

Meeting Minutes
Board of Trustees, Museum Division
Piney Point Lighthouse Museum
May 14, 2018

Members Present: Dale Springer, Victor Govier, Lynn Fitrell, Dr. Regina Faden, Jeanette Pettit, Michael Blackwell

Members Absent: Peter Butt, Peter Neus, Eleanor Slater, Bryan Barthelme, Christopher Shea

Staff Present: April Havens, Karen Stone

Advisory Staff Present: Arthur Shepherd

Quorum Established: 8:35 a.m.

Pledge of Allegiance and Moment of Silence Conducted; Roll called

Approval of 3/2/2018 Minutes: Moved for approval by Lynn Fitrell, seconded by Jeanette Pettit, passed unanimously.

Old Business

- AAM Re-Accreditation Report: No news on AAM Re-accreditation report because the meeting to accredit is not until June. Accreditation is expected then.
- DNR/St. Clements Island MOU: Next meeting on this issue is on May 17th. Lynn Fitrell and Peter Neus will represent our board; Dale Springer and Johnny Wood will represent the Museum Friends. They will report back on decisions and progress.
- 2017 Annual Report Distribution: It was mailed to board members and printed for distribution. Dale Springer noted this report is a good change from the past in format, information, and use of photos; it should be well received by stakeholders. Initially, it was submitted as the Museum Board of Trustees' annual report to the County Commissioners. We have, however, now prepared a separate document as an Annual Report, with reports of our activities, member attendance, etc. It may be found online at the County's website.

New Business

- Open Division Position – Marketing: the Museum staff has an open position for a Marketing specialist. Rachel has been accepted into U of Maryland's PhD program and so has resigned. The position has been posted and will close on May 23rd. There are already have promising applications.
- Monthly Reports & Upcoming Events - Karen Stone
 - The Museums and staff have been very busy. Maryland Day in March was perhaps the most significant of many events. It was three separate events: One in Historic St Mary's City, one at the Drayden School, and one St Clements Island Museum.
 - The Drayden School is now open. Students from King's Christina Academy (9th and 10th grades) are visiting for classes, and the UCAC is conducting those classes. The students will be given the name of someone who attended the school; they will research that person's life and times, including the daily life in the school house. The students are getting diplomas, based on an actual diploma from a Drayden School graduate. Jeanette Pettit will teach a class next Friday. The students will discover many of the joys of attending the Drayden

School but also unfortunate examples of racism from the past. It will be interesting to see how they adjust from the modern world to a less modern school experience—how to get water, no restroom facilities, etc. Don Cropp is to be given a preservation award for his work at Drayden by the County Commissioners.

- Other significant programs include the Black Diamond Memorial Event; participation in the Cherry Blossom Festival; Potomac River cleanup events.
- Many of these events were “weather challenged” but nonetheless all were well-attended and successful.
- The Division has hired an additional “on call” captain for the boat; seasonal workers are now in place. The museums are ready for a busy summer.
- Ms. Stone will be participating in a newly created team, the St. Mary’s Museum Group. Members will also include Sotterley, St. Mary’s Historical Society, Historic St Mary’s City, Naval Air Museum, and Point Lookout. They will work with new Tourism Team to see how we can better promote our joint aims in the county.
- For a fuller report, please see Appendix 1, Ms. Stone’s April report.
- Department Update -Arthur Shepherd:
 - Arthur expressed appreciation for our support of the Museums.
 - The County’s FY19 budget will be signed, with an IT position and a captain for the Museum Division.
 - Fox 5 News will have a “Zip Trip” on June 15th, held at the Interpretive Center; we want a live, strong crowd, and Trustees are encouraged to promote the event. The UCAC will be involved. Capital improvements are in the FY19 budget for the Interpretive Center—better lighting, sidewalks, some cleanup, to make it even more of a community meeting area.
- Friend's Update- Dale Springer: Louis Aldridge recently stepped down as President; Dale Springer has become President. The Friends need to replace Dale’s position until next annual elections. This event has left an open board position to fill. Amber Puschinsky was hired January 1 as fundraising coordinator and bookkeeper. She has prepared a package/brochure of all the Friends’ activities to encourage members of the public to be involved. The Museum Stores are up and running; stock has been updated. Local consignments are getting lots of attention in the shops.
- 300 tickets to Jazz Festival are already sold; it will likely sell-out but the Friends are preparing advertising to make sure. For a time, it seemed likely that we couldn’t use the vacant lots for parking because it is for sale, but this issue has been settled for now.

Some additional reports:

- April Havens reported on some changes to exhibits at Piney Point.
 - A timeline is being put in place, highlighting local history, including the lives of lighthouse keepers or coast guardsman from 1790 to 1980. It is a timeline of significant events for the entire Piney Point/ St George’s area.
 - An exhibit on the hotel will be started; getting artifacts from it has been a challenge but some are coming together.
 - The museum will now include an osprey area, with information about their lives and habitat, eggs, wing spans, etc.
 - These displays will include many interactive elements
- Ms. Stone reported St Clements Island renovation is moving into the next phase; staff are making plans to take everything out, including some document housecleaning

Upcoming Board Meetings:

2018 DATES	MEETING TIME	MEETING PLACE
July 9	8:30am	Room 14 Potomac Building
September 10	8:30am	SCIM
November 19	8:30am	Room 14 Potomac Building

Summer Events --- Board assistance/ participation greatly appreciated.

- June 2 - Heritage Day Celebrations @ St. Clements Island Museum
 - > 10am - 4pm. Boat/shuttle to SCI until 2pm.
- July 14-Potomac Jazz and Seafood Festival@ St. Clements Island Museum Park
 - > Hosted by the "Friends of Piney Point and St. Clements Island Museums"
 - > 12 noon - till closing
- July 28- Pirates on the Potomac @ Piney Point Lighthouse & Historic Park
 - > Pre-registration required
 - > Morning Session: 9am -12noon
 - > Afternoon Session: 1pm - 4pm

Adjournment: Lynn Fitrell made a motion to adjourn; Dr. Faden seconded. Meeting adjourned at 9:42 a.m.

Appendix I: Karen Stone's Directors' Report for April 2018

Highlights of the Division Overall

- Black Diamond Disaster Event at SCIM
- Drayden opened for the season (1st Saturday of the month)
- Potomac River Clean-Up was held at SCIM and Piney Point
- Division participated in Cherry Blossom Festival at Lancaster Park
- SCIM site survey was completed; writing RFP for architectural drawings now
- Tom Emery received a People's Choice Award; staff attended ceremony
- Docent training for Drayden was held with UCAC members

Division Manager

- Held a number of event planning meetings with staff
- Attended a workshop at Sotterley about presenting family stories
- Served as MC for Black Diamond Disaster event; bad weather; 40 people in attendance
- Photographed Drayden materials in Historical Society Collections (just for info; not exhibit quality)
- Working on research projects:
 - Drayden: use of oyster tonging license fees to support public schools
 - SCIM: identifying soldiers killed in Black Diamond collision; further information on both ships
- Prepared materials for use with school students at Drayden
 - period US Map for coloring, showing 44 states and 4 territories (changing geography over time)
 - blank diploma on which students can write their names (cursive writing lesson)
 - lists of students & teachers (each incoming student will be given name and age of student)
 - gathered slates and crayons; working on books

St. Clement's Island Museum

Out-reach Programs

- St. Mary's Adult Day Care in Hollywood, MD
- Arts in the Park in Lexington Park, MD

On site tours:

- Youth confirmation group from Immaculate Conception Church from Mechanicsville, MD
- Youth confirmation group from Holy Ascension Church in Bowie, MD
- Kindergarten Class from Little Seedlings School in Leonardtown, MD

Water Taxi

- Tennyson's Fire Extinguisher Company inspected fire suppressant system
- Prepared interview questions for an upcoming interview for boat captain
- Scheduled U.S. Coast Guard Inspection for Water Taxi

Events

Potomac River Cleanup

- The Church of Latter Day Saints in Leonardtown, MD picked up trash on St. Clement's Island

Heritage Day

- Finalized lineup
- Submitted press release to Marketing

Summer Art Program

- Met with Ellen Duke Wilson to plan for Summer Art Classes
- Prepared press release
- Submitted information to the St. Mary's County Arts Council

Children's Day

- Continuing to contact presenters

Work Orders Placed

Replace Battery in thermostat in Potomac River Room (pending)

Miscellaneous

- Submitted article to Amber for Finer Points
- Updated signs for Piney Point and St. Clement's Island
- Ordered and received hanging system for back room
- Working with the Color and Light Society to setup art exhibit in the back room

Piney Point Lighthouse, Museum and Historic Park and Drayden African-American Schoolhouse Programs

- First Saints Community Church held an Easter Sunrise Service at Piney Point on Easter morning with an attendance of 91 guests.
- Provided outreach/marketing program to the St. George Island Civic Association.
- Partnered with NuStar for the Potomac River Watershed Cleanup on April 14. Our 12 participants cleaned the beaches along the museum grounds and the back side of the NuStar property. Items picked up included: 12 crab pots, 40 plastic water bottles, 106 beer bottles, 14 soda cans, 45 pieces of plastic trash, 3 balloons and numerous other items.
- Bay Montessori school program Lighthouse/Keepers

Inhouse Projects

- Completed write up for Connie Francis model.
- Put together clipboard for Drayden-sign in, visitor stats, emergency information and UCAC handouts.
- Spent an entire day cleaning the bottom half of the Maritime Exhibit building.
- Completed installation of Spring Into Birding exhibit which includes a hands on activity for both kids and adults.
- Completed installation of small activity for adults – Get to know your lighthouses!
- Made contact with Mr. Johnson and worked with Tom to pick up Kim's bench.

CIP Projects

- Met with First Floor Graphics and saw the design for the Environmental/Osprey area. Continued sending info for Tolson Hotel exhibit to graphics designer.
- Met with staff from the Historical Society and Planning/Zoning with regards to historical information needed for exhibit.

Administrative

- Attended staff meeting, Jazz Fest meeting, UCAC meeting, and Tom's award presentation.

Marketing & Social Media Coordinator

- Prepared Annual Report and inserts for mailing
- Received and distributed Site Brochures from printer
- Division Rack Card out for printing
- Took photos at the Black Diamond Event
- Prepared press releases and other marketing materials for Heritage Day
- Attended staff meeting, and Jazz Festival meeting
- Submitted resignation
 - Transferred all working files to the S drive
 - Turned in badge, name tag, and phone

Museum Technician and Detention Center Work Incentive Program (WIP) Workers

- SCIM
 - Built cover for display case for front room gallery
 - Repaired stair treads on the Charlotte Hall Schoolhouse
 - Installed replacement signs on the pier
 - Replace admission sign in the lobby
 - Transferred supplies to Island (and back) for Black Diamond event
 - Set up chairs, etc. for Black Diamond event (on the Island)
 - Poured concrete base for Kim Cullens' memorial bench
 - Painted art hanging system for use in back gallery
 - Assembled art display hardware
 - Regular daily housekeeping
- PPLM
 - Replaced lightbulbs in the Maritime building
 - Repaired broken display case
 - framed out window and installed new window treatment
 - Moved tables as needed
 - Removed fire pit
 - Painted display case
 - Regular housekeeping
- Drayden
 - Regular Inspection and cleaning

Friends Staff Members

Fund Raising Coordinator

Potomac Jazz & Seafood Festival

We received a 2500\$ grant from the St. Mary's Arts council that Meg had wrote, this is up from 100\$ last year. Contracts are in the works for Laquinta and Country Inn and Suites and we are adding blocks of rooms to be advertised to our ticket holders. Bathrooms and ATM are secured. A new sponsorship flyer is going out in the Annual Report and is being posted on social media. A Constant Contact will be sent soon. I am in contact with last year's sponsors.

The Friends

We have received a few donations in memory of Chandler Johnson who was a Friends member. I will be sending out thank you letters soon.

It was decided to revamp (to be more Friends oriented) and push the Finer Points publication to July because the Annual Appeal is just now being sent.

Membership

Membership Renewals have gone out with an incentive to get them back by the end of May.

Fund the Mission

Focused on Jazz Fest.

By the Numbers

- Annual Appeal –
- Facebook “likes” – Friends of St. Clements Island Museum- 258
Friends of the Piney Point Museum- 22
Potomac Jazz and Seafood Festival- 2267
- Membership Renewals – 0
- Current, paid membership – 59
- Renewals still due – 119 (sent on 4/30)

May Projects

Focus on Jazz Fest

Seek funding for other yearly programs

Store Manager

Monthly focus: Black Diamond & MSA Conference

- Black Diamond Event:
- Speaker Don Shomette’s books pulled and highlighted
- BJ’s for Cookie and Danish Tray day of event
- \$302 in sales

MSA Conference:

- Attended the 2018 MSA Xpo & Conference in Washington DC

Education sessions

- Social Media Strategies
- Customer Service Training
- Home Made; A Recipe For Profit
- Museum Store Sunday Planning
- Buyer Vendor Forum
- MSA Retail Industry Report

Trade show

- Channel Craft order –Free Shipping
- Mermaids Purse Game
- Yacht-Sea Game
- Lg. Gold & Silver Pirate Coins
- Magic Penney Top
- African American & Pirate Rulers of the World
- Cherry Blossom Grow-A-Tree
- Miniature Bottles Pirate Gold, Message in a bottle, Treasure Map
- Applewood Books-No Minimum
- Maryland Slave Narratives
- International Arrivals-Free Shipping
- Stacking Crayons
- California Creations-Free Shipping & Free Demo
- Starcube toy
- 60 Assorted Windup toys

Museum Store tours

- United States Holocaust Memorial Museum
- The National Portrait Gallery
- The International Spy Museum
- The National Building Museum

Donations

- Maryland Public Television
 - Created \$50 Gift Certificate & donated SCI & PP Word cloud water bottle
- Business After Hours
 - Donated SCI & PP Word cloud water bottle
- UCAC for Drayden African-American Schoolhouse
 - Donated 10 slate boards

Vendors and new Inventory

- Candace Clifford Books Restock
- 12 Copies of Women Who Kept the Lights
- 6 Copies of Mind the Light Katie
- 32 Free copies of Lighthouses Short & Tall
- Received, Added to POS inventory, priced at both locations & Merchandised, invoice paid
- US Lighthouse Society Passports Restock
- 30 Lighthouse passports ordered
- Received, Added to POS inventory, priced at both locations & Merchandised, invoice paid
- Bags & Bows
- Restock Merchandise bags
- Received at both locations & invoice paid

Consignment Merchandise

- SMC Public Library
 - Restock Where Maryland Began
 - Restock 300 Years of Black Cooking
 - Received, Added to POS inventory, priced at both locations & Merchandised
- Scott Geib Studio Restock
 - 71 Coasters, 30 Mouse Pads, 20 Ornaments
 - Received, Added to POS inventory, priced at both locations & Merchandised

Meetings & Events

- PJ&SF
- Food vendor contract, menu and liability release received
- Chiefs
- Mrs. Moo's
- Myra's
- Phone call follow-up to Bavarian Nut, Bear Creek BBQ & Ruddy Duck
- Reached out to Bailey's Catering for Sponsor tent quote
- Received, discussed and accepted
- Met with Susan at Bailey's to finalize
- Monthly Staff Meeting

Missions ongoing & accomplished:

- Continue Sharing on Facebook to increase Followers

- Continue monthly routine with Museum site managers for Admissions payment, verification of cash & weekly bank deposits for best practice cash controls
- Continue Monthly closeout reports
- Continue Monthly sales tax payment online
- Continue Monthly Bank & Credit Card reconciliations
- Metrocast autopay verified
- Consignment reports run, emailed & checks cut & sent

Future projects:

- 2nd Markdowns of Clearance Merchandise
- Outreach at SMCM River concerts
- Heritage Day- Set up SCI for 20% off Book Sale
- PJ&SF Final contracts & Menus confirmed
- Menu's to Amber & Rachel for Marketing on FB & CC
- Temp. Permit as needed for vendors
- Vendor Appreciation Banner for Food Vendors ordered
- Ang Wathen PJ&SF artwork approved
- PJ&SF Posters ordered

Statistics

- **Monthly Attendance**
 - **St. Clement's Island Museum**
 - Museum Visitors = 224 paid/75 unpaid
 - Park Visitors (Pier Count) = 1672
 - Outreach = 2 Group/22 people
 - Water Taxi = 37
 - **St. Clement's Island**
 - Lighthouse Tours (museum) = 3/78
 - Lighthouse Weekend Visitors (SC100) = 0
 - Island Visitors (Pier Count) = 0
 - **Piney Point Lighthouse, Museum and Historic Park**
 - Museum Visitors = 106 paid/529 unpaid
 - Walking Tours = 44
 - Park Visitors (Pier Count) = 530
 - Hand-on Activity Participation = 3
 - Outreach = 0
 - Kayak Launch = 2
 - Geocache = 0
 - **Drayden African American Schoolhouse**
 - Visitors = 2
 - School Tours = 0
 - Geocache = 0
- **Volunteers/Hours**
 - **St. Clement's Island Museum**
 - 3 people/17 hours
 - **Piney Point Lighthouse, Museum and Historic Park**
 - 2 people/7 hours
 - **Detention Center Help**
 - SCIM: 1 man/96 hours
 - PPLM: 1 man/54 hours

- DAAS: 1 man/2 hours
 - Total = 152 hours
- **Groups and Tours**
 - **St. Clement's Island Museum**
 - 3 Groups/78 people
 - **Piney Point Lighthouse, Museum and Historic Park**
 - 1 Group/23 people
 - **Drayden African-American Schoolhouse**
 - 0 Groups
- **Outreach**
 - **St. Clement's Island Museum**
 - 7 visits, totaling 22 people
 - 1 marketing outreach, 10 people
 - **Piney Point Lighthouse, Museum and Historic Park**
 - 1 marketing outreach, 24 people
- **Statistics from the Guest Books**
 - **St. Clement's Island Museum**
 - 12 from SOMD
 - 12 from 3 other counties in MD
 - 8 from 7 other states
 - 1 from 1 other countries (England)
 - How They Heard About Us
 - Brochure = 1
 - Internet = 3
 - Visitor Center = 2
 - MD State Map = 1
 - Tour Book = 1
 - Newspaper = 1
 - Word of Mouth = 3
 - **Piney Point Lighthouse, Museum and Historic Park**
 - 8 from SOMD
 - 23 from 5 other counties in MD
 - 23 from 14 other states
 - 1 from 1 other country (UK)
 - How They Heard About Us
 - Brochures = 2
 - Internet = 10
 - Other sites = 2
 - Repeat Visit = 1
 - Road Signs = 5
 - Unknown = 15
 - Word of Mouth = 10
 - MD State Map = 1
 - School = 1
 - Tour Book = 2