Culture & Heritage Commission  
Board of Commissioners Meeting  
October 22nd, 2019  
6:00 PM  
Museum of York County  
Approved November 26th, 2019

Person Presiding: Penny Sheppard  
Members Present: Nancy Craig, David Duncan, Craig Lentz, Jeff Lyon, Ed Stewart  
Members Absent: Dale Dove  
Ex Officio Members Present: Carolyn Mendenhall, Bobby Walker  
Ex Officio Members Absent: None  
Staff Present: Richard Campbell, Sarah Lewis, Jillian Matthews, Joe Mester, Alison Mallard  
Others: Michael Kendree, Michelle Totherow

Call to Order  
Chair Penny Sheppard called the meeting to order at 6:09 PM.

Penny Sheppard called for a motion to approve the draft minutes of the September 24th, 2019 meeting as presented; David Duncan so moved; Jeff Lyon seconded; no discussion followed; a vote was taken and the motion was approved unanimously.

Calendar Review
- Campbell noted the Institutional Plan Review would take place at tonight’s meeting. There was discussion regarding the date of the November meeting. It was decided to keep it on the 26th. Campbell noted that the signing of the code of ethics pledge will take place in conjunction with 990 review which is scheduled for Nov/Feb. Nancy Craig noted that recognizing the Friends of Historic Brattonsville should be deleted from the calendar as that group no longer exists.

Reports and Presentations
- Director’s Report  
  o Sheppard noted that the Director’s Report had been distributed prior to the meeting and asked if there were any questions related to the Director’s report. There were no questions.

[Note: A full copy of the Director’s Report is attached to these minutes as Addendum A.]

- Institutional Plan Review  
  o Sheppard shared that Campbell would go through the Institutional Plan, hitting the highlights. Campbell noted that there was a summary document in the meeting packet and that full copies of the plan with comments from all senior staff members were available. Campbell went through the summary document.  
  o Campbell offered to answer any questions that the commissioners might have.  
  o Walker asked about conservation easements at Historic Brattonsville, noting that he would like to address conservation easements at some point and would like this topic added to an agenda for future meeting.
Walker asked if there had been any recent talk about controversy/concern related to the maintenance and cost of the damages at the Main Street Children’s Museum and whether there were any long-term plans for relocation. Campbell noted that there were not any plans to relocate. Walker asked about a Civil War program. Campbell noted that there were no Civil War battles at Historic Brattonsville, however, the war did have an impact on the plantation. Future programming will look at the war from the perspective of the home front. Walker asked if these plans were viewed favorably by the reenacting community. Campbell noted that those involved in planning were receptive to this idea.

Sheppard called for a three-minute break.

David Duncan commented that when organization was being reorganized the Institutional Plan was created as a roadmap. He stated that it was outstanding that this plan was still, for the most part, intact.

[Note: Craig Lentz arrived at 6:51 PM during the above discussion. A copy of the summary Institutional Plan update document is attached to these minutes as Addendum B.]

**Committee Reports**

- Collections Committee
  - Committee Chair Craig Lentz presented the following Recommendation for Accession:
    - L2019.001.013 – Pink Striped Oakworm Moth (female) painting, acrylic on canvas
      - Director of Collections Jillian Matthews explained that the public voted on which moth painting from the recent exhibition they wanted to accession. There was discussion about the moth, where it can be found, and how common they are. Matthews noted that Dr. Steve Fields could answer those questions and stated that she would like to have actual specimens so that they could be displayed next to the painting in the future.
    - TC221 – assorted items found in staff office (see addendum for full list)

Craig Lentz moved to accept the Recommendations for Accession as presented; Ed Stewart seconded; no discussion followed; a vote was taken and the motion passed unanimously.

- Lentz noted that the next Collections Committee meeting would be November 14th.

[Note: Copies of the above Recommendations for Accession are attached to these minutes as Addendum C.]

- Finance Committee
  - Committee Chair Nancy Craig noted that the financial reports for September are in the packet and that everything looks good. Craig reemphasized her sentiments from last month that these two documents give a snapshot of the financial health of the organization.

- Governance Committee
  - Committee Chair Jeff Lyon noted there was nothing to report.
Old Business

- Potential Naming Opportunities
  - Craig noted that the trail marker is still being tweaked by Nancy Sambets and Teresa Armour. When they are finished they will determine a cost.
  - Craig also noted that Mr. Kendree had drawn up the resolution to name the building after Michael Scoggins. Kendree noted that he would like the Commission to make a motion to present the resolution (as presented or with slight amendments) to County Council. He noted that this will be presented to the County Council cold unless Commissioners reach out to their Council Members to let them know that the resolution is coming and that the Commission endorses the resolution.

Craig Lentz moved to endorse the presentation of the resolution to County Council at an upcoming meeting in November; Ed Stewart seconded; there was no discussion; a vote was taken and the motion passed unanimously.

New Business

- Budget Amendment – Robert Haywood Morrison Foundation

Nancy Craig moved to increase the operating budget by $150,000, both revenue and expense, to allow for moving the Robert Haywood Morrison grant funds from fund balance to the operating budget; David Duncan seconded; discussion followed; a vote was taken and the motion passed unanimously.

Commission Member New/Non-Agenda Comments

- Walker gave background information on the upcoming press conference and reception at the Governor’s Mansion to celebrate the launch of the Liberty Trail of South Carolina. Walker noted that he will be attending those events and presenting individuals, including the Governor, with framed prints. Walker expressed a desire to revamp the Southern Revolutionary War Institute and would like to represent the CHC working with CHM Historian Zach Lemhouse to reengage some of the individuals involved in its founding. Campbell will look into the logistics of Walker’s involvement in the SRWI. Mendenhall noted the importance of this trail as many Revolutionary War battles happened in the south.

Craig Lentz moved to enter Executive Session for the discussion of a contractual matter related to the proposed African American Cultural Resource Center, for discussion of a contractual matter related to the Museum of Western York County and discussion of a personnel matter related to the Acting Executive Director; David Duncan seconded; there was no discussion; a vote was taken and it was unanimously decided to enter Executive Session.

Executive Session

- Discussion of a Contractual Matter Related to the Proposed African American Cultural Resource Center
- Discussion of a Contractual Matter Related to the Museum of Western York County
- Discussion of a Personnel Matter Related to the Acting Executive Director

Reconvene to Open Session

Penny Sheppard announced that the meeting was back in open session and that the following action was required as a result of Executive Session:
Craig Lentz moved to direct the Acting Executive Director to amend the MOU for the proposed African American Cultural Resource Center as discussed in Executive Session; Ed Stewart seconded; no discussion followed; a vote was taken and the motion passed unanimously.

Penny Sheppard called for a motion to adjourn; Craig Lentz so moved; Ed Stewart seconded; no discussion followed; a vote was taken; the motion passed unanimously and the meeting was adjourned.

Prepared by: Sarah Lewis
Submitted by: Nancy Craig, Secretary/Treasurer
Mission: to communicate and preserve the natural and cultural histories of the Carolina Piedmont, inspiring a lifetime of learning.

Visitation
Total on site visitation for September 2019 was 5,094, which is down -853 visitors or down -14.3% versus the previous year. Year-to-date visitation is 15,696, which is down -7,616 visitors or down -32.7% versus previous year-to-date. Negative visitation trends continue to be impacted by the closing of the Main Street Children’s Museum. The closing of the MSCM accounted for a drop in visitation of -1,874 guests or 119.7% of the total system wide attendance decline. Year-to-date, the MSCM closing accounts for a decrease of -8,139 visitors or 106.86% of the total YTD decline.

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<th>19-Sep</th>
<th>18-Sep</th>
<th>Change</th>
<th>Change Percent</th>
<th>YTD 2019</th>
<th>YTD 2018</th>
<th>Change</th>
<th>Change Percent</th>
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<td>211</td>
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<td>10%</td>
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<td>0</td>
<td>8,139</td>
<td>-8,139</td>
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</table>
Membership

Memberships continue to decline due to the closing of the Main Street Children's Museum. General level membership revenue for June 2017 was $8,755.00. General Level membership revenue for June 2018 was $19,755.00. The increase of $11,000.00 was driven by a 10% membership discount to members who joined or renewed in June 2018. 178 members renewed and 105 new members joined in June 2018. This was a very successful campaign and is a major contributing factor in the drop in membership income YTD. We are confident that memberships will begin to rebound once the Ice Age Carolinas Project opens at MYCO and the MSCM reopens.

<table>
<thead>
<tr>
<th></th>
<th>Sept-19</th>
<th>Sept-18</th>
<th>Change</th>
<th>Change Percent</th>
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<td>Total Members</td>
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<td>1,644</td>
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<td>Total Membership Income</td>
<td>$3,680</td>
<td>$7,495</td>
<td>-3,815.00</td>
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Main Street Children’s Museum – Repairs

General Contractor

- All progress on the General Contractor and repairs to the structure of the MSCM are on hold as per the South Carolina Insurance Reserve Fund (SC IRF).
- On September 3, 2019, information on the recommended General Contractor (Catalyst Construction Company, Inc. Charlotte, NC) including the bid amount of $297,790.00, outline of process and a draft recommendation letter was sent to our Insurance Adjuster, Zack Folsbee, for approval by Shawn Black, SC IRF.
- On September 24, 2019, Mr. Folsbee emailed that Shawn Black with the SC IRF requested “that we put a hold on moving forward with the contractors [sic] quote/breakdown as he [Mr. Black] plans to hire a consultant to work alongside [sic] me and with you and the contractor to make sure we are documenting everything properly.”
- On October 1, 2019, Cate Crane received an email to meet with Mr. Folsbee and Mr. John Schneider at MSCM to “see the museum and go over the scope and repairs.” They met the following morning (October 2, 2019) and Mr. Schneider outlined his process. Following the meeting, Cate Crane sent the following meeting note points:
  - Our understanding is that Mr. John Schneider, hired by the SC IRF, will work on two separate estimates. He will create an estimate based on damages and policy and also an estimate based on the bid specifications created by Lioniio Architecture.
  - A rough timeline for Mr. Schneider to complete his work is one month.
  - On October 8 and 11, 2019, additional information on the MSCM property (purchase contract, condo bylaws, etc.) was requested through Mr. Folsbee. We are currently working to locate all requested information.
  - If Catalyst Construction decides to withdraw their bid or if an agreement cannot be reached, then we will need to rebid the General Contractor portion of the project.

Exhibition Construction

- Concurrently, progress with exhibition construction (RedBox Workshop) continues.
- Design documentation is 100% completed and construction continues.
McElvey Center – Projects

McElvey Center - Window Restoration Project

- Shenandoah Restoration continues on- and off-site restoration activities.
- Restoration Activities In-Progress:
  - Window sashes in the East Wing of the McElvey are being removed for rehabilitation in Shenandoah’s Irmo workshop.
  - The East Wing’s window frames are being abated, scraped, and sanded in preparation for consolidation and paint.

Museum of York County – Projects & Programs

Ice Age Carolinas Project

- Sheetrock installation underway by Catalyst Construction
- Installation of new electrical and mechanical systems underway
- Exhibit mount, models and habitat materials sent to Split Rock for Ardis diorama
- Animal models in production; taxidermy mounts received/stored
- In-house production: collecting trip for spruce scheduled; molding and casting both sloth and Smilodon skulls.
- Funds were transferred from FFTC for new contracts and expenditures.
- Fields/Armour worked with South Carolina State Museum staff and fossil collectors to photograph/select fossils for the exhibit.

Naturalist Center Dioramas

- Habitat components and taxidermy mounts have been added to the savanna biome including installation of grasses/shrubs, groundwork, overhanging branches and acacia leaves.
- New decal for grasslands have been installed with updated specimens and habitat information.

Museum of York County – Programs

- Take a Child Outside – the program was reformatted with an older targeted age range (10 and above) as well as a citizen science focus. The focus and content are in stronger alignment with our mission. We served 45 visitors, significantly fewer than in past years.
- Imagine STEAM Festival – MYCO staff and Teen Science Café members interacted with approximately 400 people during the downtown Rock Hill festival.
- The goal was to raise awareness of both the Teen Science Café program and other CHM offerings.

Historic Brattonsville – Projects

Hightower Hall Tower Stabilization Project

- Request for Proposal (RFP) submission period for preservation contractors closed October 7th.
- RFP submissions are under evaluation by CHM preservation staff.

Colonel Bratton and Homestead Houses Restoration Project

- The firm Joseph K. Oppermann Architect (JKOA) continues to collaborate with CHM staff to craft Historic Structures Reports for both the Col. Bratton and Homestead Houses.
• 1200 Architectural Engineers and wood scientist Ron Anthony conducted in-depth structural assessments, which included resistance drilling of timbers to assess their condition, during the week of October 14th. These assessments will inform the construction documents drafted for the structural stabilization of both houses.

**Brick House Restoration Project**

• Huss, Incorporated continues on- and off-site restoration activities.

• Restoration Activities In-Progress:
  o Footers have been dug and new brick piers under the timber-framed addition and porch are being laid.
  o Plaster conservation is underway.
  o Circa 1885 masonry infilling the original front doorways has been removed.
  o Improper cementitious stucco removed from portico columns.
  o Door and window rehabilitation continues in Huss’s Charleston workshop

• Anticipated Change Orders:
  o As of September 2019:
    ▪ 18 foot section of sill in the timber-framed addition must be replaced due to advanced decay.
    ▪ Beams supporting the second floor porch of the portico must be replaced due to serious wood rot.
    ▪ Replacement of second floor portico columns to reflect our new understanding of the house’s appearance in the mid-nineteenth century
  o As of October 2019
    ▪ Two of the portico’s first-floor columns will likely need to be replaced due to the use of improper materials during earlier repairs causing degradation of the historic brick.

**1780 Farmstead Project**

• Due to budget constraints, the project is on-hold and under evaluation.

**Slave Houses Restoration Project**

• Restoration of the woodwork in the original Slave House is on-hold until spring 2020.

**Southern Campaign of the American Revolution National Heritage Area**

• The National Heritage Corridor was initially spearheaded by congressman John Spratt (D).

• The Culture and Heritage Museums operated within his congressional district Congressman Spratt named the Culture and Heritage Museums the managing entity of the National Heritage Corridor project.

• The project lost momentum after congressman Spratt lost reelection.

• New legislation was proposed by Congressman Clyburn (D) (H.R. 3936), with bipartisan support from Congressman Ralph Norman (R) and Tom Rice (R) that promises to re-invigorate the project with some slight changes.

• According to H.R. 3936 The Culture and Heritage Museums of York County is no longer the managing entity.

• Congressman Clyburn has named the University of South Carolina as managing entity because this institution is within Congressman Clyburn’s congressional district.
- USC is also better equipped to serve as managing entity as far as resources and man-power are concerned.
- The Culture and Heritage Museums will serve in an advisory role assisting the managing entity in the National Heritage Corridor project.
- On October 8, 2019 a press conference was held in Camden, SC announcing H.R. 3936 and the proposed National Heritage Corridor.

CHM Re-Branding Project
- On Wednesday, August 29th, the agency presented master brand names to replace the current CHM brand.
- After consideration, the agency was tasked to develop new master brand name recommendations.
- On Friday, September 27, the agency presented a new list of potential master brand names.
- The options were presented to the senior management team and a new master brand name was selected.
- The agency is currently working on master brand visual components and site re-branding opportunities.
- Completion of new branding components set for late November.
- Promotion roll-out plan to follow.

Vernon Grant & Anderson Car Displays at Lowenstein Building
- Teresa met with Mary Lynn Norton on concept and content ideas for two walls.
- Teresa submitted a draft to Lowenstein Partners. We are waiting for feedback.
INSTITUTIONAL PLAN
2017 - 2020

Culture and Heritage Museums
York County, South Carolina

Approved by the Culture & Heritage Commission November 10\textsuperscript{th}, 2016

Updated to reflect new mission statements & staff changes on
February 26\textsuperscript{th}, 2018

Summary Presented to Culture & Heritage Commission on
October 22\textsuperscript{nd}, 2019
**PRIORITY I:** Create meaningful, engaging, and authentic visitor experiences and learning opportunities.

**GOAL I:** Position the Museum of York County as the regional hub for Carolina Piedmont nature-based learning experiences and research opportunities.

**STRATEGY 1:** Expand resources and opportunities to present dynamic, interactive, changing exhibitions and public programs.

**Site:** MYCO  **Project Coordinator:** Cate Crane

**Action Steps:**
- Plan and fund expansion of changing exhibition and programming capacity.
  * Attendance at MYCO increased in the 2018/19 FY by 2,510 over 2017/18.
  * Attendance growth should be strong in FY 2020/21 with the opening of Ice Age Carolinas.
  * Board approved increases to the exhibits budgets (2017/2018/2019) to expand capacity, contract new exhibits and exhibit props.
  * New summer exhibits have been very successful - increasing visitation and support in attendance and membership.

- Change one PT Interpretive Position to Full-Time in 2017/18 and one FTE interpretive staff person in 2019/2020.
  * Due to budgeting constraints and staffing focus on Historic Brattonsville, education and interpretation positions listed in the IP’s action steps have not occurred.

- Add one FTE exhibits preparator in 2018/2019
  * New Exhibits Preparator position hired August 27, 2018

**Track public response**
- Developed and implemented new customer engagement survey program.

**STRATEGY 2:** Develop and implement a plan to include facility renovations and ensure permanent exhibitions are mission based.

**Site:** MYCO  **Project Coordinator:** Teresa Armour

**Action Steps:**
- Plan scope, budget and timeline for renovations to facility and grounds.
  * Proposal approved to renovate existing African Hall into new permanent exhibition.
  * Project funding approved by Foundation for the Carolinas with funds transferred for Phase I & II.

- Select design firm to work with staff to complete Phase One (planning & design) of new, mission-based permanent exhibition.
  * Pleistocene Hall contract was amended with letter of assignment from JMD Architects to MM Architecture
  * 100% Design Development deliverables and bid documents were received in December 2018.

- Complete planned renovations to facilities and grounds.
• Building permit issued for the Pleistocene Hall with the General Contractor beginning work on July 29th.
• General Contractor work continues with wall surfacing, electrical and HVAC systems installation.
• Exhibits is working with South Carolina Museums for fossil casts, photos, molds, and information concerning exhibit components
• Exhibits worked with CHM site team on bathroom renovation scope, budget, logistics and timeline for work. Bathroom renovations completed in Feb 2019.

Select fabrication team to work with staff to implement Phase Two (construction & installation) of new, mission-based permanent exhibition.
• Project expenditures reported to FFTC; fund transfers for Phase II contracts and expenditures have been received.
• Split Rock Studios work commenced on Sept 2019

STRATEGY 3: Engage local stakeholders and municipal agencies in discussing the potential for a new dedicated location to showcase the Vernon Grant collection.

Site: MYCO  Project Coordinator: Cate Crane

Action Steps:
Identify potential partners within Rock Hill community to host gallery space for exhibition of Vernon Grant collection.
• YC Regional Chamber of Commerce hosted exhibition in 2018-2019.
• MYCO opened the exhibition, *Inspiring Creative Play: Vernon Grant & the Main Street Children’s Museum* at MYCO in February 2019.
• VG artworks and interactives installed in MYCO auditorium (Nov 2018 – Apr 2019) for early childhood program area.
• A full Vernon Grant exhibition is on display featuring original artworks. This exhibition highlights the Main Street Children’s Museum, serving as a reminder while it is undergoing repairs.

Work with Vernon Grant Committee to gain feedback on potential partnerships and locations.
• VG Advisory Committee is exploring potential locations for VG exhibits and gallery space.
• Staff toured Bigger House in Glencairn Gardens and continue to explore options in Rock Hill.
• Exhibits and Collections team visited potential gallery space in downtown Rock Hill.
• Exhibits presented Lowenstein Partners with a mock up Vernon Grant display for the Lowenstein lobby, we are awaiting their approval.

STRATEGY 4: Develop site-specific brand identity that accentuates the clarified role of MYCO as a natural history museum.

Site: Museum of York County  Project Coordinator: Richard Campbell

Action Steps:
Clarify identity for MYCO that reflects organizational strengths and community support.
Complete
Secure funding and hire a branding agency.
• Funded through fund balance and additional funds in the 2018-2019 budget.
• Procurement process managed through York County Purchasing.
• Hired Charlotte based branding agency MODE.
Provide oversight and cooperation as branding agency completes the branding project.
  • Worked with the agency to develop criteria for visitor intercepts, survey groups, conducting on-site visits, understanding who we are and what we do as an institution.
  • Conduct weekly conference calls for status updates.
  • Multiple face to face meeting at MODE’s Charlotte office and at the museum.

Implement a marketing plan that incorporates new brand identity.
  • A marketing roll out plan will be developed as part of the branding process.

**GOAL II: Enhance Historic Brattonsville’s role as a regional destination for heritage education and tourism.**

**STRATEGY 1:** Implement the Historic Brattonsville Interpretive Plan to address preservation needs, to adhere to Secretary of the Interior’s standards and to support a broader interpretive scope and expansion of living history settings.

**Site:** Historic Brattonsville  **Project Coordinators:** Carey Tilley, Kevin Lynch  

**Action Steps:**
Submit nomination for extension of National Register Historic District boundaries.
  • Currently working on a draft of the National Register nomination following conversations with Federal and State Officials and meeting with State Historic Preservation Office.

Conduct archaeological assessment of areas beyond National Register District boundaries designated for new construction.
  • Completed archaeological assessment of four areas beyond the proposed National Register District as potential sites.

**Staff/consultants complete Master Site Plan; revise timeline and cost estimates.**
  • Site Master Plan has been completed including the determination of the location of interpretive areas, including revised costs estimates.

**Staff/consultants complete Furnishings Plans for Brick House, Plantation, and Yeoman Farm.**
  • Completed Interpretive Plan for the 1780 Farm
  • Completed Furnishing Plan for the Brick House.
  • Furnishing Plan for the Female Seminary (Col. Bratton House) was completed November 2018.
  • Furnishing Plan for the Homestead is under contract and is scheduled to be completed this fall.

**Complete remaining A/E work and restoration of the Bratton Brick House.**
  • Completed design work for the Bratton Brick House in 2019.
  • General Contractor is onsite with work anticipated to be completed in the summer of 2020.

**Construct the 1780 Farm Interpretive Area.**
  • Project came in significantly over budget and is on hold as we evaluate options.
Identify and address preservation needs of the 1850’s Plantation interpretive area (Historic Site) including removal of non-original structures.

- Original Dairy is complete including new roof, repointing masonry / chimney repair, and wood work. With the exception of the roof, work was completed internally by our preservation team.
- Work on Original Slave House is nearing completion.
  - The more recent tin roof has been replaced with a shake roof, the floor has been repaired, and the walls whitewashed.
  - General Masonry work including the chimney repair has been completed as well.
  - The woodwork related to the door and two windows remains to be addressed after the return of our Preservation Specialist from maternity leave.
- New wood shingle roofs have been completed on Assembly Hall and the three reconstructed brick outbuildings in the National Register District.
- Roof has been replaced on the Hightower Barn
- The exterior of the Colonel Bratton House has been repaired and painted

Complete education programming area.

- Costs estimates are significantly above initial projections making it more cost effective to leave the Academy in current location (which includes restrooms).

Construct and open new visitor center, support facilities, parking areas and visitor amenities.

- Costs estimates are significantly above initial projections making it more cost effective to improve the existing visitor center and support infrastructure.
- Upgrades & repairs to facilities work area have been largely completed
- Septic System work has been completed at both Hightower and the Visitor Center.
- Restroom Renovations (interior & exterior) have been completed at the Visitor Center.

STRATEGY 2: Plan, implement and staff new programming to effectively utilize site improvements.

**Site:** Historic Brattonsville  **Project Coordinator:** Kevin Lynch

**Action Steps:**

Conduct research and create interpretive materials for each of the three planned new interpretive areas.

- Interpretive manual for the 1780 Farm was completed in May 2016.
- Furnishings plan for the Brick House store was completed November 2017.

Plan interpretive exhibits and video documentary for the Brick House.

- The video production is on hold.
- The production company we contracted with has not delivered and we are in the process of seeking legal action.

Acquire needed livestock for the 1780 and Yeoman farms.

- None specifically for the Yeoman Farm, though we acquire livestock on an ongoing basis.

Adapt current and create new educational programs to take advantage of new interpretive areas.

- The Huck’s Defeat Battlefield Trail was incorporated into the popular Back Country in Revolt school program in 2018.
- Currently updating school programs to correspond with new SC state curriculum standards.
Refocus reproduction clothing collection to new interpretive time period.

- Currently in the process of acquiring clothing appropriate for the mid-1850s, which is the time period the Homestead and plantation will be interpreted.
- Efforts continue to acquire clothing for use in the 1871 Brick House store.

Shift program emphasis from special events to daily living history activities.

- Brattonsville recently implemented a daily interpretive program schedule that ensures a consistent delivery of quality programming.
- Both weekday and Saturday programming information is posted on social media accounts.

**STRATEGY 3:** Strengthen volunteer program to support daily living history programming and enhance visitor’s immersive experience.

**Site:** Historic Brattonsville  **Project Coordinator:** Kevin Lynch

**Action Steps:**

Develop and schedule monthly trainings for volunteers at Historic Brattonsville.

- Volunteer training opportunities are offered every month.

Increase the volunteer base through increase recruitment and recognition efforts.

- Brattonsville regularly receives volunteer enquiries at special events and from walk-up visitors.
- Staff attend Winthrop and York Tech volunteer recruitment events.
- Staff recruit volunteers at community events such as York’s Summerfest and Tega Cay’s Fall Festival. Staff also solicit volunteers at outreach presentations.

**STRATEGY 4:** Develop a strong brand identity that draws audiences throughout the Southeastern United States.

**Site:** Historic Brattonsville  **Project Coordinator:** Richard Campbell

**Action Steps:**

Secure funding and hire a branding agency.

- Funded through fund balance and additional funds in the 2018-2019 budget.
- Procurement process managed through York County Purchasing.
- Hired Charlotte based branding agency MODE.

Provide oversight and cooperation as branding agency completes the branding project.

- Worked with the agency to develop criteria for visitor intercepts, survey groups, conducting on-site visits, understanding who we are and what we do as an institution.
- Conduct weekly conference calls for status updates and
- Multiple face to face meeting at MODE’s Charlotte office and at the museum.

Implement a marketing plan that incorporates new brand identity.

- A marketing roll out plan will be developed as part of the branding process.

**GOAL III:**

Strengthen the position of Main Street Children’s Museum as a community leader in early childhood education and creative learning experiences.
STRATEGY 1: Expand community-inspired partnerships and resources to further engage families in creative and educational opportunities for preschool children.  
**Site:** Main Street Children’s Museum  
**Project Coordinator:** Cate Crane  
On October 1, 2018 the Main Street Children’s Museum suffered extensive damage when a main sprinkler line in the privately-owned area above the museum was severed during repair of an air-conditioning unit. Our goal is now to repair and re-open the Museum and move forward with this strategy.

STRATEGY 2: Maintain strong brand identity while increasing awareness within the community of the importance of early childhood education and creative play.  
**Site:** Main Street Children’s Museum  
**Project Coordinator:** Richard Campbell  
**Action Steps:**
- Secure funding and hire a branding agency.  
  - Funded through fund balance and additional funds in the 2018-2019 budget.  
  - Procurement process managed through York County Purchasing.  
  - Hired Charlotte based branding agency MODE.  
- Provide oversight and cooperation as branding agency completes the branding project.  
  - Worked with the agency to develop criteria for visitor intercepts, survey groups, conducting on-site visits, understanding who we are and what we do as an institution.  
  - Conduct weekly conference calls for status updates and  
  - Multiple face to face meeting at MODE’s Charlotte office and at the museum.  
- Implement a marketing plan that incorporates new brand identity.  
  - A marketing roll out plan will be developed as part of the branding process.

STRATEGY 3: Monitor growth and explore ways to address capacity issues that may result from continued strong rise in visitation.  
**Site:** Main Street Children’s Museum  
**Project Coordinator:** Cate Crane  
This Strategy is not under consideration currently. MYCO is proving sufficient but our attendance is not equal to what we were serving at MSCM. We are taking this opportunity to review procedures and retool programs so we can hit the ground running upon re-opening.

GOAL IV: Expand the use of the McElveen campus while promoting it as the regional historical center for Carolina Piedmont research, education and preservation of cultural resources.

STRATEGY 1: Unite the collective roles and services of McElveen campus under one mission and develop a brand identity to communicate that mission  
**Site:** McElveen campus  
**Project Coordinator:** Carey Tilley, Nancy Sambets  
**Action Steps:**
- Continue to seek, document, and utilize stakeholder feedback.  
  - A community stakeholder meeting was held at McElveen in July 2016, with a small history exhibit installed, to inform the public of our desired goals for the building. Feedback was collected.
Develop a singular mission statement that unites the activities on the McCelvey campus under the overall CHM mission with a focus on regional history.

- One cohesive mission for the site created and approved by the Culture & Heritage Commission in February 2017

Clarify the name of the McCelvey campus and its various components.

- McCelvey Site Staff have met to discuss the future use of the building, with Nancy Sambets creating a document clearly laying out the uses by floor.

Secure funding to hire consultants to develop a brand identity for the McCelvey campus based on the new mission statement.

- Procurement process managed through York County Purchasing.
- Hired Charlotte based branding agency MODE.

Provide oversight and cooperation as branding agency completes the branding project.

- Worked with the agency to develop criteria for visitor intercepts, survey groups, conducting on-site visits, understanding who we are and what we do as an institution.
- Conduct weekly conference calls for status updates and
- Multiple face to face meeting at MODE’s Charlotte office and at the museum.

Implement a marketing plan that incorporates new brand identity.

- A marketing roll out plan will be developed as part of the branding process.

**STRATEGY 2:** Determine the future role of the McCelvey School building to potentially expand operational capacity and educational programming opportunities.

**Site:** McCelvey campus  **Project Coordinator:** Carey Tilley, Nancy Sambets

**Action Steps:**

Create a comprehensive usage plan for McCelvey School building to include exhibits, programs, collections, and administrative services, including preliminary projected costs, timelines, staffing needs, building upgrades and maintenance.

- Exhibits, Collections and Archives staff surveyed MC to recommend public and exhibit areas
- Exhibits, Collections and Archives staff recommended MC areas for offices, rentals and storage
- Reviewed potential MC exhibit themes/topics supported by CHM Collections and MC history
- Nancy presented McC usage plans to All Staff meeting in Nov 2017

Seek, record, and Incorporate community input.

- A community stakeholder meeting was held at McCelvey on July 28th, 2016, with a small history exhibit installed, to inform the public of our desired goals for the building.
- Feedback from the community was collected

Continue to use the Lowry Family Theater and rental rooms as a venue for community enrichment.

- The Lowry Family Theater and other rental rooms continue to be used for community enrichment
STRATEGY 3: Address preservation needs of the McElvee School building.
Site: McElvee campus  Project Coordinator: Carey Tilley, Richard Campbell
Action Steps:
Evaluate preservation needs.
- Preservation need list was developed by CHM Preservationist Joe Mester.
Develop a prioritized list of projects.
- Identified list of needs requiring outside consultants including Windows, HVAC, Sidewalks, and Elevator upgrades.
Develop a scope of work for each project.
- Created detailed scope and obtained cost estimates for restoration of the windows.
Determine if projects can be handled internally or require external expertise.
- Preservation and operations staff continue to take on various repairs and improvements projects.
Determine rough budget and phasing for projects.
- Obtained cost estimates for restoration of the windows and other projects handled internally.
Secure funding and appropriate approval.
- Granted $500,000 in Hospitality Tax Funds from the York County Council
- Balance of $280,000 for the window project covered through Unassigned CHC Fund Balance.

STRATEGY 4: Play a leadership role in initiating the Southern Campaign of the American Revolution (SOCA) National Heritage Area (NHA), also referred to as a National Heritage Corridor.
Site: McElvee campus  Project Coordinator: Zach Lemhouse
Action Steps:
- The Southern Campaign of the American Revolution National Heritage Area, also referred to as a National Heritage Corridor was initially spearheaded by congressman John Spratt (D).
- As CHM operated within his congressional district, Congressman Spratt named CHM as the managing entity.
- The project lost momentum after congressman Spratt lost reelection.
- Legislation (H.R. 3936) has been proposed by Congressman Clyburn (D), with bipartisan support from Congressman Ralph Norman (R) and Tom Rice (R).
- According to H.R. 3936 The Culture and Heritage Museums is no longer the managing entity.
- Congressman Clyburn named the University of South Carolina as managing entity as USC is within Congressman Clyburn’s congressional district.
- USC is better equipped to serve as the managing entity of a project of this size and CHM will serve in an advisory role.

PRIORITY II: Strengthen collections and intellectual resources critical to the preservation and appreciation of the Carolina Piedmont’s natural and cultural heritage.

GOAL I:
Continue building a collection of specimens, objects and archives representative of the Carolina Piedmont past and present.
**STRATEGY 1:** Create a Collections Plan to clearly define the scope of CHM collections and outline the mission-based acquisition of objects to strengthen focus on the Carolina Piedmont.

**Site:** Brattonsville, McElvey Campus, MYCO  
**Project Coordinator:** Jillian Matthews

**Action Steps:**
Determine directional framework for the Collections Plan.

- Collections Task Force has completed a “Developing a Collection Plan Questionnaire” for their respective collections, identifying strengths and weaknesses.

Create a vision for all CHM collections by identifying key areas to collect and strategies for implementation.

- Collections Task Force met in January, 2018 to discuss the questionnaires and to ensure the vision of the overall collection is shared by all members.

Draft Collections Plan for review by key staff and Collections Committee.

- Once first draft of plan is complete, it will be reviewed and edited by the Collections Task Force.

Submit Plan to CHC for final review and approval.

- Upon recommendation for approval by the Collections Task Force, the Collections Plan will be submitted to the Cultural & Heritage Commission for final review and approval.

**STRATEGY 2:** Ensure that items in the collection are aligned with the organization’s mission.

**Site:** McElvey campus, MYCO, Brattonsville  
**Project Coordinator:** Jillian Matthews

**Action Steps:**
Improve intellectual and physical control over all registration records on paper and in PastPerfect.

Assign a mission rating to all archival material, art, and historic objects in collections.

- Collections and Archives Staff continue to update the PastPerfect database by inputting excel inventories into the database while scanning and uploading ownership paperwork into the database.
- All accession paperwork through the year 1986 has been digitized and added to the database.
- Art Mission Rating system was rewritten by Jillian Matthews and Carey Tilley.
- Director of Collections reevaluated the Art collection based on the new system.
- Director of Archives mission-rated all archival permanent accession #’s and entered into PastPerfect  (Aug 2015-Jan 2016)
- Completed mission-rating all FIC (Found in Collection) archival collections and entered into PastPerfect  in April 2018
- Continue to resolve backlogged collections 2018 and 2019
- All items in the natural history inventory have been assigned a mission rating and many have been entered into PastPerfect.

Classify items at Historic Brattonsville as living history, exhibit, or permanent collections and take steps to ensure appropriate use and care.

- Old Historic Brattonsville loans have been identified.
- Living lenders have been contacted so their objects could be returned or officially donated.
- Deceased lenders have had their wills located in probate so staff can contact next of kin in order to return or donate the lent objects.
Complete inventory of ethnographic collection using a consultant specializing in African Ethnographic material.
- Inventory of the entire Anthropology Collection was completed in October 2018

Create guidelines within existing policy for determining the process to deaccession non-mission related objects.
- Complete

Utilize deaccessioning guidelines and collection management policy to deaccession items that are not related to the mission or are in poor condition and not viable candidates for conservation.
- Complete and ongoing.

**STRATEGY 3:** Expand collections storage capacity and improve conditions to ensure long-term preservation and security of objects.

**Site:** McCelvey campus, MYCO  **Project Coordinator:** Jillian Matthews

**Action Steps:**
Evaluate preservation and security needs for continued collections storage use at the McCelvey Center and for Natural History storage at the Museum of York County.
- Collections Department continues to expand storage capacity by utilizing current shelving units or by purchasing additional units for storage rooms.
- Collections Department continues to monitor the environmental conditions of all storage rooms.
- Locks have been changed throughout McCelvey storage rooms in order to ensure their security as the building continues to be used as a concert and rental venue.
- The process of relocating objects from McCelvey 2nd and main floor storage rooms to the Historical Center has begun.
- No other objects will be relocated due to the space being needed during HB restoration work, and until more information is known about other potential collections projects.

Take steps to ensure the Collections Management Policy is followed in regards to appropriate use and care of all CHM collections.
- The Collections Management policy is being followed without deviation, as to appropriate use and care of all CHM collections.

Work with the County to resolve design issues with the HVAC system of the new facility to make sure it meets targeted humidity and temperature ranges as specified in original contract documents.
- HC HVACs have been fixed, aside from small tweaks in the BAS

Refine cost estimates, create scope for design, and secure funding for designing and building a 900 square-foot stand-alone Fluid Preservation Facility on the property of the Museum of York County.
- Cost per square foot estimates were developed to construct the fluid preservation facility.
- New estimates must be made based on actual drawings and materials

Select architect and engineer for design; complete design and construction documents.
- Due to funding and staff time needed for the planning of the Pleistocene exhibit, this project has been pushed back without a revised completion date.
GOAL II:
Expand opportunities and investment in professional development.

STRATEGY 1: Consider procedures to document institutional knowledge and experience.
Site: All CHM sites  Project Coordinator: Steve Fields
Action Steps:
Establish a centralized location to backup/preserve institutional records related to organizational history, policies and procedures.
  • Centralized location was developed on CHM SharePoint
  • Institutional records, organizational history, policies and procedures have been uploaded.

Create an updated Standard Operating Procedures (SOP) manual for major departmental tasks.
  • Departmental procedures and operations reference document completed; submitted to central file.
  • Most SOPs are completed, we are still working on procedures for natural history department.
  • Ensure regular review and revision of institutional policies and procedures.
  • Formal plan review occurs once a year

Develop an Emergency Succession Plan to be used in the event of a temporary, unplanned absence of the executive director or any senior staff member.
  • Senior managers have discussed an Emergency Succession Plan, nothing was formalized.

Increase staff awareness of policies through institutional orientation and regular communications with departments.
  • Increase staff awareness of policies through institutional orientation and regular communications - Orientation of each new staff member; ongoing with existing staff.

Develop a digital and physical library of research papers and related articles from professional resources that correlate to the management of the Culture & Heritage Museums and its collections.
  • The initial setup is complete. There are currently 757 references in the reprint library, itemized and cataloged in an Excel spreadsheet, and hardcopies are on file in the natural history office.

STRATEGY 2: Value and pursue staff development opportunities.
Site: All CHM Sites  Project Coordinator: Carey Tilley
Action Steps:
Identify and Prioritize critical areas in each department that could be strengthened by additional training.
  • Senior Managers identify needs and opportunities for professional development for themselves and their reports

Identify both external and internal training opportunities that address the identified critical areas.
  • CHM offers internal training opportunities using staff expertise.
  • York County offers numerous training opportunities for CHM employees.

Plan for training time in work schedules.
  • Training time is always factored into work schedules.
Invest in current staff by providing funding for growth opportunities.
  - Funds were added to departmental budgets for training and conferences beginning in the FY 2019 Budget.

Value and recognize experience, improvement, and new training when considering advancement opportunities.
  - Experience, improvement and new training are always considered and evaluated as part of the County HR hiring/advancement process.

Explore ways to create needed intermediate positions with higher grade and level of responsibility that fit within budgetary and policy limitations.
  - Exploring, but very difficult under County HR policies and current budget.

**PRIORITY III: Increase capacity and resources to ensure quality and sustainability of facilities, operations, and programming.**

**GOAL I:**
Broaden funding resources to supplement County support and allow for programmatic growth.

**STRATEGY 1: Strengthen relationships with key stakeholders, donors, volunteers, and community partners.**

**Site:** All CHM sites  **Project Coordinator:** Richard Campbell

**Action Steps:**
Identify key stakeholders, donors, & community partners.
  - Development Director has begun developing and nurturing relationships with business leaders, civic organizations and economic development corporations to identify advocates and recruit supporters.

Build, re-build, and strengthen relationships with Key stakeholders.
  - Reach out to former donors about leadership change to evaluate their interest in supporting CHM going forward.

Hold additional individual and group meetings with key stakeholders.
  - Expressed to Commission an expectation for their engagement in development activities Join civic organizations that share an interest with our key stakeholders.
  - Development Director maintains board membership with York County Arts Council, ChristmasVille, and Heart2Heart Foundation
  - Development Director is a member at-large of Fort Mill Rotary Club, the Women’s Art Initiative, Partners in Tourism
  - Development Director transferred to Fort Mill Rotary Club in May 2019 to develop relationships with people in that growing area of the county.
  - Acting Director is currently in the process of joining the Rock Hill Rotary Club.
  - Attends Business After Hours and NPO Networking events to build relationships in the community.
Create at least one new Fundraising event that generates community excitement.

- 2nd Annual Kudzu Trial Race, Saturday, Nov. 9, 2019- Goal is 125 racers, four sponsors.
- First full season of Vittles & Fiddles, aligned with each Sound Series concert- Food trucks and live, acoustic music will draw attendees to enjoy dinner and tunes prior to each show. Open to the public. Goal 100 guests per event.
- Hightower Music Festival, Saturday, May 30, 2020. Instrumental ticket offer premium benefits (sold 10 premium tickets at Select-your-Seat). Goal 10 sponsors, 6,000 guests
- The Patriot Movie 20th Anniversary celebration. Set for June 2020 as fundraiser linking folks who were in the cast, history buffs, and movie lovers.

Expand communication with key stakeholders and host fiscally responsible donor recognition and community awareness events.

- Organized a Development Committee comprised of community members with strong connections to potential supporters.
- Meets regularly with Museum Guild about structure and process of their donations, along with volunteer opportunities for development activities.

Director to concentrate more fully on fundraising and building donor relationships.

- Former director reassigned responsibility to Director of Business.
- Acting Direct works closely with the Development Director to develop effective fundraising/donor relationship strategies.

STRATEGY 2: Continue to increase membership and visitation.

Site: All CHM sites  Project Coordinator: Richard Campbell

Action Steps:

Work with Site Managers to develop additional membership Incentives.

- Curious Kids Club, exclusive to Family-level members’ kids ages 2 to 11 includes value-added activities to engage at all sites and allow them to earn buttons.
- Cookies with Santa hosts 70 member families as they visit with Santa. Registration fills within three hours of announcement.

Increase visibility of on-site membership signage.

- Digital signage in place at four locations, Children’s Museum installation pending completion of construction.

Raise awareness of membership opportunities and benefits in the community.

- Promote memberships as gifts for holidays and birthdays, focusing on the joy of experiences over joy of things.
- Special email updates for Ice Age, Children’s Museum, and Brattonsville.
- Promote online joining and donating that allows anyone with internet access to become a member and support CHM.
- Reach out to human resources department about Corporate Membership benefits relative to employee satisfaction, venue access, and tax benefits.
Maintain and ensure quality experience for all members and visitors.

- Offer Member-only check-in using dedicated laptops.
- Membership provides a surprise gift to members each month at varying sites. These include popsicles at Huck's Defeat and NASA posters during the 50th Anniversary of the moon landing.

Seek greater documentable input and feedback from members to be used for improving programming.

- Review member generated survey data to better understand our members and guests, helping us use communication best practices to share information.

**STRATEGY 3:** Seek grant opportunities and new public and corporate sponsorships to support existing and planned programming needs.

**Site:** All CHM sites  \textbf{Project Coordinator:} Richard Campbell

**Action Steps:**

Determine sponsorship levels and corresponding benefits for all special events and exhibits.

- Development Director developed a sponsorship menu using program costs, exhibit calendars, and upcoming events to address various levels of giving for sponsorships.

Identify Sponsors and their interests then offer them meaningful opportunities to support the CHM.

- Plans to work with the Development Committee and other networking resources to identify potential Sponsors and their interests in meaningful opportunities to support the CHM.
- The Development Director is interviewing potential sponsors, and current sponsors of other programs to align supporters with appropriate levels and interests of sponsorship.

Systematically identify and prioritize organizational needs and opportunities to better serve our community that are beyond current funding levels.

- Development Director is now part of all senior level management meetings to better understand the organizational priorities and funding shortfalls within our budget.

Identify and apply for grants that match organizational needs and opportunities.

- Development Director was not previously responsible for grants.
- Alison will now research and pursue grant opportunities.
- Alison will present to the Women's Art Initiative Monday, Oct. 28 requesting support for Vernon Grant public art display in Lowenstein Building.

**STRATEGY 4:** Expand retail services at HB and MYCO with value added amenities.

**Site:** Historic Bratonsville and the Museum of York County  \textbf{Project Coordinator:} Richard Campbell

**Action Steps:**

Determine what is needed based on previously compiled and additional stakeholder input.

- It was determined that consistent, high quality food service should be available during peak times and at events.

Develop scope of work.

- Up fitting existing sites to include food service proved too costly
- Developed food service capacity using food trucks or food trailers.
- Purchased necessary equipment and trained staff/volunteers on food service and food safety.
- Budgeted for the purchase of a food truck/trailer in 2019/202 that will be used at all sites.
Determine if projects can be handled internally or require external expertise.
  - Handled internally

Determine rough budget and prioritize projects.
  - $10,000

Secure funding and appropriate approval.
  - Expense is in the current FY budget

**GOAL II:** Develop and implement methods to engage and measure public interest and support.

**STRATEGY 1:** Increase community advisory opportunities through committees, project teams and program planning.

**Site:** All CHM sites  **Project Coordinator:** Carey Tilley, Sarah Lewis

**Action Steps:**
  - Partnered with numerous community groups and individuals in FY 2019
  - Staff members attended numerous community meetings July 1st, 2018.
  - Vernon Grant Committee and Collections Committee include representatives from the community to provide input.
  - Continued “By the Sweat of our Brows” Event Planning Committee
  - Established Civil War Event Planning Committee – continue to meet regularly
  - Set up ad hoc African American advisory group consisting of descendants of Bratton enslaved to visit Montpelier and Monticello to observe and learn from their approaches to telling the story of the enslaved and working with descendants of the enslaved
  - CHC established a Lowenstein Building committee of Commissioners and staff
  - Ongoing meetings with groups like Museum of Western York County, African American Cultural Resources Advisory Committee Agricultural Tourism Committee (YC), and York County Forever.

**STRATEGY 2:** Increase audience input through various evaluation methods.

**Site:** All CHM sites  **Project Coordinator:** Carey Tilley, Sarah Lewis

**Action Steps:**
Revise survey forms for each site to ensure that they are compatible with each other.
  - Standardized surveys were developed and approved by the Executive Director in early 2017.

Create and implement a plan to more effectively encourage response to surveys.
  - MYCO and MSCM’s surveys have consistently used these scales and questions, for whatever reason, Brattonsville was slow to adopt.
  - Brattonsville is now using the standardized surveys.
  - In spring of 2019 Sarah Lewis took an online course on program evaluation and will be looking at ways to implement tools, such as logic models, in creating evaluation techniques and ensure that we are getting valuable, accurate visitor feedback.
STRATEGY 3: Review and apply audience input to inform planning for capital projects, programs, exhibitions, marketing and visitor services.
Site: All CHM sites  Project Coordinator: Carey Tilley, Sarah Lewis
Action Steps: No progress

GOAL III: Continue to improve visitor services, amenities and accessibility.

STRATEGY 1: Develop staffing plan to accommodate increasing attendance and institutional growth.
Site: All CHM sites  Project Coordinator: Carey Tilley, Sarah Lewis
Action Steps:
Assess growth trends and projected impact of proposed programmatic and capital changes on visitation.
  • This is an ongoing process
Identify positions throughout the organizations that will be needed to keep up with anticipated growth.
  • Created a staffing plan as part of institutional planning in 2016 calling for the addition of 6 ½ staff members by 2020. Will be revisited as part of reorganization

Identify costs for new positions.
  • Costs for new positions are identified and evaluated when requested.

Prioritize and create a timeline for new staffing needs.
  • Timelines and prioritization of new positions are evaluated then created when requested.

Identify sources of funding to cover new costs.
  • CHM Budget

Draft a five-year staffing plan.
  • Created a staffing plan as part of institutional planning in 2016 calling for the addition of 6 ½ staff members by 2020.

Review plan at least once each year as an integral part of the annual budgeting process.
  • Plan is revisited annually during the budgeting process.

STRATEGY 2: Improve operational capacity of facilities to ensure audience accessibility and safety as well as security for our resources.
Site: All CHM sites  Project Coordinator: Richard Campbell
Action Steps:
Evaluate preservation needs.
  • Preservation needs have been evaluated by My Joe Mester

Develop a prioritized list of projects.
  • A prioritized list of non-FFTC funded projects has been developed and is currently in process.

Develop a scope of work for each project.
  • Scopes of work are developed as each new preservation project comes on line.
Determine if projects can be handled internally or require external expertise.

- This is the practice

Determine rough budget and phasing for projects.

- Budgets are developed once the scope of work has been determined.
- Non FFTC funded projects are phased around the larger projects that are funded by the FFTC.

**STRATEGY 3: Explore ways to better reach underserved audiences.**

**Site:** All CHM Sites

**Project Coordinator:** Carey Tilley, (Sarah Lewis)

**Action Steps:**

Identify current and potential community partners that would be beneficial in planning services to underserved audiences.

- Compiled list of community partners

Assess needs of underserved audiences within our community that we could positively impact.

- Development launched the “Therapeutic Membership” program

Assess our current efforts to address the identified needs through internal and external evaluation.

- Identified a need for more inclusivity and participation from African American volunteers in programming at Brattonsville.
- Working with core group of African American Volunteers to plan programming

Identify new accessible programming opportunities that could attract underserved audiences and meet identified needs in the community.

- Civil War committee was established to develop more balanced, mission specific programming.
- Committed resources to exploring the viability of an African American Cultural Center and in working with African American Cultural Resources Advisory Committee

Incorporate new programs into annual budget, programming, and marketing plans:

- Ongoing
RECOMMENDATION FOR ACCESSION

Temporary Custody ID: L2019.001.013  Collection Type: Art/Natural History  Method of Acquisition: Purchase

Name of Donor: Deborah Davis

Description of Accession:
*Pink Striped Oakworm Moth* (female) painting, acrylic on canvas

Overall Condition: X Excellent  □ Good  □ Fair  □ Poor

General/Comparable Size of Collection
40" x 1.5" x 30"

Significance/Ownership History  Mission Rating: 3  (Scale of 1 – 5; 5 matches mission 100%)
The artist, Deborah Davis, lives in North Garden, Virginia, a section of the Piedmont region. She loaned 15 paintings to CHM for the exhibit *Drawn to Light: Paintings by Deborah Davis* that was displayed in the MYCO hallway from May 2019 through September 2019. Though the artist does not live in the Carolina Piedmont, all moth species in the exhibit can be found in the Carolina Piedmont, as well as where the artist lives in Virginia. (Because of the Piedmont connection, this painting is a High 3, almost a 4 on the art mission rating scale).

During the exhibit time period, multiple CHM departments (Programming, Exhibits, Interpretation, Visitor Services, Collections, and the Curator of Natural History) worked together to narrow down the list to 5 paintings that could then be voted on by the public to help determine which painting will be added to the permanent art collection. On the ballot sheet, visitors were able to comment on why they chose the particular painting before casting their ballot in the MYCO Naturalist Center. At the end of each month, MYCO Visitor Services tallied up the votes and compiled them into a report that was shared with the involved departments. The Voting results were also shared on Social Media. Throughout the three month voting period, a total of 715 visitors participated with the *Pink Striped Oakworm* winning by a narrow margin of 29 votes. A copy of the final results and visitor comments are attached to this justification.

This painting was never owned by anyone else as it was painted by the artist specifically to be included in this exhibit.

Potential Uses: X Research  X Exhibition  X Loan
This painting can be used for Exhibit or Loan due its great condition. It could also be used for research on the Pink Striped Oakworm moth as the artist painted with extreme detail and worked from a high resolution image of the moth to create the painting.
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>TC221</td>
<td>Art, History, Archaeology</td>
<td>Internal Transfer</td>
</tr>
</tbody>
</table>

Name of Donor: Museum of York County

Description of Accession:

- .001 - Collection of artifacts found on surface of ground at the Cottage across from Hightower Hall in June 2012 by Carey Tilley's children
- .002 - Rusted blade of a hoe with unknown provenance, most likely an archaeological find from Historic Brattonsville
- .003 - Rusted rectangular, curved piece of metal, possibly part of a farming tool, with unknown provenance, most likely an archaeological find from Historic Brattonsville.
- .004 - Fragment of decorative plaster cornice from the first floor, southwest room in Hightower Hall
- .005 - Piece of slate shingle from the McCelvey Center roof
- .006 - 1986 commemorative, filled, 10 oz. Coke bottle with a white and blue circular image of Winthrop College, reading "WINTHROP COLLEGE 100 YEARS" around outside edge and "1886-1986" through middle of image
- .007 - 1990 commemorative, filled, 10 oz Coca-Cola Classic bottle with a white, pale purple, and pale blue rectangular image, reading "40th / Anniversary / MUSEUM / OF YORK / COUNTY / 1950-1990"
- .008 - Black and tan clay Catawba pottery candlestick holder with pointed handle
- .010 - Framed, print of Dan Nance's 2005 painting "Battle of King's Mountain". Signed in pencil in bottom PL corner.

Overall Condition: X Excellent  □ Good  □ Fair  □ Poor

General/Comparable Size of Collection

The archaeological artifacts will fit in already existing boxes in McC 322.

The framed print is 21.5" x 1.5" x 25.5" and will fit in an Art Storage cubby in HC

The historical artifacts vary in size and will sit out on shelves in HC:Oversize. Due to the already ongoing project of relocating objects from McC to HC, these objects will be stored with like objects already in the collection.

Significance/Ownership History  Mission Rating: mostly 4's (Scale of 1 – 5; 5 matches mission 100%)

All objects were located in Carey Tilley's MYCO office and given to the Collections Department for consideration to the permanent collection. In addition to these items, there is a Vernon Grant print that will get added to the education collection and a gourd vessel that needs additional research before a decision can be made.

The archaeological artifacts, plaster cornice, and slate shingle are all important historical pieces found and/or used on CHM sites.
The two Coke bottles are important commemorative pieces from the County, commemorating special anniversaries of Winthrop College and the Museum of York County. They may have been sold locally but their local provenance makes them important historical objects. It is possible that the both bottles were actually bottled in the Rock Hill Coca-Cola bottling plant. The embossed markings on the bottom are too difficult to read in order to prove this to be true or not.

In regards to the Catawba Pottery candlestick holder, this is an important local piece to add to CHM’s already existing collection of Catawba Pottery. This piece and all other Catawba Pottery is made by the peoples of the Catawba Nation and is identifiable by the very specific multi-colored clay pulled from the Catawba River. The Catawba pottery tradition has been around in York County for over 4000 years and continues to be taught, practiced, and even sold. The Catawba Nation makes it a point to continue to teach the skill so their 4000 year old tradition can be passed on to future generations.

The signed Dan Nance print will be added to our already existing collection of Dan Nance Historical paintings. The late Michael Scoggins commissioned 5 paintings from the Charlotte based Historical painter to portray the Battle of Huck’s Defeat (2014.014) with the original paintings being part of CHM’s permanent art collection and then prints being used throughout Historic Brattonsville, marking the Battlefield trail. This specific print’s original painting was done in 2005 and depicts the Battle of King’s Mountain that took place 3 months after the Battle of Huck’s Defeat (7/12/178) on October 7, 1780 in what is now Cherokee County, SC. In this battle, the Patriot militia defeated the Loyalist militia, similarly to the Battle of Huck’s Defeat. After British Major Patrick Ferguson arrived in North Carolina to recruit Loyalist troops, he issued a challenge to the rebel militias to either lay down their arms or suffer the consequences. Patriot militias responded to the challenge by meeting the Loyalists near King’s Mountain in a surprise attack. After an hour of battle, Major Ferguson was shot and killed. Though the artwork is only a print, it is a depiction of an important, local Revolutionary Battle that was created and signed by a Carolina Piedmont artist.

**Potential Uses:** X Research  X Exhibition  X Loan

All objects can be used for research, exhibition, and loan for various reasons, whether it be archaeological, historical, or even CHM related.

**Restrictions:**

None

**Unusual Costs:**

None

**Staff Recommendation (Signature & Title):**

Date: 10/14/2019

**Director Recommends (Signature):**

Date: 10/15/19