Culture & Heritage
Board of Commissioners Meeting
April 19, 2016
6:00 PM
Museum of York County

Approved: 05-17-2016

Person Presiding: James Duncan, Vice-Chair
Members Present: Nancy Craig, Craig Lentz, Jeff Lyon, Bessie Meeks, Penny Sheppard
Members Absent: Dale Dove
Ex Officio Present: Carolyn Mendenhall, Rick Chacon
Staff Present: Carey Tilley, Barbara Ardrey, Latasha Richards

Call to Order

Duncan called the meeting to order at 6:00 pm.

The first order of business was the approval of the draft minutes of the March 15, 2016 meeting. Duncan moved to approve the minutes as presented; Sheppard seconded; no discussion; a vote was taken and the motion passed unanimously.

Calendar Review

Tilley questioned whether officers are elected at the May meeting each year per the By-laws. That was confirmed.

Duncan noted that a week before the May meeting he will be forwarding the blank appraisal forms to all the commissioners.

Calendar changes this month involve removing the Retreat dates and adding the process for appraising the Executive Director.

Staff Reports and Information

- Report of Executive Director
  - Tilley quickly reviewed his report noting that the numbers in visitation and membership continue to grow. Tilley advised that this year he was budgeting for growth and that would be discussed later in the meeting.

(See full report attached to these minutes as Addendum "A".)

Committee Reports

- Finance Committee
Treasurer’s Report
- Nancy Craig reported that the Finance Committee met with Executive Director Tilley to go over the budget, which will be covered later in the meeting under New Business.
- Craig noted that there is no Financial Report this month but next month’s report should provide a better indicator of income and expenses.

IRS 990
- Craig advised that the 990 is probably the most important document generated by this Commission. In essence, the 990 is a non-profit’s tax return and it is very important that the information provided is correct. Craig noted that everyone should have received an advance copy with their meeting notice.
- The filing deadline is May 15.
- Craig pointed out the liability increase and noted that it is the result of the way the State is requiring everyone to handle their liability portion of state retirement. She also made it clear that this is not a reflection on the organization or anything we are doing and the money does not need to be repaid.
- With that, Craig turned the discussion over to Executive Director Tilley for further explanation and to take questions.

Craig Lentz made a motion to approve the IRS 990; Bessie Meeks seconded; no further discussion; a vote was taken and the motion passed unanimously.

- Collections Committee
  - Recommendation for Accession
    - Committee Chair Craig Lentz noted that there was one item to be considered for accession, that being a white pennant for the Catawba Sail and Power Squadron designed by Vernon Grant (TC 88).

Lentz moved to approve the Recommendation for Accession; Penny Sheppard seconded; a vote was taken; all voted in favor and the motion passed unanimously.

*(See copy of approved Recommendation for Accession – TC 88 attached to these minutes as Addendum "B").*

Governance Committee
- Staggering Terms
  - Committee Chair James Duncan noted that at the last meeting the Commission approved staggering terms and adjusting the term limits to two three-year terms rather than two two-year terms but he advised that he had neglected to mention that there is a requirement that provides for a one-year mandatory waiting period after someone has served two consecutive terms before they can get back on the Commission. In that regard he asked for a motion to amend the motion made at the March meeting to add the one-year hiatus.

Jeff Lyon began to make a motion to amend the term limits of the Culture & Heritage Commissioners but the motion was interrupted for clarification.
After discussion, Craig Lentz clarified Lyon’s motion by making the following motion: to amend the term limits of the Culture & Heritage Commissioners to three-year terms, staggered, with a maximum term limit of two, plus a one-year hiatus away from the Commissioner seat before serving on the Commission again; Lyon confirmed and seconded the motion as clarified; no further discussion; a vote was taken and the motion passed unanimously.

- Duncan added that he had spoken with County Attorney Michael Kendree and Kendree agreed to help with the wording to present to Council at its next meeting based on the motion passed today.
- A question came up as to how the terms will be staggered and it was decided for Duncan and Kendree to work together on that and decide the best approach.

- **Old Business**
  - **Institutional Planning**
    - Tilley noted that he was pleased with the Retreat in that it built consensus for the plan and it was good for the senior staff and the commission to be able to interact.
    - Tilley advised that the next step, after making minor revisions to the plan, is to set dates for the stakeholder meetings. It was decided that the staff should set the dates.
  - **Email Service**
    - Commissioners will confirm when they have set up their new email accounts. Tilley will remind Commissioners to check their new accounts when he is sending out information.
  - **Enterprise Fund**
    - At the last meeting the Commission voted to use $5,000 from this fund to pay for Steve Fields book. After talking to the printer, it was determined that the cost would be more in the $7,600 range because the full color pictures were not included in the quote.

Nancy Craig amended her original motion made at the March meeting by granting Steve Fields a sum not to exceed $8,500 from the Enterprise Fund to publish his articles into a book for the CHC; Lentz seconded; no further discussion; a vote was taken and the motion passed unanimously.

(As a point of clarification, these funds are not to go to Fields personally but to his project which will be paid by CHM using Enterprise Funds.)

- **New Business**
  - **FYE 2017 Budget**
    - Tilley reviewed and explained the Budget Recommendation/Memo, which includes the major changes in the recommended revenue and expenses.
    - Tilley also went over how the money with the Foundation for the Carolinas is being handled — two accounts, the Endowment and the Capital Projects Fund and how that money fits into the budget.

*(See copy of Budget Recommendation/Memo attached to these minutes as Addendum “C”).*
From the Finance Committee, Nancy Craig made a motion that the Culture & Heritage Commission budget for fiscal year ending 2017 be approved as submitted; Jeff Lyon seconded; no further discussion; a vote was taken and the motion passed unanimously.

- FYE 2017 Organizational Chart
  - Tilley reviewed the personnel changes approved at the last meeting.

Penney Sheppard moved to accept the new Organizational Chart 2016-1017 as presented for submission to the County Council; Nancy Craig seconded; no further discussion; a vote was taken and the motion passed unanimously.

*(See copy of Organizational Chart attached to these minutes as Addendum “D”.*

It was determined that there was no business to be taken up at Executive Session.

Penny Sheppard moved to adjourn; Craig Lentz seconded; a vote was taken and the motion passed unanimously.

Prepared by: Barbara Ardrey
Submitted by: Nancy Craig, Secretary/Treasurer
Addendum A

Culture and Heritage Museums
Director's Report
April 19th, 2016

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

CHC Commissioners,
The museums have been busy since our March meeting. Attendance continues to rise over last year’s totals and membership is at record levels. Both Children’s Day on the Farm and Sheep Shearing Day at Historic Brattonsville set new event attendance marks. The final count of 2,025 visitors at Children’s Day represents the highest single-day attendance at HB in our records. We are also preparing for Earth Day Birthday on April 30th which has traditionally been our largest annual event at the Museum of York County. Later that evening we will be closing the 2016 Southern Sound Series with music icon Iris Dement. Our latest exhibition in the Springs gallery “Leap into Spring” featuring spring-themed art by Vernon Grant opened on March 18th and will continue through May 9th. Work continues in preparation for “Dinosaur Revolution” which is scheduled to open on June 9th. We are expecting a large response throughout the summer for this unique exhibit which features a prehistoric maze.

Behind the scenes, we continue to progress with review and refinement of the Institutional Plan. Since March 1st, we have had eighteen external stakeholder meetings in addition to individual meetings with the Commissioners. The planning document was prepared for the Commission/Senior Staff retreat on April 8th and 9th which seemed to be very productive in building consensus for the document and identifying stakeholders. Minor refinement based on our discussions will be forthcoming as we prepare to take the plan to our public meetings. We have also been busy preparing the 2016-2017 Budget which will be presented tonight along with the IRS Form 990. Finally, funding has been received from the CHC Capital Projects Fund at the Foundation for the Carolinas to move forward with the 1780 Farm Interpretive Manual. We have contracted for services to complete the report and work will start immediately.

Membership through March
Record membership numbers continued to rise in March increasing from 1,431 to 1,480. This is not only a new record, but is up by almost 23% since this time last year. Over the past five years total membership income through March has risen 47% while membership income from our general audience has increased 116%. As with visitation, the growth in membership income allows greater revenue projections in our budget proposal.

<table>
<thead>
<tr>
<th></th>
<th>Total Memberships</th>
<th>Total Membership Income</th>
<th>General Membership Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015-2016</td>
<td>1,480</td>
<td>$71,070</td>
<td>$62,960</td>
</tr>
<tr>
<td>2014-2015</td>
<td>1,204</td>
<td>$55,269</td>
<td>$47,524</td>
</tr>
<tr>
<td>Change From Prev. Year</td>
<td>+276</td>
<td>+15,801</td>
<td>+15,436</td>
</tr>
<tr>
<td>% Change from Prev. Year</td>
<td>+22.9%</td>
<td>+28.6%</td>
<td>+32.48%</td>
</tr>
</tbody>
</table>
On-site Visitation
Overall year-to-date visitation at our four sites continues to be very strong through March and remains up 14% from last year’s strong pace. Historic Brattonsville had an exceptionally strong month with record shattering attendance at *Children’s Day on the Farm*. The steady growth over the past few years has enabled us to project greater admissions income in the proposed budget.

### Year-to-Date Visitation Totals through March 31st

<table>
<thead>
<tr>
<th></th>
<th>Overall</th>
<th>MYCO</th>
<th>HB</th>
<th>MSCM</th>
<th>McCelvey</th>
</tr>
</thead>
<tbody>
<tr>
<td>YTD 2015-2016</td>
<td>71,005</td>
<td>26,150</td>
<td>21,692</td>
<td>20,788</td>
<td>2,375</td>
</tr>
<tr>
<td>YTD 2014-2015</td>
<td>62,392</td>
<td>21,855</td>
<td>20,187</td>
<td>17,490</td>
<td>2,860</td>
</tr>
<tr>
<td>Change from Previous Year</td>
<td>+8,613</td>
<td>+4,295</td>
<td>+1,505</td>
<td>+3,298</td>
<td>-485</td>
</tr>
<tr>
<td>% Change from Previous Year</td>
<td>+14%</td>
<td>+20%</td>
<td>+7.5%</td>
<td>+19%</td>
<td>-17%</td>
</tr>
<tr>
<td>Avg. of last 3 yrs.</td>
<td>58,101</td>
<td>20,428</td>
<td>19,325</td>
<td>15,675</td>
<td>2,673</td>
</tr>
<tr>
<td>Change from Avg.</td>
<td>+12,904</td>
<td>+5,722</td>
<td>+2,367</td>
<td>+5,113</td>
<td>-298</td>
</tr>
<tr>
<td>% Change from Avg.</td>
<td>+22%</td>
<td>+28%</td>
<td>+12%</td>
<td>+32%</td>
<td>-11%</td>
</tr>
</tbody>
</table>

### March Monthly Visitation Totals

<table>
<thead>
<tr>
<th></th>
<th>Overall</th>
<th>MYCO</th>
<th>HB</th>
<th>MSCM</th>
<th>McCelvey</th>
</tr>
</thead>
<tbody>
<tr>
<td>YTD 2015-2016</td>
<td>9,282</td>
<td>2,807</td>
<td>3,908</td>
<td>2,212</td>
<td>355</td>
</tr>
<tr>
<td>YTD 2014-2015</td>
<td>8,465</td>
<td>2,759</td>
<td>3,220</td>
<td>1,829</td>
<td>657</td>
</tr>
<tr>
<td>Change from Previous Year</td>
<td>+817</td>
<td>+48</td>
<td>+688</td>
<td>+383</td>
<td>-302</td>
</tr>
<tr>
<td>% Change from Previous Year</td>
<td>+10%</td>
<td>+2%</td>
<td>+21%</td>
<td>+21%</td>
<td>-46%</td>
</tr>
</tbody>
</table>

Once again, I thank you for your continued support of the Culture and Heritage Museums.

Sincerely,

*(submitted electronically)*

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

Recent Programs and Events (March 1st through April 16th)

- March 6th @ MSCM Seuss-a-thon
- March 8th @ MYCO Carolina Skygazers (Monthly)
- March 16th @ MYCO Homeschool Days: Rangers of the 400-Acre Wood
- March 16th @ MSCM Wee Wednesdays (Recurs every Wednesday through May)
- March 18th @ MYCO Leap Into Spring exhibit opening
- March 19th @ MYCO Leap Frog and Happy Toad
- March 19th @ HB Horseback Riding on Walt Schrader Trails (Monthly)
- March 19th @ McCelvey Drew Holcomb and the Neighbors (Southern Sound Series)
- March 23rd @ Outreach Bleachery Discovery Day (Historical Center Program)
- March 26th @ HB Children's Day on the Farm
- April 7th @ MSCM Spring Break Camp
- April 9th @ HB - Sheep Shearing Day
- April 16th @ MSCM Main Street is Hopping

- 106 School Programs took place between March 1st and April 19th (64 Different Schools)

Upcoming Programs and Events (April 20th through May 31st)

- April 20th @ MSCM Froggy Friends (Come See Me Event)
- April 20th @ HB Home School Day: Technology on the Bratton Plantation
- April 20th @ MYCO Come See Me Coloring Contest
- April 27th @ MSCM Wee Wednesday (Recurs every Wednesday through May)
- April 30th @ MYCO Earth Day Birthday
- April 30th @ McCelvey Iris Dement (Southern Sound Series)
- May 14th @ MYCO Invisible Inhabitants
- May 17th & 18th @ MYCO Homeschool Day: Welcome to the 400 Acre Wood
- May 21st @ HB Memorial Day Special Event

- 77 School Programs are scheduled between April 20th and May 31st (52 Different Schools) and
we are continuing to book end-of-the-year fieldtrips.
**RECOMMENDATION FOR ACCESSION**

<table>
<thead>
<tr>
<th>Temporary Custody ID:</th>
<th>Collection Type:</th>
<th>Method of Acquisition:</th>
</tr>
</thead>
<tbody>
<tr>
<td>TC 88</td>
<td>Art/History</td>
<td>Gift</td>
</tr>
</tbody>
</table>

**Name of Donor:**
Leigh Van Blarcom

**Description of Accession:**
1- White pennant for the Catawba Sail and Power Squadron designed by Vernon Grant.

**Overall Condition:**
- [ ] Excellent
- [x] Good
- [ ] Fair
- [ ] Poor

**General/Comparable Size of Collection**
20.5” x 13”

**Significance/Ownership History**

Much of Vernon Grant’s work and career focused on national advertising campaigns and magazine covers. However, upon moving to York County in 1947 he also became actively involved in the community by working with local agencies and community groups (ie Chamber of Commerce, Junior Welfare League) to promote the area to businesses and improve the lives of its citizens.

One local project that Vernon took on was the design of a pennant for the local Catawba Sail and Power Squadron. The design consists of three stripes representing York, Chester, and Lancaster counties, and a red tepee and blue anchor are reference to the Catawba Indians, some of the earliest explores and settlers to the area and whose traditional name means “people of the river”. The design was approved by the United States Power Squadrons September 13, 1965 and continues to be used by the Squadron today.

The Catawba Sail and Power Squadron is a local branch of the United States Sail and Power Squadron, a national non-profit organization dedicated to making boating safer and more enjoyable. The Catawba squadron consists of members from Lake Wylie, Fort Mill, Rock Hill, and Tega Cay. The organization as a whole focuses on teaching safe boating to the public, conducts vessel safety checks, and reviews the accuracy of nautical charts for the NOAA National Ocean Service, amongst some of its activities.

**Mission Rating:** (Scale of 1 – 5; 5 matches mission 100%)

**Potential Uses:**
- [ ] Research
- [x] Exhibition
- [ ] Loan

The pennant lends itself well to both discussing the community work that Vernon Grant was a part of and to discussing the role the Catawba River and Lake Wylie have played in the lives of those who have settled here.

**Restrictions:**
None
Unusual Costs:
None

Staff Recommendation (Signature & Title):  Date:  3/31/2016

Director Recommends (Signature):  Date:  4/08/16

Approved by Culture & Heritage Commission on:  4/19/16
Signature, Title:  Date:  5/02/16
To: Culture and Heritage Commission

From: Carey Tilley
Executive Director

Subject: FY 2017 Budget Recommendation to Culture and Heritage Commission

Date: April 18, 2016

The FY 2017 budget process has been an interactive process, with division heads inputting their budgets and notes into the financial software. After a comprehensive review of available revenues and requested expenditures, I believe the submitted recommended budget provides staff with the resources needed to operate efficiently while continuing to provide quality services during a period of strong growth in visitation and funding for planned capital projects. Below is a comparison with the current fiscal year and following are explanations of significant variances.

<table>
<thead>
<tr>
<th>FY 2016 Amended Budget</th>
<th>FY 2017 Recommended Budget</th>
<th>FY 20176 Over/(Under) FY 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>$4,897,531</td>
<td>$5,157,010</td>
<td>$259,479</td>
</tr>
</tbody>
</table>

Major Changes in Recommended Revenue

- Increased revenue from the YC Contribution from growth in the county: $105,781. (Millage rate of 2.6 mills has not changed).

- Increased revenue from the Robert Haywood Morrison Foundation: $100,000. FY 2017 is the second year of a three-year grant period providing funding towards restoration of the Bratton Brick House at Historic Brattonsville totaling $150,000. The first $50,000 was received in December of 2016 but has been held as deferred revenue until FY 2017. The second $50,000 is scheduled to be received in December of 2017.

- Increased revenue from Combined Admissions (all sites combined): $76,000. This increase reflects the strong growth in visitation over the last few years and anticipated
➢ Increased expense related to reclassifying Volunteer Coordinator as Development Director and changing PT Development Assistant into a FT position: $31,948

➢ Increase in other expenses that are related to combining the Volunteer and Advancement Departments: $16,561 (Includes new Advancement costs as well as new volunteer costs at Historic Brattonsville.)

➢ Increased expense for Loan Repayment (2002 Bond for Capital): $10,000

➢ Increased expense related to adding ten hours to a PT Interpreter position at the Museum of York County: $9,466 including salary, health insurance, retirement and taxes.

➢ Decreased expense in Special Fundraising Expense: ($15,000).

➢ Decreased expense in non-recurring expenses for capital repairs and furnishings that were formerly tied to appropriation of fund balance in FY 2016: ($81,195).