Call to Order
In the absence of the Chair, the meeting was called to order at 6:04 PM by Vice-Chair Dale Dove.

Dale Dove called for a motion to approve the draft minutes of the September 26th, 2017 meeting as presented in the packets; Craig Lentz so moved; Nancy Craig seconded; no discussion followed; a vote was taken and the minutes were approved unanimously.

Calendar Review
- Dove made note of the upcoming items on the calendar for November and December.
- Tilley noted that the Master Plan was not ready for tonight’s meeting and that they would be able to present at the November meeting. Tilley also noted that the 990 would likely not be ready by November and that the first extension had been applied for and that the 990 would be ready in January. The staff has been working on the Institutional Plan and a progress report is scheduled for November, but this is not pressing and it could wait until January which would be the sixth month mark. Doing this would allow sufficient attention to be given to the Master Plan presentation in November.
- Dove noted that he heard no objections to moving the Institutional Plan review to January and stated that Tilley and Chair James Duncan should work together to determine what would be covered at the November meeting.

Reports and Presentations
- Director’s Report
  - Tilley reported numbers through the end of the first quarter. Numbers are doing well overall. MYCO and HB had good attendance in September. MSCM is down somewhat from last year. Staff members continue to watch the numbers at MSCM along with the comfort capacity of the space. Membership is down one membership from last September, which was a record. Membership income continues to be up. Tilley updated the Commission on the final numbers for FY 2017 since the books are now closed, details can be found in the attached report. Tilley also updated the Commission on the progress of the Capital projects going on at MYCO and HB. Updates on staff changes were also given. Tilley offered to answer any questions that the Commission might have. No questions were asked.
[Note: See full copy of Director’s report attached to these minutes as Addendum “A”.

- Development Report
  - Dove moved the Development Report to later in the meeting.

Committee Reports
- Collections Committee
  - There was no report from the Collections Committee.

- Finance Committee
  - Nancy Craig shared that there was nothing pressing from the Finance Committee. She drew the Commissioners’ attention to the balance sheet in their packets, noting that the fund balance was healthy.

- Governance Committee
  - There was no report from the Governance Committee.

Old Business
- Capital Projects Update
  - Tilley noted that he had covered the Capital Projects update during his report.

- Possible Position Change
  - Tilley noted that he had also covered the possible position change during his report.

New Business
- Catharine Ladd Book
  - Tilley shared that Pat Veasey, a former HB employee, has written a book on Catharine Ladd who was the first school teacher at the HB Academy for Girls. Tilley would like to help publish through CHM using the enterprise fund. No firm estimates have been gathered. The Commission expressed interest in hearing more once more detailed estimates have been gathered.

- Website Update
  - Tilley proposed removing the settlement agreement and other related documents from the website. Dove noted that there were no objections and the documents should be removed.

Reports and Presentations (continued from above)
- Development Report
  - Tilley introduced Richard Campbell, Business Director
  - Campbell shared that they had drafted a strategic framework based on past giving trends at CHM. Alison Mallard, the new Development Director, is using this framework to grow areas that have previously not been as strong, including sponsorships and fundraising events. Campbell shared that although the plan is aggressive, he feels that these goals can be met and possibly even exceeded. Campbell then introduced Alison Mallard, Development Director, and Alison Gray, Development Assistant.
Mallard explained that their presentation was structured based on the Institutional Plan. They proceeded to share each strategy related to development and ways they intend to address these strategies. Some particular actions include a database cleanup, nurturing current relationships with schools and other partner organizations, creating a delineation between corporate memberships and sponsorships, a proposed music festival at Hightower Hall, a proposed 5K at MSCM, the Select a Seat Party for the Southern Sound Series, a donor recognition Garden Party in conjunction with the opening of the Butterfly exhibit, the Curious Kids Club, additional reach outs to lapsed members, using membership data to make targeted appeals, membership kiosks at events, creating an inventory of sponsorship opportunities, and partnering with community organizations to make programs accessible to underserved audiences through corporate memberships.

Mallard offered to answer questions from the Commission. Tilley shared that he thinks they are headed in the right direction. Nancy Craig asked about the types of music that would be included in the music festival. Mallard said the focus will be on Americana groups. There will be the capacity of having up to 7 acts. Jeff Lyon asked if they would be regional groups. Mallard responded that they will be beyond regional. Tilley noted that we are already getting interest in sponsoring the event. Mallard noted that she is trying to package some sponsorship so that sponsors can be involved in events at each CHM site. Dove commended the presentation, noting that the ideas are good and that having dedicated development staff is exciting. Nancy Craig shared that she particularly liked the passport idea of having a shared membership with the Greenway and the Arts Council. Craig asked about having a gala type of event. Mallard noted that the Garden Party would be the closest thing to a gala and also mentioned that there is currently not a lot of space for a gala. Craig suggested using Hightower Hall. Discussion followed regarding the logistics of having a gala and having smaller parties when new exhibits open.

[Note: See full copy of the PowerPoint presented during the Development Report attached to these minutes as Addendum “B”.

Dale Dove called for a motion to adjourn; Craig Lentz so moved; Jeff Lyon seconded; no discussion followed; a vote was taken, the motion passed unanimously and the meeting was adjourned.

Prepared by: Sarah Lewis
Submitted by: Penny Sheppard, Secretary/Treasurer
Addendum A

Culture and Heritage Museums
Director’s Report
October 24th, 2017

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

CHC Commissioners,
As we enter the second quarter of our fiscal year we continue to move forward with visitation, membership, and plans for the future. School field trips are in full swing while several special events have either been recently held or are in preparation for their upcoming date. Important capital projects are underway at various stages of planning and implementation.

Visitation Totals
Overall year-to-date attendance remains up through the first quarter of our fiscal year with very strong September numbers at both the Museum of York County (MYCO) and Historic Brattonsville (HB). Main Street Children’s Museum (MSCM) shows some signs of leveling off after peaking in FYE 2017. McCelvey trails last year’s visitation total only because of one less concert.

YTD Visitation Totals through September 30th

<table>
<thead>
<tr>
<th></th>
<th>Overall</th>
<th>MYCO</th>
<th>HB</th>
<th>MSCM</th>
<th>McCelvey</th>
</tr>
</thead>
<tbody>
<tr>
<td>YTD 2017-2018</td>
<td>24,939</td>
<td>11,571</td>
<td>5,049</td>
<td>7,961</td>
<td>358</td>
</tr>
<tr>
<td>YTD 2016-2017</td>
<td>24,149</td>
<td>10,773</td>
<td>4,366</td>
<td>8,455</td>
<td>555</td>
</tr>
<tr>
<td>Change from Previous Year</td>
<td>+790</td>
<td>+798</td>
<td>+683</td>
<td>-494</td>
<td>-197</td>
</tr>
<tr>
<td>% Change from Prev. Year</td>
<td>+3.3%</td>
<td>+7.4%</td>
<td>+15.6%</td>
<td>-5.8%</td>
<td>-35.5%</td>
</tr>
<tr>
<td>Avg. of last 3 yrs.</td>
<td>22,517</td>
<td>9,059</td>
<td>5,087</td>
<td>7,738</td>
<td>633</td>
</tr>
<tr>
<td>Change from Avg.</td>
<td>+2,422</td>
<td>+2,512</td>
<td>-38</td>
<td>+223</td>
<td>-275</td>
</tr>
<tr>
<td>% Change from Avg.</td>
<td>+10.8%</td>
<td>+27.7%</td>
<td>-0.7%</td>
<td>+2.9%</td>
<td>-43.4%</td>
</tr>
<tr>
<td>% Change since 2012</td>
<td>+42.1%</td>
<td>+90.5%</td>
<td>-5.0%</td>
<td>+51.4%</td>
<td>+26.2%</td>
</tr>
</tbody>
</table>

Membership
As of the end of September, the Culture and Heritage Museums had a total of 1,532 memberships. This is only one membership short of the all-time record set in September of last year. Total year-to-date income from membership stood at $28,000 on September 30th — up 7% from the total at the end of the first quarter of FYE 2017. Over 90% of this revenue comes from general membership. Overall, total income is up 30% from the average of the first quarter of the past three years while it has grown by more than 50% since the first quarter of FYE 2012.
YTD Membership Totals through September 30th

<table>
<thead>
<tr>
<th></th>
<th>Total Membership at the end of Month</th>
<th>Total Membership Income</th>
<th>General Membership Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017-2018</td>
<td>1,532</td>
<td>$28,000.00</td>
<td>$25,530.00</td>
</tr>
<tr>
<td>2016-2017</td>
<td>1,533</td>
<td>$26,148.50</td>
<td>$24,248.50</td>
</tr>
<tr>
<td>Change From Prev. Year</td>
<td>-1</td>
<td>+$1,851.50</td>
<td>+$1,281.50</td>
</tr>
<tr>
<td>% Change from Prev. Year</td>
<td>0.1%</td>
<td>+7.1%</td>
<td>+5.3%</td>
</tr>
<tr>
<td>Avg. of Prev. 3 yrs.</td>
<td>1,332</td>
<td>$21,431.90</td>
<td>$18,671.90</td>
</tr>
<tr>
<td>Change from Avg.</td>
<td>+200</td>
<td>+$6,568.10</td>
<td>+$6,858.10</td>
</tr>
<tr>
<td>% Change from Avg.</td>
<td>+15.0%</td>
<td>+30.6%</td>
<td>+36.7%</td>
</tr>
<tr>
<td>% Change from 2012</td>
<td>+18.9%</td>
<td>+51.2%</td>
<td>+129.8%</td>
</tr>
</tbody>
</table>

Financial News
The books have been closed for FYE June 30th, 2017. Net income was positive with expenses controlled and strong growth in both Earned and Advancement Income. Our largest source of funding continues to be the contribution from York County of $3,221,380. The amount is based on a millage rate of 2.6 which has not changed since 2011 although the value of a mill has risen during that time.

Earned Income which includes Admissions, School Groups, Store Sales, Concert Ticket Sales, Rentals, Educational Programs, and Miscellaneous Income grew 13% to $593,239 from $525,295. This total represents an increase of just under $119,000 or 23% over the average of the three previous years.

FYE 2017 Earned Income Totals (pre-audit)

<table>
<thead>
<tr>
<th>Earned Income</th>
<th>FY 2017 YTD</th>
<th>FY 2016 YTD</th>
<th>Change from Prev. YTD</th>
<th>% Change from Prev. YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admission</td>
<td>$190,377.55</td>
<td>$161,787.75</td>
<td>+$28,589.80</td>
<td>+17.7%</td>
</tr>
<tr>
<td>School Group</td>
<td>$155,475.62</td>
<td>$145,181.00</td>
<td>+$10,294.62</td>
<td>+7.1%</td>
</tr>
<tr>
<td>Store Sales</td>
<td>$117,800.95</td>
<td>$118,559.37</td>
<td>-$758.42</td>
<td>-0.6%</td>
</tr>
<tr>
<td>Rentals</td>
<td>$63,062.57</td>
<td>$36,776.00</td>
<td>+$26,286.57</td>
<td>+71.47%</td>
</tr>
<tr>
<td>Ticket Sales (McClevey)</td>
<td>$39,205.06</td>
<td>$35,892.28</td>
<td>+$3,312.78</td>
<td>+9.2%</td>
</tr>
<tr>
<td>Ed. Programs</td>
<td>$9,706.00</td>
<td>$13,197.00</td>
<td>-$3,491.00</td>
<td>-26.45%</td>
</tr>
<tr>
<td>Misc. Income</td>
<td>$17,611.38</td>
<td>$13,901.57</td>
<td>+$3,709.81</td>
<td>+26.7%</td>
</tr>
<tr>
<td>Total Earned Income YTD</td>
<td>$593,239.13</td>
<td>$525,294.97</td>
<td>+$67,944.16</td>
<td>+12.9%</td>
</tr>
</tbody>
</table>
The Advancement Income (non-capital) category includes Grants, Memberships, Corporate Gifts, Individual Gifts, Miscellaneous Contributions, Sponsorships, Fundraising Events, the Friends of McCelvey and the MYCO Guild. Combined, the Advancement totals saw an increase of 25% to $273,601 from $219,268 the previous year. The FYE 2017 number marks an increase of 22% over the three year average. This year’s growth was most closely related to Grants and Memberships but all of the categories were up with the exception of Sponsorships and Special Events. We still see these two categories as the best candidates for significant growth and they will be the focus of the revamped Development Department. We will discuss our development plans in more detail later in the meeting.

### Advancement Income through June 30th, 2017 (Year-End)

<table>
<thead>
<tr>
<th>Advancement Income</th>
<th>FY 2017 YTD</th>
<th>FY 2016 YTD</th>
<th>Change from Prev. YTD</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership</td>
<td>$106,678.50</td>
<td>$95,719.50</td>
<td>+$10,959.00</td>
<td>+11.4%</td>
</tr>
<tr>
<td>Grants</td>
<td>$122,658.63</td>
<td>$91,900.70</td>
<td>+$30,757.93</td>
<td>+33.46%</td>
</tr>
<tr>
<td>Friends of McCelvey</td>
<td>$11,225.00</td>
<td>$9,500.00</td>
<td>+$1,725.00</td>
<td>+18.2%</td>
</tr>
<tr>
<td>Corporate Gifts</td>
<td>$11,350.00</td>
<td>$8,000.63</td>
<td>+$3,349.37</td>
<td>+41.9%</td>
</tr>
<tr>
<td>Individual Gifts</td>
<td>$14,793.75</td>
<td>$7,176.43</td>
<td>+$7,617.32</td>
<td>+106.1%</td>
</tr>
<tr>
<td>Misc. Contributions</td>
<td>$3,995.24</td>
<td>$3,858.31</td>
<td>+$136.93</td>
<td>+3.54%</td>
</tr>
<tr>
<td>MYCO Guild</td>
<td>$2,800</td>
<td>$3,000</td>
<td>-$200</td>
<td>-6.7%</td>
</tr>
<tr>
<td>Sponsorships</td>
<td>0</td>
<td>$500</td>
<td>-$500</td>
<td>-100.0%</td>
</tr>
<tr>
<td>Fundraising Event</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Total Adv. Income YTD</strong></td>
<td><strong>$273,601.12</strong></td>
<td><strong>$219,267.57</strong></td>
<td><strong>+$54,333.55</strong></td>
<td><strong>+24.8%</strong></td>
</tr>
</tbody>
</table>

Income from Earned and Advancement categories has been growing steadily over the past few years. With earned income rising $181,764 or 44% since FYE 2012 and Advancement Income rising $63,091 or 30% over that time period. The FYE 2017 combined total exceeds the 2016 total by 16% and the average of the previous three years by 24%. The Earned and Advancement categories combined have grown by almost forty percent since FYE 2012.

---

1 Contributions from the Friends of Historic Brattonsville are counted in the “Grants” category.
FYE 2017 Combined Earned and Advancement Income at Year-end (June 30th, 2017)

<table>
<thead>
<tr>
<th></th>
<th>Earned Operating YTD</th>
<th>Advancement Operating YTD</th>
<th>Combined YTD Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>YTD 2016-2017</td>
<td>$593,239.13</td>
<td>$273,601.12</td>
<td>$866,840.25</td>
</tr>
<tr>
<td>YTD 2015-2016</td>
<td>$525,294.97</td>
<td>$219,267.57</td>
<td>$744,562.54</td>
</tr>
<tr>
<td>Change from Prev. Yr.</td>
<td>+$67,944.16</td>
<td>+$54,333.55</td>
<td>+$122,277.71</td>
</tr>
<tr>
<td>% Change from Prev. Yr.</td>
<td>+12.9%</td>
<td>+24.8%</td>
<td>+16.4%</td>
</tr>
<tr>
<td>Avg. of last 3 yrs.</td>
<td>$474,279.41</td>
<td>$223,853.85</td>
<td>$698,133.26</td>
</tr>
<tr>
<td>Change from Avg.</td>
<td>+$118,959.72</td>
<td>+$49,747.27</td>
<td>+$168,706.99</td>
</tr>
<tr>
<td>% Change from Avg.</td>
<td>+25.1%</td>
<td>+22.2%</td>
<td>+24.2%</td>
</tr>
<tr>
<td>% Change from 2011-2012</td>
<td>+44.2%</td>
<td>30.0%</td>
<td>+39.4%</td>
</tr>
</tbody>
</table>
Volunteer Hours
The total number of Volunteer Service Hours contributed to the Culture and Heritage Museums rose to 27,610 in FYE 2017. This total includes regular and episodic volunteers. The FYE 2017 total is the highest in our recent records surpassing the previous high of 26,240 set in FYE 2015. It also marks an increase of 6% over last year’s strong showing. When applying the standard value of a volunteer hour of $21.85 established for South Carolina by Independent Sector.Org, the service provided by our volunteers this past year has a total value of $603,279. Much of what we do would not be possible without their commitment.

Marketing Grants for the Current Fiscal Year
We have been awarded up to $123,899 from four distinct Marketing Grants for FYE 2018. The actual amount received will be based on reimbursement of eligible expenses submitted at year-end. The granting sources include: South Carolina Parks Recreation and Tourism’s Tourism Advertising Grant (TAG); Rock Hill Accommodations Tax; York County Accommodations Tax, and York County Hospitality Tax.

Capital Projects – Museum of York County
On October 16th, the York County Council formally approved our contract with JMD Architects, Inc. to carry out Architectural and Engineering Work and Exhibit Design for our new “Pleistocene” exhibit at the Museum of York County. This project was first approved in conceptual form as a strategic initiative in February of 2013. It has since been part of various votes by the commission on six different occasions including the most recent approval of the grant request for funds from the Foundation for the Carolinas. It has been universally supported every time that it has been discussed including in public and individual Institutional Planning meetings. Every Commission vote related to the Pleistocene Project since 2013 has been unanimous as was the vote by the Advisory Committee for the CHC Capital Projects Fund at the Foundation for the Carolinas. With the contract signed, work is set to begin on October 25th with a kickoff meeting with our internal team and representatives from JMD and the Exhibit Designers (Taylor Studios).

JMD Architects, Inc. of Greenville, SC is an experienced architectural firm who will oversee the project including Exhibit Design, any necessary Structural work, mechanical and electrical needs, and
construction management. One of their most relevant projects is the New Mexico Museum of Natural History in Albuquerque. JMD has assembled a team of specially selected professionals including Taylor Studios, Inc. of Rantoul, Illinois. Taylor is a nationally-respected exhibit design firm whose work with Natural History exhibits includes the Natural Regions Gallery at the Indiana State Museum, the Horicon Marsh Education and Visitor Center in Horicon, Wisconsin, and the Geologic Time Gallery at the North Dakota Heritage Center in Bismarck.

The contract for this phase of the project will be $375,000 plus up to $6,000 in reimbursable expenses which is within the budgeted total as well as the amount awarded from the CHC Capital Projects Fund at the Foundation for the Carolinas. The design phase should be completed by December 2018, with the construction and production phase to follow. The design work will include preparation of cost estimates for the second phase which will determine our next request from the Foundation for the Carolinas which we anticipate making sometime in Calendar Year 2018. The Pleistocene Hall is expected to be ready to open to the public as a new and unique permanent exhibit in early 2020.

**Capital Projects – Historic Brattonsville**

Stantec Consultants, Inc. is still working on their late draft of the Historic Brattonsville Master Plan for staff review. Although we regret not being ready to present at the October meeting as planned, it was important that we finalize some significant details before making the final presentation. The late draft is due during the first week of November which will allow time for review and revision before our next meeting on November 28th. In other projects, the Archaeological evaluations by New South Associates and the South Carolina Institute of Archaeology and Anthropology have been completed. The Finishes Analysis by Keystone Consultants is progressing with an anticipated completion date of April 2018. The team led by Liollio Architects, Inc. continues the first phase of the Architectural and Engineering work which should be completed before the end of December. Chuck LeCount is nearing completion of the furnishing plan for the Brick House and we anticipate a final document in late November or December. Although work continues on the Col. Bratton House exterior, we have been delayed in procuring a contractor to complete the scraping, priming, and painting.

**Position Changes**

We have promoted two very talented employees to key positions in the organization. Jillian Matthews, formerly our Collection Specialist, is our new Director of Collections – the position recently vacated by Latasha Richards who accepted a new position in Virginia. Jillian has worked closely with Latasha over the past three years and has the necessary training and level of understanding of our plans to continue the high level of professionalism and committed service that we have become accustomed to from that department. The Collection Specialist position has been posted and we hope to fill it quickly.

Joe Mester has been promoted from Preservation/Restoration Specialist to Property/Farm Manager at Historic Brattonsville. He replaces long-time CHM employee Anita Feemster who retired at the end of September. While it will be difficult to replace the institutional knowledge and experience that Anita provided, Joe brings key strengths of his own to the position as we shift to greater focus on care of the historic structures. We will be filling the vacated Preservation Specialist position in the near future adding another dimension to our preservation efforts. Our Historic Farmer, Lisa Carpenter, is ready and able to take on a larger role in our farm efforts freeing up more time for Joe and his team to care for the structures.
We have made a selection for the vacant Interpreter with a focus on Military History position at HB and hope to make an announcement soon. We are currently in the interview process for the vacant Interpreter of African American History position. It has been challenging to have two front-line positions vacant at the same time and staff at HB should be commended for their willingness to put in the extra effort to continue to make our programs a success.

We also lost the services of Marilyn Walters in September as she relocated to a new home and position in Salemburg, North Carolina. Although not technically a CHM employee, as our contact with York County Finance and the one who tracked our finances, she was a key member of our team. She has been replaced in her work with us by Michelle Totherow who, as a veteran of the Finance Department, is well-versed in County’s policies and procedures.

**Conclusion**

Once again I would like to thank the Commission for your support and the support of the mission of the Culture and Heritage Museums. There is much going on at our sites and we hope to see you there. A list of our upcoming programs and events follows this report.

Sincerely,

*(submitted electronically)*

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

Recent Programs and Events (September 1st through October 24th)

- September 5th @ MYCO  Teen Science Café
- September 6th @ MSCM  Wee Wednesdays (Weekly through May)
- September 7th @ MYCO  York School District 1 Kindergarten Family Night at the Museum
- September 9th @ McCelv  Historical Center Open (Monthly on 2nd Saturday)
- September 9th @ HB  By the Sweat of Our Brows
- Sep. 9th & 30th @ MYCO  Wild Wonder Saturday: Migration Marvels
- September 9th @ MYCO  PNC Mobile Learning Adventure
- September 10th @ MSCM  Grandparent’s Day at MSCM
- September 12th @ MYCO  Carolina Skygazers Astronomy Club (Monthly on 2nd Tuesday)
- Sep. 12th & 14th @ MYCO  Rock Hill School District Family Night at the Museum
- September 16th @ MSCM  Worldwide Day of Play
- September 16th @ MYCO  Cassini’s Grand Finale
- September 16th @ HB  Walt Schrader Trails open for Horseback Riding (Monthly on 3rd Sat.)
- September 17th @ MYCO  An Afternoon with Ronni Lundy
- Sep. 19th – 20th @ MYCO  Homeschool Days – Environmental Scientist
- September 23rd @ HB  Piedmont Pottery & Pickin’
- September 23rd @ MYCO  Take a Child Outside
- September 28th @ MYCO  Teen Science Café
- Oct. 7th & 21st @ MYCO  Wild Wonder Saturday: Autumn Observations
- October 14th @ MYCO  Wild Wonder Saturday: Bill Stokes
- Oct. 17th – 18th @ MYCO  Homeschool Days – Environmental Scientist
- October 19th @ MYCO  Teen Science Café
- October 21st @ HB  Spirits & Stories
- October 22nd @ MSCM  Boo-seum

Upcoming Programs and Events (October 25th through November 30th)

- October 27th @ HB  Civil War Education Day
- October 28th @ MYCO  Spooky Science: Mystery of the Senses
- November 1st @ MSCM  Wee Wednesdays (Weekly through May)
- Nov. 4th & 11th @ MYCO  Wild Wonder Saturdays: Tales & Tails
- November 11th @ McCelv  Veteran’s Day Event
- November 11th @ McCelv  Historical Center Open (Monthly on 2nd Saturday)
- November 14th @ MYCO  Carolina Skygazers Astronomy Club (Monthly on 2nd Tuesday)
- Nov. 14th & 15th @ MYCO  Homeschool Days: Environmental Scientists
- November 16th @ MYCO  Vernon Grant Ornament and Card Debut and Store Open House
- November 16th @ MYCO  Cookies with Santa
- November 17th @ MSCM  Parent’s Night Out
- November 18th @ HB  Walt Schrader Trails open for Horseback Riding (Monthly on 3rd Sat.)
- November 23rd @ All Sites  Thanksgiving: All CHM Sites Closed
- November 25th @ HB  Father Christmas at Hightower
- November 30th @ MYCO  Teen Science Café
Development

2017 - 2018

Our mission is to communicate and preserve the natural and cultural histories of the Carolina Piedmont, inspiring a lifetime of learning.
Priority III ~ Goal 1

Broaden funding resources to supplement County support and allow for programmatic growth.

Strategy 1
Strengthen relationships with key stakeholders, donors, and community partners.

Action steps:
- Identify

**VERSAL**

Culture & Heritage Museums
Priority III ~ Goal 1
Broaden funding resources to supplement County support and allow for programmatic growth.

Strategy 1
Strengthen relationships with key stakeholders, donors, and community partners.

Action steps:

• Nurture
  • Schools
  • Cultural Passport
Priority III ~ Goal 1
Broaden funding resources to supplement County support and allow for programmatic growth.

Strategy 1
Strengthen relationships with key stakeholders, donors, and community partners.

Action steps:

- Make contact-individuals, clubs, organizations, boards
Priority III ~ Goal 1
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Strategy 1
Strengthen relationships with key stakeholders, donors, and community partners.

• Delineation between corporate member and sponsor
Priority III ~ Goal 1
Broaden funding resources to supplement County support and allow for programmatic growth.

Strategy 1
Strengthen relationships with key stakeholders, donors, and community partners.

Action steps:
• Fundraising events

Fairy Tale 5k
Priority III ~ Goal 1
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Strategy 1
Strengthen relationships with key stakeholders, donors, and community partners.

Action steps:
• Donor recognition &
Community awareness

McElvey Center
Southern Sound Series
Tuesday, Nov. 7
Select-a-Seat Party

Culture & Heritage Museums
Priority III ~ Goal 1
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Strategy 1
Strengthen relationships with key stakeholders, donors, and community partners.

Action steps:
- Donor recognition & Community awareness
  - Long-term members
Priority III ~ Goal 1
Broaden funding resources to supplement County support and allow for programmatic growth.

Strategy 1
Strengthen relationships with key stakeholders, donors, and community partners.

Action steps:
• Donor recognition & Community awareness
  • Repeat donors
  • Planned Giving
Priority III ~ Goal 1
Broaden funding resources to supplement County support and allow for programmatic growth.

Strategy 2
Continue to increase membership and visitation.

Action steps:
• Membership incentives
  • Curious Kids Club
  • Lapsed membership contact
**Priority III ~ Goal 1**

*Broaden funding resources to supplement County support and allow for programmatic growth.*

**Strategy 2**

Continue to increase membership and visitation.

**Action steps:**

- Refining relationship management system
  - Appeals- donor & membership
Priority III ~ Goal 1

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Strategy 2

Continue to increase membership and visitation.

Action steps:

- Membership recognition signage
  - Friends of McCelvey
  - Site banners
Priority III ~ Goal 1

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Strategy 2
Continue to increase membership and visitation.

Action steps:

• Community awareness
  • Membership kiosks at events
  • Teen Science Café
Priority III ~ Goal 1

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Strategy 2
Continue to increase membership and visitation.

Action steps:

- Quality experiences
  - Training and modeling
  - Growth Chart
**Priority III ~ Goal 1**

Broaden funding resources to supplement County support and allow for programmatic growth.

**Strategy 3**
Seek new public and corporate sponsorships to support existing and planned programming needs.

**Action steps:**

- Determine sponsorship levels & benefits
  - Inventory of programs, events, exhibits
  - Collect data
Priority III ~ Goal 1

Broaden funding resources to supplement County support and allow for programmatic growth.

Strategy 3
Seek new public and corporate sponsorships to support existing and planned programming needs.

Action steps:
• Identify
  • Research business climate
  • Ask
Priority III ~ Goal 3
Continue to improve visitor services, amenities, and accessibility

Strategy 3
Explore ways to better reach underserved audiences.

Action steps:
• Identify partnerships
Priority III ~ Goal 3
Continue to improve visitor services, amenities, and accessibility

Strategy 3
Explore ways to better reach underserved audiences.

Action steps:
• Make programming accessible
  • Corporate Membership