

**Culture & Heritage
Board of Commissioners Meeting
November 25, 2013
6:00 pm
Museum of York County**

Approved 1-27-14

**Person Presiding: Chair, David Plexico
Members Present: Dennis Getter, Jonell Hagner
Members Called In: Carlos Bryson, Ragin Craig
Members Absent: David Duncan, Rick Lee
Ex Officio Present: Pat Veasey, Nancy Craig
Staff Present: Carey Tilley, Barbara Ardrey, Kimberly Herndon, Michael Scoggins
Others Called In: Erin Broadbent, Tom Thomas, Chris Revels
Others Present: County Attorney Michael Kendree, Jayne Scarborough**

The meeting was called to order by CHC Chair David Plexico at 6:05pm.

Plexico stated that guests to the meeting were present on the phone. Getter requested that everyone calling in identify themselves, which they did as follows: Carlos Bryon, Ragin Craig, Tom Thomas with the National Parks Service in Denver; Erin Broadbent and Christopher Revels with Kings Mountain National Military Park. Plexico then noted that two Commissioners and three guests had called in. He asked to go forward with the presentation by the guests and turned over the introduction to Executive Director Tilley.

Tilley explained that the subject of the presentation would be the Southern Campaign National Heritage Corridor, which was originally discussed two years ago, but he wanted the Commission to be updated on the current situation. Tilley then introduced CHM Staff Historian Michael Scoggins to continue with the introduction.

Scoggins noted that Tom Thomas was involved with the original feasibility proposal which was discussed with the Commission in January of 2012 and that he has been helping over the last two years to address the objections that the Parks Service Headquarters had with the original proposal, which were that there were four criteria that they said were not met. Scoggins went on to state that the objection involving CHM to the greatest extent is the lack of a detailed conceptual financial plan; therefore, the main focus has been to come up with a conceptual financial plan, looking ahead to approval by the Parks Service and eventually submission to Congress to initiate legislation and hopefully pass it, which will enable and fund the National Heritage Area. Focus of discussion was on the conceptual financial plan and some of the things that we've learned about what is expected of us.

Michael Scoggins then turned the presentation over to Tom Thomas, Erin Broadbent and Chris Revels for a more detailed overview. Following the presentation, Tom Thomas answered questions by the Commission. Jayne Scarborough with the Olde English District was introduced and assisted in explaining how funding with respect to the grants would work.

Tilley noted that this had been voted on in January of 2012, and while he is in agreement as to the importance of this project for the area, he wanted the Commission to be aware of the matching fund requirements and the costs involved. He explained that we want to structure it so that the costs will be divided among all those benefiting from the project. Further discussion ensued on the funding issues.

Tilley noted that he was looking for reaffirmation, since the Commission previously approved the project, that given the new information regarding the requirement for matching funds that this Commission understands and wants to move forward. Tilley asked legal counsel if action on that would be necessary. Getter interjected that it was already voted on and any vote at this point would be redundant. Attorney Kendree pointed out that a Resolution had been passed also. No further action was taken; the guests were thanked and dismissed.

Plexico moved to approve the minutes of the October 28, 2013 meeting; Ragin Craig seconded; no discussion; a vote was taken and the motion passed with Plexico, Craig, Bryson and Getter voting in favor and Hagner abstaining because she was absent for that meeting.

Staff Reports and Information

Report from Executive Director

- See full written report included as an addendum to these minutes.

Committee Reports

- Finance Committee
 - Getter reported that there was no formal committee meeting but he did report that he, Plexico and Tilley, as Secretary/Treasurer, CHC Chairman, and Executive Director, respectively, had a meeting with the auditors leading up to the audit. No problems anticipated.
- Governance Committee
 - Hagner reported that there was no formal meeting but that they would be discussing the performance review during Executive Session.
- Collections Committee
 - Veasey reported that the Collections Committee met on November 14 for their quarterly meeting. Several issues were discussed, one being the Recommendation for Accession of the Associate Reformed Presbyterian Synod of the South Minutes, November 9-13, 1911, and the committee agreed with this recommendation.

Plexico made a motion to accept this Recommendation; Getter seconded; no discussion; a vote was taken and the motion passed unanimously.

- Veasey continued her report with respect to two issues discussed by the committee that need to be addressed.
 - The issue of whether the buildings at Brattonsville are actually part of the collections and how best to secure the collections in the buildings; and
 - The issue of having the collections on display, particularly at the McCelvey Center.
 - Discussion on these matters followed.

- Veasey also reported that Latasha Richards is currently in the process of documenting the collections at Brattonsville looking toward the upcoming reaccreditation.

Old Business -

- Southern Campaign of the Revolution National Heritage Area Covered in the initial presentation.

New Business

- Consideration of Possible Admission Change at MYCO
 - Tilley advised that currently the admission at MYCO is \$1 less for seniors and adults than it is at Brattonsville. Basically we would be making the admission consistent at those sites.
 - Getter questioned the rates at the different sites and asked to see the whole package. Tilley was asked to present a report for review at the next Commission meeting.
- December Commission Meeting
 - After some discussion, it was decided not to have a regular Commission meeting in December and if necessary, a special called meeting could be held in January prior to the regular monthly meeting.

Attorney Kendree noted that the Commission will need to approve a list of the proposed dates for the calendar year 2014 of all the regularly scheduled meetings and that can be done at the January meeting.

Getter made a motion to go into Executive Session for receipt of legal advice and discuss performance report of the Executive Director; Plexico seconded; no discussion; a vote was taken and the motion passed unanimously.

Executive Session

Reconvened to Open Session

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

Getter moved to adjourn the meeting; Plexico seconded; the motion passed unanimously.

The meeting was adjourned.

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

ADDENDUM TO MINUTES OF CHC 11-25-14 MEETING
Culture and Heritage Museums
Director's Report
November 25, 2013

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

CHC Commissioners

Thank you once again for your support and service. The staff has been working hard through the first four months of the year and the results are positive. Visitation numbers are consistently on the rise, we continue to work efficiently within a trimmer operating budget, and important capital projects are coming to fruition.

Visitation Numbers

Through the end of October, overall visitation numbers continue to be very strong for 2013-2014. Last month marks the ninth of the past ten months and the fifth consecutive month with positive growth over the previous year. Year-to-date on-site numbers for the first four months of this year are up in all three major categories: General Admission is up 11%, Special Events Attendance is up 74%, and Combined Group Visitation is up 88%. Historic Brattonsville, the Museum of York County, and the Main Street Children's Museum are all up by more than 10% which includes growth in all special events at HB and the success of two new events at MYCO and Main Street (Family Night at the Museum and Countdown to Kindergarten). Only McCelvey remains behind last year's totals due to the absence of the Southern Harmony Concerts and the McCelvey Marker Dedication. Overall, visitation for the year is up by 22% or almost 4,900 visitors over last year's totals through October.

Year-To-Date On-site Visitation Comparisons

	Overall	MYCO	HB	MSCM	McCelvey
YTD 2013-2014	27,224	9,387	10,545	6,890 ¹	402
YTD 2012-2013	22,330	7,503	8,136	5,891	800 ²
Change from Previous Year	+4,894	+1,884	+2,409	+999	-398
% Change from Previous Year	+22%	+25%	+30%	+17%	-50%
Avg. of last 5 yrs.	20,838	8,025	9,508	6,101 ³	865
Change from Avg.	+6,386⁴	+1,362	+1,037	+789	-463
% Change Avg.	+31%⁵	+17%	+11%	+13%	-54%

¹ Main Street Children's Museum YTD Totals for 2013-14 include Countdown to Kindergarten total (500). Countdown was a first-time program not held in previous years.

² McCelvey YTD Totals for 2012-13 include Southern Harmonies Concerts in July of 2012. These concerts were funded by a one-time grant. Daily Research Room numbers are up for the current year.

³ MSCM's first quarter average is for its first two years since opening.

⁴ Overall Five-Year Average includes MSCM which did not open until 2010.

October Monthly On-site Visitation Comparison

	Overall	MYCO	HB	MSCM	McCelvey
October 13/14	7,529	1,889	4,338	1,161	141
October 12/13	6,473	1,823	3,568	869	213 ⁶
Change from Prev. Year	+1,056	+66	+770	+292	-72
% Change	+16%	+04%	+22%	+34%	-34%

Membership

Membership income for the month of October fell 1.5% from last October; however, year-to-date income from membership for the first four months remains up by more than 23% from 2012-13. Total membership at the end of October stood at 1,096. This total is up from last year at this time but we are still working out glitches in our data base in order to ascertain the amount of growth.

Settlemyre Planetarium

October 13th marked the first anniversary of the opening of the upgraded Settlemyre Planetarium. The planetarium has been very popular with schools and general admission and has had a very positive impact on our attendance totals at MYCO. In addition to our live presentation – *Carolina Skies* – we have purchased seven feature programs and added six additional free features and nine short programs to our offerings. We are currently seeking funding to add a major impact feature – *To Space and Back* – to our lineup. More detailed information on our programs has been included in your packets.

Civil War Reenactment

On October 26th and 27th we presented the *Annual Civil War Reenactment* in conjunction with the 6th South Carolina Volunteers at Historic Brattonsville. Despite a very cold start and a significantly diminished number of re-enactors, attendance was strong with 1,061 visitors. This number was up 6% from a good 2012-13 attendance total and continued the string of growth at all of the special events at HB this year (now eight for eight).

Family Night at the Museum

On November 5th, we held our second *Family Night at the Museum* at the Museum of York County with even stronger attendance (346) than on the first Family Night on October 8th (282). This event is offered in conjunction with York County Schools District 3 (Rock Hill). It represents an effort to offer families from Title I schools in the district a chance to interact through educational opportunities in their community. Family Night was free to the program schools although the School District compensated us for our staff time. At the time of initial planning we anticipated less than 100 individuals to participate. As interest in the program grew, we added a second date and ended with a total of 628 visitors. Through exit interviews, we found

⁵ See Note above.

⁶ Totals from October of 2012 include the McCelvey Marker Dedication event with 61 people in attendance. Research Room totals continue to be up.

that there were over 100 families (not individuals) that reported that they had never visited MYCO before.

America Recycles Day

The Museum of York County also hosted the America Recycles Day program in November. In addition to our regular exhibits, this family-friendly event featured hands-on activities in which area partners and volunteers taught creative uses for recycled materials throughout the museum. On November 14th & 15th we hosted a combined total of 469 students from area schools. On Sunday, November 17 an event open to the general public received 414 visitors. The total for the three days was 885 – up over 21% from the 728 visitors we hosted last year.

Christmas Candlelight

Christmas Candlelight, our biggest event of the year will be held at Historic Brattonsville on December 7th and December 14th from 3:00 to 9:00 both days. The event will include guided tours along candlelit paths featuring five interpretive vignettes depicting Christmas in the 1780's and 1840's. Other activities will include candle-dipping, popcorn stringing, and making paper ornaments. Brass band music will be playing and concessions will be available (thanks to the Friends of Historic Brattonsville). This is generally our largest special event of the year. In 2012, we had a two day total of 1,878 visitors and generated almost \$14,000 in income from admissions and gift shop sales. In addition, the Friends generated over \$2,000 in concession sales.

Season of Lights

We will be showing “Season of Lights” in the MYCO Planetarium through December 31st. This holiday show takes a look at the December skies and explores “the reasons that humans are so fascinated with lighting up our lives during the winter season”. We will be offering shows Tuesday through Saturday at 3:30.

Cookies with Santa

On Friday, December 13th we are offering our members a special program at the Main Street Children's Museum. Children will have an opportunity to meet Santa and have their picture made. Reservations are required because space has been limited to 150 guests. We are currently completely booked.

Christmasville

Rock Hill's award-winning holiday festival is scheduled for December 5th through 8th. The art of Vernon Grant always figures prominently at Christmasville and the Arts Council of York County will feature an exhibition of his work in the Dalton Gallery during the event. The Main Street Children's Museum will be open its regular hours with special Christmasville items offered in its gift shop.

Christmas in Olde York

The McCelvey Center will be one of the featured sites on the Holiday Tour of Homes offered by the Yorkville Historical Society on December 14th & 15th. We will also be the site of their Baroque Orchestra Chamber Ensemble Concert on December 13th.

MYCO Roof

Pending final inspection, Interstate Roofing has completed work on the replacement of the Museum of York County Roof as of today. The final cost of the project is expected to be c. \$2,000 below the budgeted amount of \$414,671. Final review and sign-off from Raymond Engineering is scheduled for next week.

McCelvey Annex

Work on the McCelvey Annex is making rapid progress but is behind schedule due to delays earlier in the project. We currently anticipate work to be completed in mid to late January. Shelving has been ordered and will be scheduled as appropriate.

HB Brick House

The first phase of the restoration of the Brick House is progressing nicely. Structural work in the attic is almost complete, masonry work on the chimneys continues, and roofing over the brick portion of the house is underway. Additional masons will join the team next week. Expenses are within budget and we anticipate completion of this phase of the project by late December. Drawings for the restoration of the Front Porch are being finalized and we hope to move seamlessly into that phase of the project as we complete the masonry and roof work.

HB Huck's Defeat Battlefield

We have contracted with celebrated Revolutionary War artists, Don Troiani and Dan Nance to provide the artwork for the interpretive signage at the Huck's Defeat Battlefield. They are currently scheduled to complete their work to be handed off for sign design and fabrication in the early spring. We still hope to be ready to open the battlefield on the anniversary of the battle on July 12th but there are still too many unknowns to set a firm date at this time.

Southern Campaign of the Revolution NHA

In January of 2012, the Culture and Heritage Commission agreed to be the coordinating entity of the proposed Southern Campaign of the Revolution National Heritage Area. The original proposal has been re-written and the Park Service is prepared to recommend the institution of the area as a National Heritage Corridor. Should it be approved by congress, there will be funds available for the planning of this new area; however, the coordinating entity will need to work with other stakeholders to make sure matching funds are in place. We will be discussing this issue in the meeting today.

Southern Sound Series

Last week we announced the upcoming lineup for the *2014 Southern Sound Series* at the Lowery Family Theater at McCelvey. All four acts boast Grammy-winning albums. Steep Canyon Rangers (January 17) won a Grammy for best Bluegrass Album in 2013. Tim O'Brien who teams up with Nashville singer/songwriter Darrell Scott (February 22) was awarded a Grammy for Best Folk Album in 2006. The Carolina Chocolate Drops (March 7) were awarded Best Traditional Folk Album in 2010. The season closes with Suzy Boggus (April 5) who won the Best Traditional Folk Album in 2005. Season and single-show tickets are now available (Season: \$72 for members, \$90 for General Admission) (Single-show: \$20 for members, \$25 for General Admission). Early sales have been promising.

Personnel Changes

We are happy to welcome Marie Cheek (Community Relations Coordinator), Kay Crews (PT HB Visitor Services Associate), and Brent Theriot (PT HB Farm Assistant) to the CHC staff. We are currently reviewing applications for a full-time Interpreter Position at HB and a part-time Interpreter position at MYCO. As discussed at the last meeting the Development Associate position is currently on hold.

Conclusion

We are in a busy season at the museums and the upcoming month is full with special activities. I encourage you to come, experience, and even volunteer in some of the things that are going on. Once again, I thank you for your support of the mission of communicating and preserving the natural and cultural history of the Carolina Piedmont as we endeavor to inspire a lifetime of learning. Please feel free to contact me if you have any questions or comments.

Sincerely,

(submitted electronically)

Carey L. Tilley
Executive Director