. While the net rise in the total for June was only one more than at the end of May with expirations, renewals and new members, it still represented an increase in 20 of the last 22 months. More importantly, the year-end total marks a 19% increase over the membership total at the close of 2014-2015. The strongest area of increase continues to be the General Membership levels which have produced 32% more income than last year. Overall Membership Income is up 20%.

**Membership Totals through June 30<sup>th</sup> (Year-End)**

	<b>Total Memberships</b>	<b>Total Membership Income</b>	<b>General Membership Income</b>
2015-2016	1,501	\$95,900	\$85,450
2014-2015	1,262	\$79,639	\$64,894
Change From Prev. Year	+239	+\$16,261	+\$20,556
% Change from Prev. Year	+19%	+\$20%	+\$32%

### **Historic Brattonsville Interpretive Plan**

Work continues on the implementation of our Interpretive Plan at Historic Brattonsville. The 1780 Farm Interpretive Plan has been finalized. We anticipate that the review of our RFQ/RFP for Master Planning by York County Purchasing will be completed this week. At the same time the pace is picking up in other areas. The Invitation for Bids for the comprehensive Paint Analysis has been prepared and is ready to submit to the Purchasing Department. We are also in the process of obtaining quotes for an important preliminary engineering report on the Brick House. At the same time, we are in the process of preparing specifications for the pre-master-planning portion of the Archaeological work to be done. Finally, we are moving forward with defining the boundaries to be used in the expansion of the National Register District boundaries.

### **Conclusion**

As we complete the first year of the new Commission, I would like to thank you once again for your belief in and support of the mission of the Culture and Heritage Museums. It has been a strong year and we hope it is just an indication of what is yet to come. I would request that you save the date for some important upcoming events. The aforementioned Community Meeting at McCelvey is on Thursday. "Countdown to Kindergarten", our largest event of the year at the Main Street Children's Museum is on August 4<sup>th</sup>. This event gives us a chance to reach out to the community as we work with partners to prepare rising Kindergarteners for the coming year. On August 9<sup>th</sup> we will be celebrating the 250<sup>th</sup> anniversary of the Bratton Purchase of the first 200 acres of their property at Historic Brattonsville with special activities on "Deed Day". Also, it is not too early to save the date for big events in September. On the 18<sup>th</sup> we will host an "Afternoon with Natalie Dupree" at MYCO. Tickets are \$20 for members and \$25 for non-members. Major events at HB in September include "By the Sweat of our Brow" (September 10<sup>th</sup>) and the "Piedmont Pottery Festival" (September 24<sup>th</sup>). I hope you will mark your calendars and make it to as many of these events as possible. A more complete list of recent and upcoming events and special programs is included at the end of this report. More details are available at [www.chmuseums.org](http://www.chmuseums.org).

Thank you once again for your service to the Culture and Heritage Museums.

Sincerely,

*(submitted electronically)*

Carey L. Tilley  
Executive Director  
Culture and Heritage Museums

### **Recent Programs and Events (June 1<sup>st</sup> through July 25<sup>th</sup>)**

- |                         |        |   |
|-------------------------|--------|---|
| ➤ June 7 <sup>th</sup>  | @ HB   | Time Travel Tuesday (Weekly through July 26 <sup>th</sup> )           |
| ➤ June 7 <sup>th</sup>  | @ MSCM | Tuesdays at Two (Weekly through July 26 <sup>th</sup> )               |
| ➤ June 9 <sup>th</sup>  | @ HB   | Windows into the Past: Antebellum Education                           |
| ➤ June 9 <sup>th</sup>  | @ MSCM | PLAYcation (Day Camp recurring weekly through July 21 <sup>st</sup> ) |
| ➤ June 11 <sup>th</sup> | @ MYCO | Dinosaur Family Day (opening of <i>Dinosaur Revolution</i> )          |

- June 11<sup>th</sup> @ McCelvey Cottonwood Bluegrass Band (Grand Ole McCelvey Series)
- June 15<sup>th</sup> @ MYCO Wonderful Wednesdays: Dive into Dinosaurs
- June 16<sup>th</sup> @ HB Windows into the Past: Pewtering
- June 19<sup>th</sup> @ MSCM Father's Day!
- June 22<sup>nd</sup> @ MYCO Wonderful Wednesdays: Fabulous Fossils
- June 23<sup>rd</sup> @ HB Windows into the Past: Collections
- June 24<sup>th</sup> @ MYCO Dino-Mite Fridays: Junior Paleontologists
- June 28<sup>th</sup> @ HB Time Travel Tuesdays (Weekly through July 26<sup>th</sup>)
- June 28<sup>th</sup> @ MSCM Tuesdays at Two (Weekly through July 26<sup>th</sup>)
- June 29<sup>th</sup> @ MYCO Wonderful Wednesdays: Create-a-saurus: Art Day
- June 30<sup>th</sup> @ HB Windows into the Past: Benjamin Franklin
- June 30<sup>th</sup> @ MSCM Playcation (Day Camp recurring weekly through July 21<sup>st</sup>)
- June 30<sup>th</sup> @ HB Community Presentation: HB Strategic Planning
- July 4<sup>th</sup> @ HB Independence Day Celebration
- July 6<sup>th</sup> @ MYCO Wonderful Wednesdays: The Piedmont Rocks
- July 7<sup>th</sup> @ MYCO Community Presentation: MYCO Strategic Planning
- July 8<sup>th</sup> @ MYCO Dino-mite Fridays: Minerals & Rocks of the Carolina Piedmont
- July 8<sup>th</sup> @ McCelv. Grand Ole McCelvey: Peasall Sisters
- July 9<sup>th</sup> & 10<sup>th</sup> @ HB Battle of Huck's Defeat Re-enactment
- July 13<sup>th</sup> @ MYCO Wonderful Wednesdays: "When Meteor's Came Down"
- July 14<sup>th</sup> @ HB Windows into the Past: Civil War
- July 14<sup>th</sup> @ MSCM Community Presentation: MSCM Strategic Planning
- July 20<sup>th</sup> @ MYCO Wonderful Wednesdays: No Bone Zone
- July 21<sup>st</sup> @ HB Windows into the Past: Fiber Arts
- July 22<sup>nd</sup> @ MYCO Dino-mite Fridays: Astronomy

- 54 Schools and other Groups visited the museums between June 1st and July 25th (45 of these groups were self-guided).

### Upcoming Programs and Events (July 26<sup>th</sup> through August 31<sup>st</sup>)

- July 26<sup>th</sup> @HB Time Travel Tuesdays (Weekly through July 26<sup>th</sup>)
- July 27<sup>th</sup> @ MYCO Wonderful Wednesdays: "Walking with Dinosaurs"
- July 28<sup>th</sup> @ HB Windows into the Past: The Uncommon Bond of Julia & Rose
- July 28<sup>th</sup> @ McCelv Community Presentation: McCelvey Strategic Planning
- Aug. 2<sup>nd</sup> @ HB Brattonsville Teacher Preview Day
- Aug 4<sup>th</sup> @ HB Windows in the Past: Ag & Animals
- Aug 4<sup>th</sup> @ MSCM Countdown to Kindergarten
- Aug 7<sup>th</sup> @ MYCO Photography Class
- Aug 9<sup>th</sup> @ MSCM PLAYcation Camp
- Aug 9<sup>th</sup> @ HB Deed Day!
- Aug 17<sup>th</sup> @ MSCM Wee Wednesdays (Weekly through May)
- Aug 20<sup>th</sup> @ HB Walt Schrader Trails open for Horseback Riding

- 16 Schools and other Groups are scheduled through the end of August.