

**Culture & Heritage Commission
Board of Commissioners Meeting
August 23, 2016
6:00 PM
Museum of York County**

Approved: 09-27-2016

**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, Rick Chacon
Ex Officio Members
Absent: None
Staff Present: Carey Tilley, Barbara Ardrey, Sarah Lewis, Cate Crane, Teresa Armour**

Call to Order

The meeting was called to order at 6:00 PM by Chair James Duncan.

Penny Sheppard moved to approve the minutes of the July 26th, 2016 meeting as presented; Craig Lentz seconded; no discussion; a vote was taken and the motion passed unanimously.

Calendar Review

Carey suggested pushing back presentation of Institutional Plan until the October meeting; discussion followed; all agreed.

Staff Reports and Information

- Report of the Executive Director
 - Carey updated the Commission on the state of the Institutional Planning process and the Historic Brattonsville Interpretive Plan. Community stakeholder meetings have been completed successfully, especially at the McCelvey Center where 39 community members were in attendance. The Request for Proposals for the HB Interpretive Plan was posted and the bids will open on September 8th.
 - Visitation continues to grow; MYCO did extremely well in July with the highest monthly attendance in any of our records for any site.
 - Development News/Update, included that membership continues to grow, rising for the 11th straight month. Tilley reported on grants received and that Michael Scoggins is

working with the National Park Service on setting up an assistance award of \$40,000 to assist with the digitization of records.

- Upcoming events include 'By the Sweat of Our Brows' at Historic Brattonsville on September 10th and 'An Afternoon with Nathalie Dupree' at the Museum of York County on September 18th.

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

- Staff Presentations

- Cate Crane, Site Manager for the Museum of York County and Main Street Children's Museum reported that visitation at both sites continues to grow. This fiscal year MSCM served 27,813 visitors. In June and July, MYCO had record attendance, serving 4,865 visitors in June and 4,988 visitors in July.
 - Crane shared the major changes at MYCO since 2010 that have contributed to this success. In 2010 the Naturalist Center opened and is staffed continually when open; in 2012 the planetarium was renovated and now provides programming 5 days a week; and this past year MYCO added annual special events such as Harry Potter Science Saturday and Spooky Science and hosted the Dinosaur Revolution Maze exhibition.
 - Crane noted that the keys to this continued success are consistent high-quality visitor experiences, engaging educational programs, excellent front-line staff and changing/new visitor experiences which include mission-based traveling exhibitions.
 - Questions/comments were taken at the end of the presentation.
- Teresa Armour, Exhibits Manager, proposed two interactive traveling exhibitions for the summer of 2017 and 2018. Smokey Bear and Woodsy Owl: Home Sweet Home is green-designed and has a target audience of children age 2-12. The rental fee for this exhibit is \$25,000 for the 3-month venue and is available for the summer of 2017. Amazing Butterflies is an interactive maze that is available for the summer of 2018 and has a rental fee of \$40,500.
 - Armour requested that the board consider transferring funds in the amount of \$25,000 to cover the \$10,000 deposit fee for Amazing Butterflies and the \$15,000 deposit fee for Home Sweet Home. The remaining cost of these exhibitions will come out of the exhibits budget in the fiscal years in which the exhibits run.
 - Questions/comments were taken at the end of the presentation.

[Note: Dale Dove arrived at meeting at 6:50 PM.]

Committee Reports

- Finance Committee

Nancy Craig moved to transfer the \$25,000 from the Administrative Contingency Fund to the Contractual Exhibits account in the Exhibition Budget for the purpose of the down payments for two traveling exhibits for fiscal years 2018 and 2019; Craig Lentz seconded; discussion followed; all voted in favor; motion passed unanimously.

- Nancy Craig stated no financial report; still in transition; postponed report until next month.
- Collections Committee
 - Craig Lentz reported no recommendations for accession nor deaccession this month. Collections committee is working on updating the Collections Plan.
- Governance Committee
 - Craig Lentz had questions about the by-laws change and the wording of the length of committee terms.
 - Carey Tilley reported that the ordinance from the County Council regarding staggered terms for CHC had passed and that the language used in the county ordinance regarding the terms of CHC Commissioners needs to be integrated into the CHC by-laws. Director Carey Tilley will work on a draft of new by-laws to present to the commission.

Old Business

- Institutional Planning Update
 - Tilley reported that there is still a lot of work to do on the technical pieces that will involve coordination between departments; will push back presentation of the Institutional Plan to October.

New Business

- Exhibits funding covered earlier.

Chair James Duncan recused himself.

Craig Lentz made a motion to adjourn to Executive Session for discussion of a legal matter; Jeff Lyon seconded; no discussion; a vote was taken and the motion passed unanimously.

Executive Session

- Discussion of legal matter.

Reconvene to Open Session

Dale Dove announced that the meeting was back in open session and that as a result of Executive Session, the following motion was made.

Penny Sheppard moved to instruct Executive Director Tilley to appeal the decision of the Planning Department regarding the use and subdivision of the Clawson property adjacent to the Historic Brattonsville property in its decision of August 2, 2016; Craig Lentz seconded; no further discussion; all voted in favor; motion passed unanimously.

Dale Dove called for a motion to adjourn; Bessie Meeks so moved; Jeff Lyon seconded; the motion passed with all voting in favor and the meeting was adjourned.

Prepared by: Sarah Lewis

Submitted by: Nancy Craig, Secretary/Treasurer

Addendum A

Culture and Heritage Museums Director's Report August 23rd, 2016

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

CHC Commissioners,

In July we completed the first month of our new fiscal year. Overall visitation continues its upward trend. July's attendance total of 4,988 at MYCO not only broke last month's record by 755 visitors, it represented the new highest monthly attendance total of any site in our records. Dinosaur Revolution Maze, which has been an important driver of the strong numbers, will continue through September 10th. As the school year begins we do expect the pace to slow down some – until the school groups return in force in October.

Institutional Planning

On July 28th we held the last of our planned Community Presentations to discuss the Institutional Plan at McCelvey. With 39 stakeholders present, we received a very positive response and great feedback. I also had the opportunity to give a brief overview of the Institutional Plan as it relates to McCelvey Center to the County Council on August 15th. Internally, staff continues to work on the more technical elements of the Institutional Plan. In addition to action steps for implementation, we will identify for each strategy associated site, project coordinator, target completion date, required resources, estimated new costs, sources of funding, and measures of success. In addition staff is beginning to synthesize stakeholder input and identify items that may impact our operating budget over the next three to five years to help firm up our financial planning. Because of the logistics of coordinating staff meetings to fully address key issues we would like to postpone the presentation of the finalized Institutional Planning Document until October. This will still give plenty of time to address any concerns of the Commission before the submittal of our final report to AAM in December.

Historic Brattonsville Interpretive Plan

The Request for Proposals for Master Planning is currently posted. It is scheduled to close on September 8th. We will follow with selection of a planning team and their recommendation to County Council within the next few weeks. We have also solicited quotes from two respected consulting firms to perform the first phase of the archaeology that will be needed to finalize the Master Site Plan. We still need to request a third proposal. Our Preservation Specialist, Joe Mester, has begun writing a Request for Qualifications for an Architect/Engineer to guide us through the work on the Brick House.

Visitation through the First Month

July was a very strong month in overall attendance boosted by MYCO's record attendance and the steady growth at the Main Street Children's Museum. McCelvey also rose with the Peasall Sisters offering an atypical July performance. Only Historic Brattonsville was down with due to the lower numbers at Independence Day and Huck's Defeat.

Year-to-Date Visitation Totals through July 31st

	Overall	MYCO	HB	MSCM	McCelvey
YTD 2016-2017	10,676	4,988	2,215	3,122	351
YTD 2015-2016	9,856	4,233	2,596	2,883	144
Change from Previous Year	+820	+755	-381	+239	+207
% Change from Previous Year	+8%	+18%	-15%	+8%	+144%
Avg. of last 3 yrs.	9,313	3,720	2,939	2,489	164
Change from Avg.	+1,363	+1,268	-724	+633	+187
% Change from Avg.	+15%	+34%	-25%	+25%	+114%

Development News

Windy and Alison continue to work hard in Development. We are proud to announce Windy will now have help in her Volunteer efforts with the addition of Jayme Benton as the new “Interpreter with Volunteer Focus” at HB. In other news, we have submitted a reimbursement request for \$63,789 in fulfillment of our 2015-16 Marketing Grants from the state and County. As discussed in an earlier report we have been approved for \$99,896 in this fiscal year. In addition, we have received \$3,750 from Publix for *Countdown to Kindergarten*, *Harry Potter Science Saturday*, and *An Afternoon with Nathalie Dupree*. We have also received \$1,500 from “First Steps”. Michael Scoggins is in the final stages of securing a \$40,000 Federal Assistance Award from the National Park Service to digitize significant historic records.

Membership continues to grow in both number of memberships and income. Membership rose for the eleventh straight month and has now been up from the previous month in 22 of the past 24 months. July, which is historically a strong month, was up 8% in income from July of last year. The major growth area continues to be General Income.

Membership Totals through July 31st

	Total Memberships at the end of Month	Total Membership Income	General Membership Income
2016-2017	1,512	\$ 11,263.50	\$10,713.50
2015-2016	1,304	\$ 10,440.00	\$7,970
Change From Prev. Year	+208	+\$ 823.50	+\$ 2,743.50
% Change from Prev. Year	+16%	+8%	+34%
Avg. of Prev. 3 yrs.	1,221	\$8,413.40	\$ 6,540.06
Change from Avg.	+291	+\$ 2,850.10	+\$ 4,173.44
% Change from Avg.	+24%	+34%	+69%

Conclusion

As most of you have heard by now, Barbara will be retiring on August 31st. I have relied heavily on Barbara as my Administrative Assistant since shortly after my arrival here and she is one of the unsung heroes of our recent success over the past few years. Not only does she keep me organized and heading to the right meetings, she has provided valuable advice that is informed by her eighteen years of experience with the museums and in-depth knowledge of our community. We wish Barbara well in her retirement and hope to see her often in her new role as volunteer.

As tough as it is to lose Barbara, we are excited to announce that she will be passing the torch to Sarah Lewis who will officially begin her role as Executive Assistant on September 10th. Sarah brings unique expertise to the position with an MA in Museum Studies from George Washington University and an outstanding performance record as a CHM employee over the past couple of years.

In closing, I would like to encourage you to attend some of our upcoming events including “By the Sweat of Our Brows” at Historic Brattonsville on September 10th, and “An Afternoon with Nathalie Dupree” at MYCO on September 18th. A list of recent and upcoming events follows this report.

Once again, I 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 (July 1st through August 23rd)

- July 4th @ HB Independence Day Celebration
- July 6th @ MYCO Wonderful Wednesdays: The Piedmont Rocks
- July 7th @ MYCO Community Presentation: MYCO Strategic Planning
- July 8th @ MYCO Dino-mite Fridays: Minerals & Rocks of the Carolina Piedmont
- July 8th @ McCelv. Grand Ole McCelvey: Peasall Sisters
- July 9th & 10th @ HB Battle of Huck's Defeat Re-enactment
- July 13th @ MYCO Wonderful Wednesdays: "When Meteor's Came Down"
- July 14th @ HB Windows into the Past: Civil War
- July 14th @ MSCM Community Presentation: MSCM Strategic Planning
- July 20th @ MYCO Wonderful Wednesdays: No Bone Zone
- July 21st @ HB Windows into the Past: Fiber Arts
- July 22nd @ MYCO Dino-mite Fridays: Astronomy
- July 26th @ HB Time Travel Tuesdays (Weekly through July 26th)
- July 27th @ MYCO Wonderful Wednesdays: "Walking with Dinosaurs"
- July 28th @ HB Windows into the Past: The Uncommon Bond of Julia & Rose
- July 28th @ McCelv Community Presentation: McCelvey Strategic Planning
- Aug. 2nd @ HB Brattonsville Teacher Preview Day
- Aug 4th @ HB Windows in the Past: Ag & Animals
- Aug 4th @ MSCM Countdown to Kindergarten
- Aug 7th @ MYCO Photography Class
- Aug 9th @ MSCM PLAYcation Camp
- Aug 9th @ HB Deed Day!
- Aug 13th @ McCelv Historical Center open (second Saturday of each month)
- Aug 17th @ MSCM Wee Wednesdays (Weekly through May)
- Aug 20th @ HB Walt Schrader Trails open for Horseback Riding

Upcoming Programs and Events (August 24th through September 30th)

- Aug 24th @ MSCM Wee Wednesdays (Weekly through May)
- Sept 10th @ HB By the Sweat of our Brows
- Sept 10th @ McCelv Historical Center open (second Saturday of each month)
- Sept 10th @ MYCO Dinosaur Revolution Maze closes
- Sept 17th @ HB Walt Schrader Trails open for Horseback Riding (monthly)
- Sept 17th @ MSCM World Wide Day of Play
- Sept 18th @ MYCO An Afternoon with Nathalie Dupree
- Sept 20th & 21st @ MYCO Mysteries of the Earth / Homeschool Program (monthly)
- Sept 24th @ MYCO Take a Child Outside
- Sept 24th @ HB Piedmont Pottery Festival
- Sept 27th @ MSCM Make It, Take It for Toddlers