Culture & Heritage
Board of Commissioners Meeting
July 22, 2013
6:00 pm
The McElvee Center, York, SC
Approved 8-26-13

Person Presiding: Chair, David Plexico
Members Present: Dennis Getter, Jonell Hagner, David Duncan (Rick Lee and Ragin Craig were not present; however, they were not counted as absent because the meeting location did not have conference call capabilities and they were unable to call into the meeting.)
Ex Officio Present: Pat Veasey
Staff Present: Carey Tilley, Barbara Ardrey, Kimberly Herndon
Other: None

Members were given a tour of the McElvee Annex by CHM Director of Collections and Archives, Nancy Sambets.

Following the tour, the meeting was called to order by Chair David Plexico at 6:30pm.

Plexico called for a motion to approve the minutes of the June 24, 2013 meeting; Duncan so moved; Hagner seconded; no discussion; a vote was taken and the motion passed unanimously.

Staff Reports and Information

- A summary of the Year-end Report was given by the Executive Director (the full written report is included below)

Culture and Heritage Museums
Director's Report
July 22, 2013

2012-2013 YEAR END SUMMARY

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

CHC Commissioners,

June 30th, 2013 marked the end of our fiscal year at the Culture and Heritage Museums. At a time when many would expect us to be rebuilding in the wake of significant change, we continue to provide quality programming, adhere to professional standards, and advance numerically while positioning ourselves for a stronger future.

In July of 2012 the year started with focus on better defining ourselves through formal adoption and expression of our institutional values which included commitment to:

- Authenticity
- Professionalism
- Meaningful Visitor Experiences
- Respect for those we Represent
- Respect for the Natural World
- Transparency
- Stewardship
- Donor Rights

Also in July, the Commission formally committed to adhere to the "Donor Bill of Rights" as a pledge of faith to those who support us through contributions.

In February we continued institutional definition with adoption of five site specific mission statements which clarified how each venue served the broader mission of "communicating and preserving the natural and cultural histories of the Carolina Piedmont, inspiring a lifetime of learning". These site mission statements are included at the end of this report.
Other important governance issues included establishment and charter of our Collections Committee, adoption of a statement of Delegation of Authority to the Director as recommended by the American Alliance of Museums, and adoption the budget and Strategic initiatives for FY 2013-2014.

**Visitation Numbers**

Total onsite visitation rose slightly over 2% in FYE 2013, leveling off somewhat from the dramatic rise in 2011-2012 that related to the first full year of operation of the Main Street Children’s Museum. Three of our four sites saw increases in visitation while all three major daily categories (general admission, groups, and onsite research) increased.

### Onsite Visitations Comparisons — Previous Year

<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>2012-2013</td>
<td>74,649</td>
<td>27,657</td>
<td>24,826</td>
<td>18,193</td>
<td>3,973</td>
</tr>
<tr>
<td>2011-2012</td>
<td>73,037</td>
<td>25,125</td>
<td>27,298</td>
<td>17,096</td>
<td>3,518</td>
</tr>
<tr>
<td>Change from Previous Year</td>
<td>1,612</td>
<td>2,532</td>
<td>-2,038</td>
<td>1,097</td>
<td>455</td>
</tr>
<tr>
<td>% Change from Previous Year</td>
<td>Up 2.2%</td>
<td>Up 10.1%</td>
<td>Down -9.1%</td>
<td>Up 6.4%</td>
<td>Up 12.9%</td>
</tr>
</tbody>
</table>

The Museum of York County (MYCO) with an increase of 10.1% experienced the largest change in visitation in 2012-2013. The major factor was clearly the opening of the Planetarium in mid-October. From November thru June, attendance at MYCO was up 21% over the previous year — including a 56% increase in school groups.

The largest percentage increase was at the McCelvey Center with a total rise in people utilizing the mission-related resources increasing almost 13%. The 7.5% drop in concert attendance was more than made up for through an over 39% increase in onsite researchers.

In its second full year of operation, the Main Street Children’s Museum (MSCM) saw a respectable increase of 6.4% as staff ramped up special weekly programming opportunities.

Only Historic Brattionville (HB) experienced a decline in onsite visitation in 2012-2013. One of the significant factors in this decline was the Carroll School program which had served an average of over 1,800 school children over the past two years. In February, this program was put under the auspices of the Rock Hill School system who was the primary beneficiary of the program. Although the move cost us 800 to 1,000 students in our visitor count, the school system was in a position to more efficiently manage the program. Other factors that created a decline from FYE 2012 was the virtual “rainout” of Children’s Day on the Farm (HB’s third largest event) and the relatively low July numbers for our Independence Day Celebration (Down 42% from the previous year) and the Roenactment of the Battle of Huck’s Defeat (HB’s second largest event - down 36% from the previous year). Both events have already seen a dramatic turnaround in FYE 2013-14 rising close to 100% and 49% respectively from the lows of FYE 2013. The other events at Brattionville had a relatively strong year in 2012-13.

Perhaps of greatest concern at HB is the decline in General Admission which dropped 16% from 2011-12. Although there was a slight rise (3%) in General Admission in 2012, we have been experiencing the downward trend in this category since 2007-2008. The trend in overall numbers for HB is slightly more encouraging however. Between FYE 2008 and FYE 2011, attendance fell dramatically declining 31%. Since July of 2011 this decline has been reduced to less than 1.5%. Still, as stated in earlier reports, there is a need for new daily experiences at Brattionville and this need is being addressed as a prominent part of our strategic initiatives for 2013-14.

The overall rise in visitation continues an important trend reversal from previous years. The onsite visitation numbers are on a two-year upswing in almost every category since the beginning of the 2011-12 fiscal year.

### Current Trend FYE 2011 to FYE 2013

<table>
<thead>
<tr>
<th></th>
<th>Overall</th>
<th>MYCO</th>
<th>HB</th>
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<tbody>
<tr>
<td>2012-2013</td>
<td>74,649</td>
<td>27,657</td>
<td>24,826</td>
<td>18,193</td>
<td>3,973</td>
</tr>
<tr>
<td>2010-2011</td>
<td>63,034</td>
<td>23,736</td>
<td>25,193</td>
<td>11,340</td>
<td>2,765</td>
</tr>
<tr>
<td>Change from Two Years Ago</td>
<td>11,615</td>
<td>3,921</td>
<td>-367</td>
<td>6,853</td>
<td>1,208</td>
</tr>
<tr>
<td>% Change from Two years Ago</td>
<td>Up 18.4%</td>
<td>Up 16.5%</td>
<td>Down -1.5%</td>
<td>Up 60.4%</td>
<td>Up 43.7%</td>
</tr>
</tbody>
</table>

This trend is significant when compared to the previous three years from FYE 2008 to FYE 2011. After excluding the Main Street Children’s Museum (opened in December 2011), we see that during a difficult economy, overall visitation to MYCO, HB, & McCelvey dropped almost 17% in these years. Combined, the same three sites increased overall 8% since that time even with the slight drop at Brattionville.
Historic Trend FYE 2008 to FYE 2011

|                | Overall (w/o MSCM) | MYCO | HB       | McElve
<table>
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<th></th>
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<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2007-2008</td>
<td>62024</td>
<td>21968</td>
<td>36580</td>
<td>3476</td>
</tr>
<tr>
<td>FY 2010-2011</td>
<td>51694</td>
<td>23736</td>
<td>25193</td>
<td>2765</td>
</tr>
<tr>
<td>3-Year Change 2008 to 2011</td>
<td>Down -10330</td>
<td>Up 1768</td>
<td>Down -11387</td>
<td>Down -711</td>
</tr>
<tr>
<td>% 3-Year Change 2008 to 2011</td>
<td>Down -16.6%</td>
<td>Up 8.1%</td>
<td>Down -31.1%</td>
<td>Down -20.5%</td>
</tr>
</tbody>
</table>

With the Main Street Children’s Museum, which opened in December of 2011 factored in, the overall numbers do actually rise slightly between 2008 and 2011 to an overall increase of 1.6% - an increase which is built upon with growth at MSCM over the next two years.

Another important way to measure progress is by looking at the major visitation categories. The three largest categories are General Admission, Groups (primarily schools), and Special Events. These categories comprise 51% of the total visitation. General Admission and school groups are up (5.7% and 5.8% respectively) from last year while special events are down (18%). The other three smaller categories – performances (down 7.9%), onsite research (up 39%), and the catch-all onsite “other” (down 14.8%) are collectively down 5.9%. Significantly, all six onsite categories are up from their FYE 2011 totals.

A final service category is offsite, or “outreach”, programming, which represents just over 2% of our total number served. Offsite programming is down by almost 15% from the previous year. This category has been strong in the more distant past and may eventually provide an opportunity for greater service; however, it should not deplete our core functions onsite. In 2013-14 our education staff at Historic Brattsville intends to experiment with limited outreach programming in area schools during our slower visitation seasons.

All in all, the visitation numbers are strong and headed in the right direction. We should keep in mind that there is still considerable opportunity for growth. Numerical success should always be accompanied by continued improvement in the authenticity and professionalism of our work as we strive to create memorable visitor experiences and preserve our natural and cultural histories for future generations.

Contributed Income (non-governmental)

Despite a difficult year in Development, Gross Contributed Income (including Membership Income) remained relatively stable dropping less than 1%. However, expenses in the Development department were reduced by almost 48%. The result was an increase in Net Income of over 294%.

<table>
<thead>
<tr>
<th></th>
<th>2011-2012</th>
<th>2012-2013</th>
<th>Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Contributed Income</td>
<td>$571,503</td>
<td>$170,529</td>
<td>-$397</td>
<td>-0.57%</td>
</tr>
<tr>
<td>Development Expenses</td>
<td>$147,740</td>
<td>$78,570</td>
<td>-$69,170</td>
<td>-46.82%</td>
</tr>
<tr>
<td>Net Contributed income</td>
<td>$23,312</td>
<td>$91,959</td>
<td>+$68,647</td>
<td>+294.5%</td>
</tr>
</tbody>
</table>

In 2011-2012 eighty-six cents out of every dollar raised was used to pay Development expenses. This ratio was simply unacceptable and changes were necessary. In the year completed in June we were able to reduce this number to forty-six cents from every dollar. While it is good that we were able to contribute more of the money raised back into programs rather than into fundraising expenses, this ratio is still higher than the ideal. However, this disproportionate spending in fundraising has been a chronic problem within our organization for some time and it is good that we are headed in the right direction.

Membership

Membership rose to 1,170 in 2012-13 – up by almost 2.5% from the number of members at the end of 2011-2012 (1,142). Income from membership ($49,077) was up by 24% over the previous year and almost 16% over the amount budgeted.

Volunteer Program

In FYE 2013, we had 259 volunteers who logged a total of 19,632 hours of service to the Culture and Heritage Museums. This is a standard starting value of $10 per hour, this would amount to a contribution worth almost $200,000. Service includes re-enactors, unpaid interns, and governance as well as traditional volunteers at all of our sites. The total hours served is up over slightly (0.4%) from equally strong numbers in 2011-2012 and by 14.83% from 2010-2011. Special appreciation is due to Wendy Cole who took over coordination of the Volunteer Program in early 2012.

Facilities Rentals

Facilities Rentals have greatly exceeded expectations. Income from rentals totalled $38,653 in FYE 2013, up $17,323 or 81% from FYE 2012. In a year whenshift the anticipated budgeted revenue was reduced, this total exceeded the budgeted amount by 163%. Rental income at Hightower Hall, which accounted for 66% of the total rental income, was up by almost 200% from the previous year and almost 300% above the budgeted amount.

Financial Information

It would be premature to have an in depth discussion on our year-end financial statements since we are still awaiting their finalization. Still, it is safe to say that our expenditures are well under budget due primarily to delays in capital projects. The funds made available in 2012-13 for these projects will be made available in 2013-14. Our non-capital expenditures appear to be significantly under budget as well. The projected total of around $3.2 million will be up slightly from actual non-capital expenses from FYE 2012 (c. $3.15 million). Both of these totals are down significantly from non-capital expenditures in FYE 2011 which exceeded $3.85 million. The current projection for non-capital expenditures in the year just completed represents more than a 17% reduction from two years ago. The statement made in my last report that we are serving more people at our sites with less operating expenses still stands. We will discuss the year-end financials in more detail once they are finalized.
Capital Projects et al.
Following up on previous work on the Hallway and Restrooms at the McElvey Center, a much-needed roof replacement on the old school was completed thanks to capital funding in the York County budget. Work continued through much of the year in renovating the McElvey School Annex into our research, archives, and collections center. Although there have been some challenges, the work is currently scheduled to be completed in December. Collections and archives staff continue to prepare for the move. The physical inventory of objects in the McElvey storage rooms has been completed as over 4,000 objects were inventoried in FYE 2013.

Perhaps the most impactful capital improvement of the 2012-13 year was the upgrade of the Settlementry Planetarium at the Museum of York County. As mentioned earlier, since re-opening the planetarium on October 13 there has been a significant spike in museum attendance. In addition to the planetarium, improvements at MYCO have included landscaping, new awnings, new carpeting and a new exhibition on the exterior of the planetarium.

Although not yet as visible, there has been significant work on capital projects at Historic Brattontsville. Project design has been completed and funding secured to make historically accurate restorations to the roof and masonry of the brick house. This project has involved significant new research, including archaeological investigation, and a commitment to restoration as a treatment option. While the required processes have been slow in unraveling, the project is adhering to the Secretary of the Interior’s Preservation standards as well as following necessary county procedures. The responses to the second call for bids are set to be opened tomorrow (July 23rd). We are also presenting ourselves for future phasing of the Restoration. Preservation Architect, Martin Meek has completed a new set of drawings and funds have been secured through the York County Hospitality Tax program to complete restoration of the front porch.

In the 2012-13 we announced the discovery of the exact location of the Williamson’s Plantation (Huck’s Defeat) Battlefield based on research by staff Historian, Michael Scoggins and archaeological verification. Brockington Consultants have presented recommendations for interpreting the site and recently approved funding is in place through the York County Hospitality Tax program to begin work in 2013-2014.

Work has been underway throughout the past year to revisit and finalize a Master Interpretive Plan for Historic Brattontsville. Parameters have been identified and previous work has been reviewed. Building and streamlining from the old “Vales of Time” plan we have identified three primary eras of interpretation that are supported by resources of the site and the stories of the Brattontsville Community related to those resources. These eras are The American Revolution (c. 1780), The Eve of the Civil War (c. 1859), and Reconstruction (c. 1871). While some work in interpretation remains we are rapidly approaching the time for consultants to provide physical site design.

Other work at Historic Brattontsville has included alleviation of a significant drainage problem at High Tower Hall and related repair of severely water-damaged plaster. Work has also begun on interior repairs at the Homestead.

Groundwork for the replacement of the roof at MYCO has been completed, funding is in place, and a contractor has been selected. As soon as the paperwork is received from the contractor we will be ready to issue a notice to proceed.

Work at the Main Street Children’s Museum has included routine exhibit monitoring and repairs. Other significant projects have included issues with mechanical systems and a move of a portion of the Natural History Collection due to the discovery of mold. The mold has since been eradicated and a dryer environment has been provided.

We have also completed a major Information Technology upgrade to the computers and telephones throughout our sites. This upgrade not only will provide greater capacity in our operations but will also allow more efficient use of financial resources over the long-term.

Exhibits
The Exhibits Department has done an exceptional job in maintaining and creating exhibitions this year. Exhibits in the Vernon Grant gallery have included “On Holiday with Santa” and “Flibbity Jibbit: A Story of Friendship” while the semi-permanent "Tot-Town" continued nearby. “Peanuts Naturally” continued from the previous year in the Springs Gallery followed by “One World, One Sky” and “A Life in the Forest: the Paintings of Sallie Middleton”. The planetarium hallway exhibition was added to the schedule to accompany the re-opening of the Settlementy Planetarium. The major endeavor for the exhibits/natural history team this past year was “Way Back When: Ice Age Beasts of the Carolinas” which opened on June 25th and will remain up for most of the 2013-14 fiscal year. Significant planning, design, and preparation went into the exhibit and we are experiencing great interest from the community as a result.

Special Events
In addition to our ongoing daily programming, we continued to offer a busy schedule of special events in 2012-2013. Major events at MYCO included “Earth Day Birthday” and “America Recycles Day”. Both were well-attended but down from the previous year. Visitation at MYCO seems to be spreading out more with a recent boost on our free Sundays. McElvey offered a series of history-themed events on the second Saturday of each month. Although generally not demonstrating high attendance, the series filled an important niche in the community. Due to the preparations necessary for the move to the annex, these events will be suspended until the move is complete. The Main Street Children’s Museum saw a four-day visitor total of 580 during Rock Hill’s Christmasville Festival. This was down from last year but still strong.

Special Events encompass much of the activity at Historic Brattontsville. With the aforementioned very significant exceptions (July 4th, Huck’s Defeat, and Children’s Day) special events did well in 2012-13. “By the Sweat of our Brow” and the “Piedmont Pottery Festival” both experienced five-year attendance highs. Christmas Candlelight, HB’s largest event, was down from the previous year at 1,871 but saw its second highest attendance in the past five years. “Hog Butchering Day” and “Sheep Shearing Day” did exceptionally well with Sheep Shearing doubling its attendance total of FYE 2012. We instituted one new event in 2012-13, “Spirits and Stories: Brattontsville by Twilight”, in October. It was well-attended with 280 visitors in its inaugural year and we look for this event to become even more popular as word spreads.

Performances at McElvey
The McElvey Concerts continued with the “New Harmonies” American roots music series at the beginning of the year which was supported by external funding. We then kicked off the “Southern Sound Series” at McElvey in November with our Keepers of the Culture awards ceremony and a concert by Nashville singer/songwriter Darrell Scott. The 2012 award recipients were Allan Miller, Pat Veasey, and Joe Zdenek. The music series continued in January with The Secret Sisters followed by Ruthie Foster, Suzy Bogguss, and Abigail Washburn. All of the concerts were well-attended with Bogguss receiving the strongest turn-out.
The staff at the Cultural and Heritage Commission is both talented and dedicated. They believe that the work they do can make a difference and they go above and beyond to provide quality programming for our visitors and professional care for the structures and objects that illustrate our area’s cultural and natural history. Throughout the year, we have worked closely with county departments and they have been instrumental in our progress for the year. The departments with which we work most closely are Finance, Purchasing, Human Resources, Information Technology, and Engineering. We feel we have made progress this year and thank the Commission for your service and support.

Sincerely,

(submitted electronically)

Carey L. Tilley
Executive Director

Culture and Heritage Museums
York County, SC

Statement of Organizational Values
Approved June 23, 2012

1. **Authenticity:** We ensure that the knowledge that we share is accurate and supported through credible documentation or eyewitness accounts.

2. **Professionalism:** We adhere to best practices of the museum field in the care of resources under our stewardship.

3. **Meaningful Visitor Experiences:** We strive to create memorable experiences enabling those we serve to walk away from our museums not only with new information but with inspiration that they will carry with them throughout their lives.

4. **Respect for those we represent:** As a cultural museum we tell the story of people from various backgrounds and life experiences both past and present. We have an obligation to tell their stories in a fair and balanced manner that fosters greater understanding of their unique perspectives.

5. **Respect for our Natural World:** As a natural history museum we have a responsibility to show respect for the natural world and to lead by example.

6. **Transparency:** We ensure our organizational meetings, documents, and records beyond those that pertain to our legal requirements or breach the trust of our donors are available to the public.

7. **Stewardship:** We recognize that all of our assets are held on behalf of the public good and that it is our responsibility to ensure that they are used wisely. We are committed to maximizing these assets, including public and private funding, in a manner that effectively supports our mission.

8. **Donor Rights:** We believe all donors should be valued and informed. Promises should be delivered and expectations of confidentiality should be met to the fullest extent of the law. To this end we have adopted the “Donor Bill of Rights” as set forth by the Association of Fundraising Professionals.

Culture and Heritage Museums
York County, SC

Site Mission Statements

As approved by the Culture and Heritage Commission

February 25, 2013

The Culture & Heritage Museums is a family of museums in York County, SC, which includes Historic Brattonsville, the Museum of York County, the Main Street Children’s Museum, and the History Center and Lowery Family Theater at the McElvey Center.

**Culture and Heritage Museums Mission Statement:**

The mission of the Culture and Heritage Museums is to communicate and preserve the natural and cultural histories of the Carolina Piedmont, inspiring a lifetime of learning.

**Site Mission Statements**

Each site within the CHM family serves the larger mission of the organization through its own unique purpose. The site mission statements were formally approved by the Culture and Heritage Commission on February 25, 2013.
Historic Brattonsville Mission Statement:

The mission of Historic Brattonsville is to preserve and present the history of the Carolina Piedmont and this Revolutionary War site as portrayed through the structures, landscape, and stories of the Brattonsville community.

Museum of York County Mission Statement:

The mission of the Museum of York County is to enhance understanding of our world by collecting and preserving the art and natural history of the Carolina Piedmont, communicating regional themes and their broader global connections.

Main Street Children's Museum Mission Statement:

The mission of the Main Street Children's Museum is to prepare young learners and their families for the future, by providing positive learning through creative play in a unique environment inspired by the art of Vernon Grant.

York County Center for Historical Research and Preservation Mission Statement:

The mission of the York County Center for Historical Research and Preservation is to preserve the heritage of York County and the Carolina Piedmont through collection and care of its significant art, objects and archival material while providing opportunities for research and learning.

Lowry Family Theater Mission Statement:

The mission of the Lowry Family Theater is to present the unique heritage of the Carolina Piedmont through the performing arts while maintaining a quality venue for community enrichment.

A Donor Bill of Rights

**Philanthropy** is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To ensure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

- To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
- To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgement in its stewardship responsibilities.
- To have access to the organization's most recent financial statements.
- To be assured their gifts will be used for the purposes for which they were given.
- To receive appropriate acknowledgement and recognition.
- To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.
- To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
- To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
- To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

*Adopted by the Culture & Heritage Commission on July 23, 2012*
Objective I: Strengthen the position of Historic Brattonsville as a regional destination for Heritage Education and Tourism through Capital Improvements and accompanying programmatic growth.

1. Complete the Comprehensive Interpretive Plan for Historic Brattonsville including Master Site Plan and Furnishing Plan.
2. Increase focus on Revolutionary War Period significance at Historic Brattonsville
   a. Implement Interpretive Plan for the Rack's Defeat Battlefield including trail creation, interpretive signage, interactive electronic component, and orientation video.
   b. Create a 1780 farm interpretive area including a house built to the specifications of the original Colonel Bratton House. This site will enhance daily activities as well as special programming which will include the annual battle reenactment.
   c. Implement programming changes to capitalize on site improvements.
3. Complete next phase of Brick House Rehabilitation at Historic Brattonsville according to identified preservation and programming needs.

Objective II: Further align exhibitions, programming, and collections to the stories of the Carolina Piedmont and the new specific site missions.

4. Planning and Development for renovation of the “Elephant Hall” Exhibition at MYCO to better reflect the organizational mission.
5. Take steps to ensure that the collections and related expenditure of resources (money, staff time, space, etc.) more accurately reflect a commitment to the mission. This project will include a deaccession plan.
6. Launch Carolina Specimens collection enhancement including necessary renovations for “Fluid Preservation Room”.

Objective III: Prepare for re-accreditation.

7. Key staff will meet specific targets and adhere to established time lines on the road to re-accreditation. An established committee will work with the Executive Director to monitor progress.

Objective IV: Strengthen McCelvey's institutional role.

8. Complete the move of the archives, collections and research area to the McCelvey Center Annex with appropriate furnishings including comprehensive relocation inventory.
9. Define and begin implementation of the future role of the McCelvey building after the move of the archives and collections are completed.

Objective V: Generate positive and meaningful brand awareness.

10. Implement site-specific branding.
11. Play a leadership role in initiating the Southern Revolutionary War National Heritage Corridor as a mechanism for raising awareness of the importance of events in the Back Country in winning American Independence.

Objective VI: Mobilize volunteers as a means to support programming, raise awareness, and grow financial support.

12. Encourage increased participation through greater recognition of volunteers, incentives and marketing.

Objective VII: Strengthen the position of the Main Street Children's Museum as a community leader in early childhood education.

13. Provide resources and greater opportunity to engage parents in creative play with their children.
Committee Reports

- Finance Committee – no meeting
- Governance Committee – no meeting
- Collections Committee
  - Pat Veasey reported that the committee did meet and is suggesting 2 to 3 year terms for the members to serve. She noted that the at-large members are the ones who would cycle on and off on a rotational basis and there are three of those members – Janice Chism, Judy Miller and Strauss Shiple. The thought was that when they finish their 2 to 3 year terms, that will be their cycling off and then we will start from there.
  - Veasey will incorporate term language into Charter and offer for approval at the next meeting.

Old Business

- Brick House Roof Status
  - Tilley reported bid opening scheduled for tomorrow, August 23.
  - Getter suggested reviewing bids and then calling a special meeting, if necessary, prior to the County Council meeting.
- MYCO Roof Status
  - Waiting on documentation from contractor showing they are bonded.
- Development Committee Charter Discussion
  - Getter noted that the revised draft still needs work; he will meet with Development Director Herndon to make further revisions and plans to offer proposed Charter to the Commission at the next meeting.
- Keepers of the Culture Event
  - Tilley inquired as to whether or not formal action was needed by the Commission to delay this event past November, 2013. This was discussed at the last meeting but no action was taken.
  - Herndon noted that because there continue to be inquiries about the status of the event, it may be best to formally agree to postpone.

David Duncan moved to delay this event until the Committee comes back with an official recommendation; Getter seconded; no discussion; a vote was taken and the motion passed unanimously.

New Business

- Hospitality Tax Grant Awards
  - Tilley reported that these grant awards will affect our budget by increasing our expenses and increasing our revenue. He noted that technically this is a budget change which requires approval by the Commission and the Council.

Getter moved to increase our budget by the amount of the Hospitality Tax Grant that was awarded to us and request that the County also approve that added revenue and added expense on our budget; Plexico seconded; no discussion; a vote was taken and the motion passed unanimously.
Plexico made a motion to adjourn to Executive Session for an update on the Foundation issue; Getter seconded; no discussion; a vote was taken and the motion passed unanimously.

Executive Session

Reconvene to Open Session

Plexico reported that no action was taken as a result of Executive Session.

Plexico moved to adjourn; Getter seconded; no discussion; a vote was taken and the motion passed unanimously.

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