Culture & Heritage
Board of Commissioners Meeting
August 25, 2014
6:00 PM
Museum of York County

Approved: 09-22-2014

Person Presiding: Chair, David Plexico
Members Present: Ragin Craig, David Duncan, Dennis Getter, Leo Yakutis
Members Absent: Carlos Bryson, Rick Lee
Ex Officio Present: Nancy Craig
Staff: Carey Tilley, Barbara Ardrey
Other: County Attorney Michael Kendree, Assistant County Attorney Emily Brown

Prior to the meeting being called to order, Attorney Michael Kendree administered the oath of office to Leo Yakutis.

Chair David Plexico called the meeting to order at 6:00 pm.

The first order of business was approval of the minutes of the July 28, 2014 meeting. Plexico called for a motion. Duncan so moved; Ragin Craig seconded; Tilley reported that he had revised the Director’s Report from what was originally presented and asked which version should be attached to the minutes. Getter suggested submitting Tilley’s revised report with these (August 25th) minutes in order to have both versions. Duncan amended his original motion to include the suggestion; Getter seconded the amended motion; no further discussion; a vote was taken and the motion as amended passed unanimously.

(See full Year-End Report/Revised August 4, attached as “Addendum A” to these minutes.)

Report of Executive Director

• (See Director’s Report dated 08/25/2014 attached as “Addendum B” to these minutes.)

Welcome New Commissioner

Plexico took a moment to welcome Leo Yakutis as the new Commissioner from District 2.

Committee Reports

• Finance Committee
  o Getter reported that the committee did not meet.
  o Presented hand-out showing first month of the budget year.
• Governance Committee
  o Ragin Craig reported that the committee did not meet but that the appraisals for Tilley were due into Lisa Davidson, County HR Director, by August 31. He also noted that it had been
called to his attention that Ex Officio members cannot evaluate an employee. As a new commissioner, Leo Yakulis declined evaluating Executive Director Tilley this year.

- Ragin Craig asked if there was any business concerning Governance that needed to be finished. Tilley noted that the only issue, which has been discussed before, is that under the York County HR rules Executive Director of the Culture & Heritage Commission should be substituted for County Manager with certain exceptions. This change has already had two readings in County Council and one of the special exceptions may need to be tweaked. Tilley further noted that he still needs to speak with the County Manager to finalize this matter. Per Attorney Kendree, the Board has approved the recommendation subject to the Council either adopting it or not.

- Collections Committee
  - Duncan reported no business this month.

There was a discussion of committee structure and who should serve on which committee. The discussion included distinguishing between standing and ad hoc committees.

**Old Business**

- Brattonsville Road Discussion
  - Tilley reported that there was nothing new although it has been determined that approximately 12,000 children would have crossed Brattonsville Road last year.
  - Tilley noted that he would like the next step be to putting this into the design documents that will soon be in process and stress the importance of evaluating the road for future use and safety to report to the County as a professional recommendation as part of our Master Site Plan at Brattonsville.

- McElveen Rentals/County Facilities Study
  - Tilley reported that the total square footage of the McElveen Center is around 42,000. Office space available to offer the County would be between 10,000 and 12,000 square feet. This could be used for record storage or for offices or for temporary offices. Tilley reported that the County did intend to include potential use of McElveen in their planning. He noted that although it may be less expensive for the county to build a new facility, work still needs to be done to the McElveen Center.
  - Tilley handed out a plan view of the three floors at McElveen as visual aids to understand the breakdown of the rooms but cautioned that the square footage numbers included on the plans were not reliable.

- MYCO Admission
  - Tilley reported that several months ago the staff recommended that the admission rates for adults and seniors at MYCO be increased by $1.00 each to be consistent with the rates at Historic Brattonsville. At that time, the Commission inquired as to the rates charged at Main Street Children's Museum and asked for more information and, because the timing of the issue was not pressing, the matter was deferred. Tilley noted that the rates for the Children's Museum are set up differently from the other sites in that adults and children are charged the same amount, which is regular practice for children's play areas.
  - Tilley recommended going up on the admission for adults and seniors at MYCO by $1.00 for each category and implementing this increase in January, 2015.
Ragin Craig moved to increase the admission fee at MYCO by $1.00 each for adults and seniors effective January, 2013; Plexico seconded; no discussion; a vote was taken and all voted in favor; the motion passed unanimously.

- Tilley discussed the free Sunday attendance numbers for MYCO and noted that initially (c. 2010) the free Sundays were responsible for the big spike in the numbers but that more recently, those numbers have gone down and Saturday attendance is going up, showing that the recent growth is not because of the free Sundays.

New Business

- Budget Amendment
  - This is about the appropriation for the projects that have been funded but not completed so we have to carry over the money that was allocated to the next budget year.

Getter moved to reappropriate $111,821.00 that was not spent last year to this year’s budget; Duncan seconded; no discussion; a vote was taken and all voted in favor; the motion passed unanimously.

- Getter noted that at the last meeting we voted on taking $5,000 from the Enterprise Fund and allowing Linda Williams to use that to publish the Vernon Grant Book. Technically we have to have a motion that specifically states that that will be in our budget this year. The following motion was then made.

Getter made a motion that the Commission take $5,000 from the Enterprise Fund and put it in our operating budget this year to be used for Linda Williams’ book (about Vernon Grant); Ragin Craig seconded the motion; no discussion; a vote was taken and all voted in favor with the exception of Leo Yakulis who abstained for lack of knowledge of the issue; the motion passed.

- Request for Ex Officio Representation on CHC
  - Tilley noted that before the Ordinance change, it was customary for the MYCO Guild President to be their representative on the Board in an ex-officio capacity as set forth in their by-laws. Tilley also noted that this might not be a bad idea but that the ordinance change supersedes those by-laws so there is no obligation to fill that position with the Guild President. The Friends of HB may also have had a representative on the Board at one time.
  - Tilley further noted that at this point he believes it would be up to the Board’s discretion through the processes of the county for you to consider them should they apply.
  - Further discussion followed, including procedure for appointing ex-officio members. Applications must be submitted; thereafter Commission makes its recommendation to the Council and Council votes.

Ragin Craig moved that the Commission advertise on its website for a period of 30 days, that there is an opening for an ex-officio member on the board; Getter seconded; discussion; a vote was taken and the motion passed unanimously.
• Strategic Objectives and Initiatives
  o Tilley advised that two versions of the Strategic Objectives and Initiatives for 2014-2015 were included in the board packets. The longer version included additional information in the form of a summary of previous progress and next steps after each initiative. The shorter version, which is to be presented to the Commission for approval, is attached hereto as “Addendum C”.
  o Tilley reviewed the shorter version for the Commission, noting that, because of the many variables involved, these Objectives will not all be done in one year.
  o The Commissioners all agreed that they would like to review the information presented and have it resubmitted at the next meeting.

Duncan moved to adjourn to Executive Session, after a short break, for receipt of legal advice and to discussion of contractual matter; Ragin Craig seconded; the motion passed unanimously.

Executive Session

  • Receipt of Legal Advice
  • Discussion of Contractual Matter

Reconvene to Open Session

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

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

Prepared by: Barbara Ardrey
Submitted by: Dennis Getter, Secretary/Treasurer
CHC Mission Statement
The Mission of the Culture and Heritage Commission is to communicate and preserve the natural and cultural histories of the Carolina Piedmont, inspiring a lifetime of learning.

CHM: A Family of Museums
The Culture and Heritage Museums collectively make up a family of museums governed by the Culture and Heritage Commission of York County. Our sites include Historic Brattonsville (HB), The Main Street Children’s Museum (MSCM), the Museum of York County (MYCO) and the McCalvay Center (featuring the Lowry Family Theater and the Historical Center of York County). Each of our four museums contributes to the mission of the Culture and Heritage Commission in its own unique manner.

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.

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.
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.

The Historical Center of York County 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.

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.

CHC Commissioners,
On June 30th we completed FY 2013-2014 at the Culture and Heritage Museums. It was a positive year with significant growth in attendance and membership. We also maintained the quality of our programs - two of which received state awards this past year - while controlling operating expenses. At the same time we moved forward with important capital projects, setting the stage for our future.

Final 2013-2014 Visitation Numbers
The visitation numbers continued to demonstrate growth in most categories in 2013-2014 (See following Tables and Appendix A). Overall attendance rose 6.5% from the previous year while each site ended the year with positive growth. All three major visitation categories - General Admission, Special Events, and Groups - also showed growth. Over the past three years, there is a general upward trend at the Culture and Heritage Museums. Since 2010-2011 visitation is up significantly at all sites despite a reduction in the operating (or non-capital) expenses of close to $700,000 since that time.
CHM ON-SITE ATTENDANCE
BY SITE

2010-2011: On-Site Visitation at all sites combined totaled 62,610

2011-2012: On-Site Visitation at all sites combined totaled 72,918

2012-2013: On-Site Visitation at all sites combined totaled 74,326

2013-2014: On-site Visitation at all sites combined totaled 79,176

1 Main Street Children’s Museum opened in December 2010 creating an initial significant increase in on-site attendance. Overall Growth at all sites has continued in subsequent years. There has also been noticeable growth at the three other sites since 2010-11.
*The Carroll Schools program was actually an off-site program counted in on-site numbers in 2010-11, 2011-12, and 2012-13. In those years it was offered in conjunction with York School District 3 who has operated the program exclusively since February of 2013.
McCelvey Center

Main Street Children's Museum

*MSCM did not open until December of 2010.
Selected CHM Highlights
2013-2014

Museum of York County

“Way Back When” Wins State Award
Our featured exhibition in the Springs Gallery at the Museum of York County this year has been Way Back When: Ice Age Beasts of the Carolinas which actually opened in June of 2013. This exhibit explores the fauna and flora of the Carolina Piedmont during the Pleistocene epoch. It is a precursor of things to come as we plan the incorporation of our outstanding African Animal collection into Bygone Eras - our future permanent exhibition exploring past environments of the Carolina Piedmont by comparing them to important niches still present in other parts of the world. The “Way Back When” exhibition introduced the public to “Jeffrey”, a Jeffersonian Ground Sloth from the late Ice Age artistically created by the CHM staff. Jeffrey will remain a fixture in our future interpretation. In March, the CHM received the 2013 Award of Achievement from the South Carolina Federation of Museums for our work on this exhibit.

Advertising artwork by Stephen Crotts announcing the opening of “Way Back When”

“Phyllis” the Dinosaur Joins the CHC
In February, the CHC received a gift of a model of a dinosaur from Phil Fraley Productions - a well-known exhibition and fabrication company from Turtle Creek, Pennsylvania. The award-winning model (dubbed “Phyllis” by the staff) is a life-sized replica of a Coelophysis valued at approximately $20,000. Coelophysis was a bipedal dinosaur that stood about five to six feet high whose relatives roamed the Carolina Piedmont in the Triassic Period. The model will be debuted in our upcoming exhibition Life: A Journey through Time scheduled to open this coming fall.
Like Jeffrey, the Ground Sloth, Phyllis will be an important regular in our future permanent exhibition exploring the Carolina Piedmont of the distant past.

"Phyllis" – Model of Coelophysis donated to the CHC in February 2014

**MYCO Roof**
Working with Raymond Engineering and Interstate Roofing, we replaced the roof over the Museum of York County this past year. This project cost c. $443,000. While it may not be as exciting as some of our other efforts, it was an absolute necessity. The former roof was leaking in numerous places and the patching efforts of previous years no longer represented a viable solution. The water was a threat to the building and its contents. The roof replacement showed a commitment to our current facilities as well as to the preservation of our exhibits.

**Other MYCO Highlights**
Some of the other 2013-14 highlights at MYCO include continued strong interest in the new Settlemyre Planetarium (opened October 2012) and the hands-on opportunities in the Naturalist Center as evidenced through continued growth. Successful annual events like *Earth Day Birthday* and *America Recycles Day* as well as the launch of new summer activities and homeschool programs continued to provide quality educational experiences that were well-received by the public. The great response to *Family Night at the Museum* as a new event offered in conjunction with the Rock Hill Schools Title I program in 2013-2014 was a pleasant surprise that allowed us to reach a broader audience.

**Main Street Children’s Museum**

**Countdown to Kindergarten**
In August the Main Street Children’s Museum took over the street in our first celebration and preparation for the beginning of Kindergarten. *Countdown to Kindergarten* is part of a statewide
collaboration led by EdVenture Children’s Museum in Columbia. We had an estimated 500 children and parents attend our inaugural offering of the event. The celebration featuring music and fun educational experiences as well as free access to the Children’s Museum will be offered again this year with significant community support on August 7th from 5:00 to 7:00 pm.

Visitation at the Main Street Children’s Museum continues to grow with daily general admission increasing as well as the success of special programming like *Wee Wednesday*, *After Two on Tuesday*, and *I Spy Friday*. The Children’s Museum is also the biggest source for the growth in membership.

**McCelvey Center**
(Historical Center of York County & Lowry Family Theater)

**Historical Center Opened**
The resurrection of the McCelvey School Annex as the new *Historical Center of York County* was substantially completed in March and the Center was opened to the public on April 1st with a Grand Opening held in late May. The center is home to our Collections and Archives – providing a stable and secure environment that meets the highest standards for long-term preservation of these resources. It also is home to the *Southern Revolutionary War Institute* which constitutes a library and home for rare documents of this pivotal part of our Nation’s history. The institute along with the Research Room for York County Research is accessible to the public. The c. $2
million project was completed in partnership with the York County Engineering Department and is reflected in the County budget.

Historical Center of York County following Annex Renovations

Southern Campaigns of the Revolution National Heritage Trail
Last November CHM staff presented a revised conceptual financial plan for the Southern Campaign of the Revolution National Historic Corridor to the Commissioners and National Park Service personnel. The National Park Service has submitted a draft proposal to the Secretary of the Interior. We are currently still waiting on a decision on whether the Secretary of the Interior will recommend the Trail for Congressional approval. Should the proposal be approved, the CHC will serve as managing partner of the project and funds would be available to help us fulfill that role.

Collections Move & AAM Reaccreditation
Much of the work at the McElvey campus has been behind the scenes preparing for the collections move and re-accreditation. To date the inventory of objects and archival material has been completed. In addition 95% of the art collection (including the Vernon Grant Collection) and 90% of the archival material have been moved to their new locations at the Annex. The Collections staff is taking the lead on re-accreditation through the American Alliance of Museums (AAM) which will take place in 2015. Accreditation is the “mark of distinction” for the museum profession and is granted only to those museums that meet the Characteristics of Excellence as set for the by AAM. Currently the CHM is one of only ten museums in South Carolina that have been recognized in this way. Accredited museums must go through the process of re-accreditation every ten years. A schedule of internal and external deadlines has been created and we are progressing towards our goals. One major hurdle has already been crossed – the approval of a revised Collections Policy that addresses our specific needs while adhering to the rigid standards of AAM Accreditation.

Christmas in Old York
This past December the McElvey School was featured as a stop on the Yorkville Historical Society’s Christmas in Old York tour. Approximately 550 people visited the site as part of this program.
**Southern Sound Series**

This year’s Southern Sound Series consisted of four concerts featuring Grammy-award winning acts. Attendance for the Series was up by c. 3% from 2012-13 despite having one fewer concert. Because of restructuring the way the concerts were set up, income from tickets sold for the series rose to over $36,000 — more than double the amount raised in ticket sales last year. Two of the four shows in 2013-2014 sold out with the other two near capacity.

![Grammy Award-Winners, Steep Canyon Rangers on stage at the Lowry Family Theater](image)

**Historic Brattonsville**

**Revitalization of Huck’s Defeat Reenactment**

In late 2011 and early 2012, there was serious consideration for discontinuing Huck’s Defeat as a July event. Despite concerns over heat and dwindling Re-enactor numbers, the Commissioners felt it was important to continue the event on the weekend of the actual anniversary of the battle. Later that summer, following a late start in planning, the attendance fell to its second lowest total on recent record. The event rebounded in 2013-14, however, with a strong showing of over 1,000 visitors. A few weeks ago, the growth continued in the new fiscal year with strong re-enactor participation, the return of cavalry and an attendance total of over 1,300 visitors.

**New Huck’s Defeat Battlefield Trail**

On July 12, 2014 the CHC opened the Huck’s Defeat Battlefield Trail to the public. The trail represents the most important addition to Historic Brattonsville’s public offerings in years. It was the culmination of significant staff and consultant collaboration including Michael Scoggins’ research and archaeological verification by the South Carolina Institute of Archaeology and
Anthropology. In addition to the trail itself, major elements of the project included the commissioning of original artwork by Don Troiani and Dan Nance for interpretive signage, a new orientation video giving an overview of the battle, and a ghost structure representing the historic Williamson House that was on the battlefield. A special preview of the Trail for members and invited guests on July 10th was well-attended.

"Aurora’s Council": Original Artwork by Dan Nance used in New Battlefield Signage & Marketing Materials

By the Sweat of Our Brows Receives State Recognition (Award)
On March 28th Historic Brattonsville received the 2014 Preserving Our Places in History Project Award from the South Carolina African American Heritage Commission for “By the Sweat of our Brows”. This event presents lifeways and stories of the African American community at Brattonsville. The 2013-14 attendance at the September event was the highest since 2007.

Interpreter, Sonja Burris at “By the Sweat of Our Brows”
Brick House Restoration Progresses

The first two phases (Exterior Stabilization and Front Porch Restoration) of the Restoration of the Brick House at Historic Brattonsville have been completed. The Exterior Stabilization was critical to saving the structure which was taking on water from a badly leaking roof and had significant threats to bricks and mortar in several sections. The replacement of the roof and repairs to the masonry were conducted following extensive research and adhered to the strict standards for Restoration as set forth in the Secretary of the Interior's Standards. The second phase involved Restoration of the Front Porch to the primary period of significance (1855-1885). The recent work on both phases has gone a long way towards returning the structure to its appearance during its time as a public building serving the Brattonsville community through the Ante-bellum, Civil War, and Reconstruction eras.

![View of Brick House showing New Roof and Restored Front Porch](image)

Other HB Capital Progress

In addition to the work on the Battlefield and the Brick House, we have worked with Preservation Architect Martin Meek to complete a Fabric Survey of the original portion of the Colonel Bratton House which includes architectural drawings of the Eighteenth Century portions of the house that will be used in creating a reproduction of a 1780 Farmstead. Other important recent work at Historic Brattonsville has included plaster repairs and painting in the Hightower basement and in the most needed rooms of the Homestead. The HB Interpretive Plan is nearing completion with some additional work needed related to support (non-interpretive) needs and staffing.
Record Day at Children’s Day on the Farm
Perfect weather, good promotion, and a quality event combined in late March to give this year’s Children’s Day on the Farm our highest single-day attendance at Historic Brattonsville on record. The attendance total of 1,802 beat the old record of 1,735 set at Children’s Day in 2003.

Special Events at Historic Brattonsville
One of the biggest highlights of the year at Historic Brattonsville was the sustained growth in Special Events. Every single event at HB this past year in which it did not rain was up from the previous year. As demonstrated in the tables below, most events were up significantly and represented significant growth over previous years.
**General Highlights**

**Volunteer Hours**
This past year Volunteers logged a combined total of 26,240 hours in service to the CHM - up 14.5% from the 2012-13 revised totals. This number includes 655 individuals who volunteered at least once. It also includes 3,554 intern hours. Our work would not be possible without the support of volunteers, including the commissioners. The Special Events at Historic Brattonsville are especially dependent on large numbers of volunteers. If we placed a monetary value on the 26,240 hours of time donated to the CHM even at minimum wage it would be in excess of $190,000. If we used the standard figure for our state put forth by [www.independentsector.org](http://www.independentsector.org) of $20.15 per hour, this aggregate value of our volunteers would be $528,736.

**Retail Membership Income Continues Strong Upward Trend**
Income from Retail Membership continues to grow in 2013-14. This trend first started in December of 2010 with the opening of the Main Street Children’s Museum. In FY 2010-2011, Retail Membership jumped c. 34%. Since that time it has grown another 28%, continuing growth over last year by c. 12%.

![Retail Membership Income Growth](image)

**Conclusion**
All in all it has been a positive year but it has not been without its challenges. Flooding and cold weather over the winter created problems at HB, MYCO, and McCelvey. It rained on both weekends of Christmas Candlelight – our biggest event of the year. Issues with tweaking the HVAC at the Historical Center have created delays in the move of the collections. Although we have significantly reduced fundraising expenses over the past few years, we still need to improve contributed income.

The biggest challenge of the 2013-14 year by far was the loss of our Operations Manager Frank Couch to an aggressive form of cancer. His loss was a blow to the organization professionally as well as to all of us personally.
As an organization, we continue to move forward. Since 2010-2011 we have served more people with a significantly smaller operating budget while maintaining the quality of our programs. We are primed to do even more. Next steps include working toward final reaccreditation, increasing focus on grants, completing the interpretive plan and master design for Historic Bratonsville, and moving forward with planning for Bygone Eras at MYCO. Significantly, we are coming close to a resolution on the issues with the Culture and Heritage Foundation which will be positive for the entire community and create unprecedented opportunities for capital efforts and accompanying growth. I appreciate everyone’s patience with this matter and thank you for your continued support of our mission.

Sincerely,

(submitted electronically)

Carey L. Tilley
Executive Director
### Appendix A: On-Site Visitation Comparisons by Site, Year, and Averages

<table>
<thead>
<tr>
<th></th>
<th>Overall</th>
<th>MYCO</th>
<th>HB</th>
<th>HB adjusted&lt;sup&gt;1&lt;/sup&gt;</th>
<th>MSCM</th>
<th>McCelvey&lt;sup&gt;4&lt;/sup&gt;</th>
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<tr>
<td><strong>YTD 2013-2014</strong></td>
<td>79,176</td>
<td>28,635</td>
<td>26,420</td>
<td>26,420</td>
<td>20,712</td>
<td>3,409&lt;sup&gt;3&lt;/sup&gt;</td>
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<tr>
<td><strong>YTD 2012-2013</strong></td>
<td>74,326</td>
<td>27,660</td>
<td>25,021</td>
<td>24,152</td>
<td>18,407</td>
<td>3,238&lt;sup&gt;4&lt;/sup&gt;</td>
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<tr>
<td><strong>Change from Previous Year</strong></td>
<td>+4,850</td>
<td>+975</td>
<td>+1,399</td>
<td>+2,268</td>
<td>+2,305</td>
<td>+17&lt;sup&gt;1&lt;/sup&gt;</td>
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<tr>
<td><strong>% Change from Previous Year</strong></td>
<td>+6.5%</td>
<td>+3.5%</td>
<td>+5.6%</td>
<td>+9.4%</td>
<td>+12.5%</td>
<td>+5.3%</td>
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<td><strong>Avg. of last 5 yrs.</strong></td>
<td>64,384&lt;sup&gt;1&lt;/sup&gt;</td>
<td>24,904</td>
<td>27,332</td>
<td>26,431</td>
<td>17,752&lt;sup&gt;6&lt;/sup&gt;</td>
<td>2,780</td>
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<td>-912</td>
<td>-11</td>
<td>+2,960</td>
<td>+629</td>
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<td><strong>% Change Avg.</strong></td>
<td>+23.0%</td>
<td>+15.0%</td>
<td>-3.3%</td>
<td>-0.04%</td>
<td>+16.7%</td>
<td>+22.6%</td>
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<tr>
<td><strong>Avg. of last 3 years</strong></td>
<td>69,951&lt;sup&gt;7&lt;/sup&gt;</td>
<td>25,565</td>
<td>25,860</td>
<td>24,358</td>
<td>17,752&lt;sup&gt;8&lt;/sup&gt;</td>
<td>2,913</td>
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<td>+2.2%</td>
<td>+8.5%</td>
<td>+16.7%</td>
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<td><strong>YTD 2010-2011</strong></td>
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<td>23,298</td>
<td>25,208</td>
<td>23,540</td>
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<td>+1,212</td>
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<td><strong>% Change</strong></td>
<td>+26.5%</td>
<td>+22.9%</td>
<td>+4.8%</td>
<td>+12.2%</td>
<td>+82.6%</td>
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<sup>1</sup> The adjusted total for HB excludes the Carroll Schools program which was not an on-site program but was counted in these numbers in 2010-11, 2011-12, and 2012-13. The program was turned over to the Rock Hill Schools (York District 3) in February of 2013. The Carroll Schools are included in the overall 3 and 5-year averages.

<sup>2</sup> McCelvey total for 2013-14 includes 550 visitors to the Christmas in Old York Tour at McCelvey in December that were inadvertently not counted in previous reports.

<sup>3</sup> McCelvey YTD totals for previous year include New Harmonies Concerts in July of 2012 and “Keepers of the Culture” in November of 2012. Research Room was closed for one Month in March of 2014 for relocation to annex.

<sup>4</sup> In order to show the overall growth in total served on-site by CHC, the 5-year average attendance figures include visitation at MSCM which was not opened until December of 2010. Without MSCM the other 3 sites are up by 3,920 people or 6.3% over their cumulative 5-year average.

<sup>5</sup> MSCM’s individual average YTD on-site attendance includes only FYE 12 & 13 (two-year average). These are the only full years available for comparison since it opened in December of 2010.

<sup>6</sup> As in note 5, in order to show the overall growth in total served on-site by CHC, the 3-year average attendance figures include visitation at MSCM which was not opened until December of 2010. Without MSCM the other 3 sites are up by 4,127 people or 7.5% over their cumulative 3-year average.

<sup>7</sup> Two-year average (See note 6 above)

<sup>8</sup> 2010-11 Overall totals include partial year for MSCM which opened in December 2010. Without MSCM, 2013-14 total attendance at the other three sites is up 7,194 or 14.0% since 2010-11.

<sup>9</sup> MSCM was open less than 7 months of 2010-11.
Addendum B

Culture and Heritage Museums
Director's Report
August 25, 2014

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

CHC Commissioners,
The new fiscal year has started on a positive note with the opening of the Huck’s Defeat Battlefield and strong turnouts for all events. I appreciate everyone’s commitment during the past year and look forward to working with you all in the coming one.

Independence Day Celebration
The 2014-15 Fiscal Year started with a bang with at Historic Brattonsville with attendance at our annual July 4th celebration up 25% over last year’s strong attendance. The weather was exceptional and the activities were generally well-received.

HB Huck’s Defeat Battlefield
The Battlefield opened to the public on July 12th at our annual reenactment of the Battle of Huck’s Defeat. The membership preview on the 10th was well attended with great refreshments provided by the Friends of Historic Brattonsville. The commissioned artwork by Dan Nance and Don Troiani, displayed for the opening weekend only, was well received and sales of prints were strong. The Trail was officially opened on Saturday. This year’s attendance of 1,328 at the reenactment activities was up 22% from last year and was the highest that we have seen in at least five years. One remaining element of the Battlefield Trail to be completed is the Interactive Electronic component. The work is under contract and we are awaiting the final product.

Historical Center of York County - McElvee Annex
Although the work on the McElvee Annex or the Historical Center of York County has been completed there continues to be a problem with the HVAC system’s and the humidity regulation. It is very important that our climate control meet the standards we established in order to provide optimum care for our collections and archives and we are working (through the county) with the architect and contractors to formulate a plan to correct the issue. In addition there are some relatively minor issues that are still under the contractor’s warranty that need to be addressed.

HB Brick House
It looks like we will have approximately $23,000 left over from the First Phase of the work on the Brick House. These funds should be used for important water diversion efforts including gutters and downspouts. The needed work was postponed due to high projected contracting costs. The savings will allow them to be addressed with funding currently in hand. The staff will be preparing a formal request for this part of the project to submit to the CHC as soon as the amount available as well as projected costs are known.

Visitation Numbers for July
Overall visitation at our four sites was very strong in the first month. Although anchored by an extremely strong month at Historic Brattonsville, all sites bus the Children’s Museum showed
### Volunteer Hours

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<tr>
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<th>2010-11</th>
<th>2011-12</th>
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<tr>
<td>Total</td>
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<td>Other</td>
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### Overall Volunteer Hours

![Overall Volunteer Hours Chart]

### Historic Brattonsville Volunteer Hours

![Historic Brattonsville Volunteer Hours Chart]

### MYCO Volunteer Hours

![MYCO Volunteer Hours Chart]
Addendum C
Culture and Heritage Museums

STRATEGIC OBJECTIVES AND INITIATIVES
Staff Recommendations Presented for Approval to the Culture and Heritage Commission

August 25, 2014

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. Complete a nomination for the extension of the boundaries of the National Register Historic District (nomination must be complete before Master Plan is finalized).

3. Increase focus on the Revolutionary War Period significance at Historic Brattonsville
   a. Finalize the Huck’s Defeat Battlefield Trail Project
   b. Create a 1780 Farm interpretive area, including a house built to the specifications of the original Colonel Bratton House, which incorporates a completed furnishing plan that is authentic to the time period, region, economic position, and cultural identity of the families of the early Fishing Creek community. This site will enhance daily activities as well as special programming which will include the annual battle reenactment.

4. Plan and implement programming changes to capitalize on site improvements.

5. Expand staff as necessary to keep up with capital improvements as they are implemented.

6. Continue the Brick House Restoration 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 respective missions of each site.

7. Continue development of a new permanent anchor exhibition at MYCO that applies global principals and analogies to the Natural History of the Carolina Piedmont.

8. Continue to 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 initiative will include a deaccession plan.

9. Launch Carolina Specimens collection enhancement including necessary renovations for “Fluid Preservation Room” that meet all appropriate codes and standards.
Objective III: Prepare for re-accreditation.

10. 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.

11. Complete the move of the archives, collections and research area to the McCelvey Center Annex with appropriate furnishings including comprehensive relocation inventory.

12. 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.


14. 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.

15. Continue to encourage increased Volunteer participation throughout the organization

16. Utilize volunteers in Fundraising.

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

17. Provide adequate staffing to keep up with growing visitation at Main Street Children's Museum.

18. Continue to raise awareness within the community and provide accessibility to underserved audiences.

Objective VIII: Continue and improve quality programming and services.

19. Maintain the quality of ongoing programs, special events, daily activities, collections care, and facilities maintenance while continuing to seek ways to improve all activities through internal and external evaluation.