Culture & Heritage  
Board of Commissioners Meeting  
July 23, 2012  
6:00 pm  
Museum of York County  

Approved 08-27-12  

Person Presiding: Chair, David Plexico  
Members Present: Ragin Craig, David Duncan, Dennis Getter, Jonell Hagner, and Rick Lee  
Called In: Hester Benitez  
Ex-Officio Present: Pat Veasey, Bob McCann  
Staff Present: Carey Tilley and Barbara Ardrey  
Other: Michael Kendree, County Attorney  

The meeting was called to order by David Plexico, CHC Chair, at 6:00 pm.

Motion was made by David Plexico and seconded by David Duncan to approve the minutes of the 6/25/12 CHC meeting as presented. Motion passed unanimously.

Staff Reports and Information  

Report from Executive Director  

- Yearly Numbers -- Attendance for the 2011-2012 is up 7.5% primarily due to the fact that the Main Street Children’s Museum just had its first full year; only down 2% without MSCM numbers  
- Planetarium is our big project  
  - Most marketing dollars  
  - Working on plans for the opening;  
  - New Exhibit in the Springs Gallery will focus on the planetarium theme  
- Discussed changing out cases outside the planetarium; may need to find some additional funding for that  
- No significant change in status of Brick House at this time  
- Revisiting plans for the Vales of Time at Historic Brattonsville  
- Plan for next steps of Interpretive Planning at Historic Brattonsville, hope to be ready for the August Commission meeting  
- Huck’s Defeat -- respectable attendance considering late start; 38 to 40 re-enactors participated; plan to keep program in the future  
- July 4th event — lower than average attendance  
- New Harmonies – American Roots Music / last program Saturday, July 28 and that will be the last chance to see the traveling Smithsonian exhibit also  
- Fundraising – still down; Carey noted major change - Development will be reporting directly to him.  
- H-Tax was approved — $130,000 for the Brick House at HB and $100,000 for the planetarium -- all $230,000 would have come from the fund balance so that frees up some fund balance to be used on the MYCO roof  
- Organizational Values – Tilley has included a statement of explanation after each value; two changes since copies were sent out to Commissioners: 1) under Stewardship, added language to refer more strongly to finance and 2) under Donor Rights, Tilley would like these formally adopted – about doing the right thing; if adopted by CHC then Tilley proposes that this language be included in the list of Values Statement  
  - Further discussion on Bill of Rights –  
    - How to distribute to donors or potential donors – website; links on Governance page and Development page; include in mail-out to donors when appropriate  
    - Inqiry about need for our name on document – Tilley will put statement that CHC has formally adopted document and note date
- One issue to be aware of per County Attorney – limits on confidentiality under FOIA – we need to be open with donors at time we accept donation but if they request anonymity at inception we can respect that
- Tilley wants our policy to be that we do not sell our Donor List

Recommendations by Tilley that the Values Statement be accepted as presented with clarification and posted on the website and that the Donor Bill of Rights be formally adopted.

Point of discussion by Dennis Getter – last month Organizational Values were passed so Donor Bill of Rights is the only issue now. Tilley noted that he wants the clarification accepted by the Commission.

Rick Lee moved to approve the recommendations as set forth by Director Tilley; Dennis Getter seconded; motion passed unanimously.

Tilley reported one item not in his report that he wants commission aware of – mold was discovered on our natural history collections; high humidity levels in secured storage area; must be moved immediately; no choice but to move collections to former Finance office and downstairs meeting room.

Dennis Getter noted that he likes the donor society and the membership numbers that are now being included and would request that this be done on a monthly basis. Tilley noted he will have those numbers each month.

Committee Reports

- Finance – no meeting but Dennis Getter reported the following
  - No monthly financial statement for the end of June because of year-end adjustments that are being made; that statement will be forthcoming next month

Inquiry by Ragin Craig about increase in budget. Dennis Getter explained it has to do with total spending versus last year – up from last year because we’re doing a lot of capital projects this year – some may be putting operational statement and capital campaign together; key point on operating statement is that mill rate stayed the same.

Discussion on cost of Brick House roof; Tilley noted that total cost is estimated around $240,000 (actual estimate $280,000) but that includes foundation and chimney work; when this stage of developing initial report is over and we have something to build our proposals to go out to contractors, hopefully, the numbers will be less than what the early estimates were because these will be hard numbers. Must wait on bids to come in.

General discussion on restoration versus rehabilitation/preservation and on interpretive planning. We need a formal understanding of interpretive plan before we can commit to a treatment alternative.

Hightower foundation issues discussed as well as contractor’s responsibility. Rick Lee suggested having the County Attorney look into provisions of contract and what rights do we have. Ragin Craig added that when it comes to the Brick House, he wants that as part of the contract period.

- Governance Committee – no meeting

Old Business

Discussion of proposed change in CHC By-Laws to add a Statement of Authority and action related thereto.

- Ragin Craig questioned wording of proposed change with respect to how authority is vested in the absence of an Executive Director. Needs to be in writing that Commission makes final determination.
- County Attorney concurred that it would be better protection to add that clause.
- Proposed language to be changed: ...in the absence of an Executive Director, to an otherwise qualified museum professional among the full-time staff members. Needs to read somehow to the effect that majority Commission approval is needed.
- Tilley noted that what AAM is looking for is 1) full-time staff member and 2) museum professional.
Motion made by Ragin Craig to change the language to state ...shall vest in the Executive Director or, in the absence of an Executive Director, to an otherwise full-time qualified museum professional appointed by the Commission. Second by Dennis Getter. Motion passed unanimously.

Dennis Getter noted that this language will need to get on the docket for County Council approval.

New Business

Discussion of Marketing Events

- Director Tilley pointed out copy of Marketing Plan, minus the summary, in Board packet.
- Dennis Getter asked about Announcement Release Program; build up press release outlets
- Discussed contacting South Carolina Living and possibility of a feature story on Christmas Candlelight; Jonell Hagner passed along contact information on Joyce Baker
- Dennis Getter requested full press release list
- Discussed circulation numbers; Tilley feels it is important for us to work with the local newspapers and radio stations. We need to constantly evaluate our sources – what works and what doesn’t work
- Talked about tiers and need to get Level 1’s out to large areas.
- Emails and mailings go out to members
- Commissioners can email Tilley with contact information and suggestions

With no further business to discuss, the meeting was adjourned.

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