

## SUFFOLK COUNTY VANDERBILT MUSEUM

### BOARD OF TRUSTEES

#### Minutes

A regular meeting of the Suffolk County Vanderbilt Museum Board of Trustees was held on May 23, 2007 in the Planetarium Lobby, Centerport, New York.

**The following were in attendance:**

Dr. Steven Gittelman - President  
Daniel Olivieri - 1<sup>st</sup> Vice President  
Gretchen Oldrin-Mones - 2<sup>nd</sup> Vice President  
Michael B. DeLuise - Treasurer  
Marjorie Kosoy-Fuhrmann - Trustee  
Susan LeBow - Trustee  
William Macchione Trustee  
Dr. Anthony Pecorale - Trustee  
Dr. William Rogers - Trustee  
Matthew W. Swinson - Trustee  
J. Lance Mallamo - Executive Director  
Carol Hart - Director of Special Projects  
Florence Ogg - Staff  
John Pokorny - Staff  
Bertram Seides - Guest  
Carol Valone - Guest  
Ann Marie Pastore - Stenographer

**Absent:**

David D'Orazio - Secretary  
Maria Figalora - Trustee  
Howard Kleinberg - Trustee  
Ronald Parr - Trustee

**(Dr. Steven Gittelman called the meeting to order at 7:20 P.M.)**

**DR. GITTELMAN:**

Good evening, everybody. This is a regular meeting of the Board of Trustees of the Suffolk County Vanderbilt Museum. Do we have a list of guests in attendance?

**MS. PASTORE:**

Yes.

**DR. GITTELMAN:**

In honor of one of the guests, I have to ask an out of order question. Are the boilers and burners all completely installed?

**MR. MALLAMO:**

Yes. In fact, I think we can actually see the old boiler here on the back lawn.

**MR. SEDIES:**

That sounds good to me.

**DR. GITTELMAN:**

May I have a motion to approve the minutes?

**MS. FUHRMANN:**

I have a correction to the minutes.

**DR. GITTELMAN:**

Sure.

**MS. FUHRMANN:**

Unfortunately, I don't have them here with me. I don't have the page reference, but I think it was page 8. There is a reference to the year that needed to be corrected on the telescope grant. The year is 2001-2002. Other than that, I move that the minutes be accepted.

**DR. GITTELMAN:**

Okay. Is there a second?

**MR. MACCHIONE:**

I'll second it.

**DR. GITTELMAN:**

All in favor? Opposed? Abstentions? **The motion passes. (Vote: 10/0/0/4. Absent: Mr. D'Orazio, Ms. Figalora, Mr. Kleinberg & Mr. Parr.)**

We all serve as Trustees, and we're given four-year terms. Some of us distinguish ourselves during those terms. Some of us have hung around for an awfully long time. Some of us take this place and work passionately within it. I think that the Trustee that I'm speaking of is very passionate.

**MS. LEBOW:**

Are you giving him a passion fish?

**DR. GITTELMAN:**

I want to see what kind of fish we came up with for him. Bert, you're an architect. You are a lover of these buildings. You always worried that the boilers and burners wouldn't get in place. For a long time, with Bill, you were the head of the Buildings and Grounds Committee. I don't think that we properly captured the concern that you had for the physical place in your reports because the reports never quite put down your look of concern when you would say, "And the boilers..." It was always that feeling of, you know, "we've got to get this done. We have to have them in place." I'm holding this fish because it's the one thing that I've always insisted gets reserved for the Trustees. We don't get anything other than the enjoyment of what we do. I kind of boldly decided that a Trustee would get a fish after completing a term. I never said that the Trustee had to do a good job, but, boy, you sure did. Bert, this is your fish. You certainly earned it.

[Applause]

**MR. SEIDES:**

It was a pleasure serving on this Board. It was a pleasure getting to know all of you as Board Members and as friends. It was truly a huge learning curve for me. I'm sure some of you know what I shared with you. I take that wisdom with me and share it and continue to share. When I get to speak publicly, I let everyone know that I was here and what a wonderful institution it is and that it's growing and continues to grow. I will continue to support it. Thank you very much.

**DR. GITTELMAN:**

There aren't many fish out there. We're keeping them under wraps.

**MS. LEBOW:**

That's a particularly beautiful fish.

**MS. FUHRMAN:**

What type of fish is it?

**MS. LEBOW:**

Angel fish. Well, he was an angel.

**DR. GITTELMAN:**

Yes, he really was.

**MS. LEBOW:**

It's very apropos.

**DR. GITTELMAN:**

And the only way you can get it is by completing a term as a Trustee. No amount of money can buy this. But I should tell you it's a reproduction.

**MS. FUHRMANN:**

We all know that.

**MR. SEIDES:**

Yes, we know that.

**DR. GITTELMAN:**

Its heartfelt value is what is meant. Thank you so much, Bert.

**MR. SEIDES:**

It's greatly appreciated.

**DR. GITTELMAN:**

You were a wonderful Trustee. Bert has received other awards. I was there when he received an award. Could you tell us about that?

**MR. SEIDES:**

Actually, it was one of the first times I met Steve. I was very pleased to see Steve in the audience. I received an award that I didn't know was coming to me. It was from the Bellport/Brookhaven Historical Society. It was the Peltrow Award given by the family whose family was Silversmith. They have a little shop on Main Street in Southampton. Their silver is in the Whitehouse. It is kind of an honor. I do speak about that award. After that I did receive another award from SPLIA. They presented to me the Howard Sherwood Award for preservation and saving the Inn and establishing the historic districts in the Moriches area.

Early on I met Lance. I know Lance almost 20 years. We had quite a long history of watching buildings go up, some come down. Some we win; some we lose. Historic preservation is a very interesting field to be in. As Lance knows, you have to have lots of patience. They do come around and it helps to preserve our history. Thank you again.

**DR. GITTELMAN:**

During your time here we did manage to preserve this building.

**MR. SEDIES:**

Yes, we did. We purchased this building, and what a wonderful building it is. Actually we did a lot of wonderful things. We saw the installation of some of the furnaces, the sidewalks, the beautiful fences that went up, the lighting, some landscaping, that beautiful stucco work that was the restoration of the stucco fountain, many roofs were replaced and constant painting. We just received reaccreditation, which was a wonderful process in which I had the pleasure of actually taking several hundred photographs to help Lance out.

**MR. MALLAMO:**

Yes, Bert took all the accreditation photos.

**MR. SEIDES:**

It helped me get to know all the ins and outs, the back doors, and the back halls. It was truly a wonderful experience. Thanks.

**DR. GITETLMAN:**

Well, congratulations. Okay, Public Relations Report, Todd Shapiro is not here.

**MR. MALLAMO:**

I could fill in and give a report. I met with Todd on Monday. One of the interesting things that I will talk about wasn't so much public relations but it was that Todd brought another of his clients, the Suffolk County Girl Scouts. They came over, and we had worked up a proposal where – you know how we always talk about those merit badge weekends? We're planning that at some time in the fall.

We will have a major scout event here at the museum where the Girl Scouts come and work on different badges for their goal awards right here at the Vanderbilt. They're going to work with staff and training to get people educated on that. We'll charge a small fee. We hope to make some money in that event and provide a service that wouldn't ordinarily be provided. I'd like to thank Todd for reaching out. I mentioned that to him a while ago, and he was able to put that together.

I know, Carol, you've sent them a lot of information on upcoming events that they're working on. Is there anything else I should be adding?

**MS. HART:**

No, I think you covered it.

**MR. MALLAMO:**

I think that's it.

**DR. GITTELMAN:**

Yes, I spoke to Todd just a couple of hours ago. I hadn't heard from him in a while. I'm going to meet with him next week just to get a sense for where he is. I'll report on that at a future date.

Buildings and Grounds, Bill.

**MR. MACCHIONE:**

The events tent and the cook tents have been erected. Department of Public Works has approved the floor deck, and we have purchased a weatherproof dance floor for the main tent. We had to build eight foot wide stairs going into the tent to satisfy the fire marshal and the fire code on the east side. This is due to the fact that he wanted to make sure that we had enough means of egress going in and out of the tent.

A new HVAC system has been installed in Normandy Manor. It will be operational in about two weeks. Also, a 200 amp electrical service panel has been installed here.

The capital projects at the Educational Center, the plumbing, electrical, heating, air conditioning and ventilation, are completed. The new electrical service is activated by LIPA. The building interior will now be painted by the museum staff. Then it will be reopened. The two doorways on the Educational Center exterior, including the frames and the decorative stone arches above, are now being totally rebuilt due to a capital project.

Soil test borings have been taking place across the waterfront hillside for evaluation before construction begins on the waterfront project, which will be put out to bid shortly.

That is the report.

**DR. GITTELMAN:**

Thank you. Any questions? Development Committee, David.

**MR. MALLAMO:**

Dave called earlier. He was rescheduled so he had to work tonight. He's unable to be here. I can give that report.

We have been working closely with those involved in the gala. We will be recreating the "Night at El Morocco" event again on September 29. We have worked up the theme, which is the Vanderbilt's favorite nightclub. We're going to go back and incorporate some rock and elements into it. We're working up the brochure on the event. We should have proofs for that next week to highlight and get out to various sponsors. We have selected the entertainment and the food menu. Basically we're up and running with that event. Things are moving. We will be having a meeting next Wednesday, May 30, at 3 P.M. right here in this room on that event. Anyone who would like to attend that will see us in action.

**DR. GITTELMAN:**

I noticed that that committee is operating separately from the alternate Development Meeting that the Board is having. Is that the way it's going to stay?

**MR. MALLAMO:**

I can't really tell you the answer to that, Steve. We have only had two meetings on this event so far and both of them have been completely consumed with the event itself, the gala event. Many of the ideas that have come up in the Trustees' meeting Carol and I are working on independently of that Gala Committee. I think Mike will be talking a little bit about that in your report with the new activity that we're considering.

The other ideas that you've come up with we've been working on, but that committee is really focusing right now on the gala and the sponsorship packages with the gala, which, as you know, we're trying to vastly increase the amount of sponsorships that we have had over previous years. That's why we're going to this whole new format of a new series of brochures about the event and what it would take to have a new level of sponsorship here at the museum.

**DR. GITTELMAN:**

I'm bringing it up under the Development Committee because we have the Gala Meeting, and then we have the Development Meeting, which also meets with the Board. My question to the Board is, do you feel that the Development Meetings that have alternated with the regularly scheduled Board Meetings have served a good function? It was an experiment. We have had a couple of meetings. Are you feeling inclined to continue that pattern or expand to 12 meetings or stay at 6 meetings? What would your pleasure be? I don't want to mandate it.

**MR. MALLAMO:**

If I could just break in for a moment, I will say that my recommendation would be for the June meeting, that we have a full Trustee Meeting because we're going to have several issues that really need Board input on. June 20 would have been a Development Committee Meeting, but I would prefer to see that as a regular Board Meeting.

**DR. GITTELMAN:**

Okay, so then the June meeting previously scheduled as a Development Meeting will now be scheduled as a regular Board Meeting, if that is okay with you.

**MR. MALLAMO:**

So if we went with the Development Meeting, that would be in July. That would probably be a good meeting for the Development Board Committee to meet because it will be two months before the gala, and we'll have a much better sense on where we are with that, where we're going, and what roles the Board can play to support that. If we could at least plan that far to have the full meeting in June and the Development Meeting in July, I think that would be helpful.

**DR. GITTELMAN:**

Do the members of the Board support that?

**DR. PECORALE:**

And the date of the gala again is –

**MR. MALLAMO:**

September 29. It's a Saturday.

**MR. SWINSON:**

What was the time on that?

**MR. MALLAMO:**

It was 6:30 to 11. The cocktail hour will be at 6:30.

**DR. GITTELMAN:**

Okay, so you'll send out a memo?

**MR. MALLAMO:**

Yes.

**DR. GITTELMAN:**

Education and Exhibits.

**MS. OLDRIN-MONES:**

The main focus of the Education and Exhibits Committee meeting this month was the Goto replacement trips to Germany and Japan. Dave and Lorraine are exploring all aspects of the two potential replacement projectors and systems available and have worked hard to provide an objective and comprehensive report of the preliminary findings.

Some further investigation and research is necessary before they can make their final recommendations. Right now, today, they are in New Hampshire at the Sky-Skan Facility. I think the Board will be impressed with their professionalism and the thoroughness of their research and the strength of their conclusions.

Besides gathering information and hands-on experience, this trip has exposed staff to creative and effective ideas and programs utilized by the state-of-the-art planetariums in Germany and Japan. They are energized and inspired to write new and different programs. They have come back with exciting marketing and design ideas. That's just a hint of things you'll hear about when Dave and Lorraine give their full report at our next meeting, the one that Lance just mentioned, which is June 20.

Other big news regarding the planetarium is that the telescope grant is all straightened out, approved and ready to be spent within the allocated time period. We should have a new telescope by the end of June.

Things are moving along in the habitat, as Bill mentioned. David Schwinderman plans on visiting soon and will be scheduling at least three more visits to restore the whale-shark. As he told Stephanie, he'll have the fish in good shape by summer's end. The habitat room itself is in excellent shape. It is sparkling clean and freshly painted. It will be fairly inexpensive to have a railing manufactured and installed around the glass so the people won't walk on the glass floor. Once the whale-shark is restored and the railing is installed the room can be safely opened.

Stephanie has also been in touch with BJ Sussman, who is the great neice of Hobart Nicols, the person who painted the landscape backdrops for the dioramas. Ms. Sussman is an accomplished artist who's interested in visiting the habitat and possibly touching up the dioramas.

Florence pointed out that the Shack Restaurant has a sign up that says, "Don't ask us for directions to the Vanderbilt." She suggested that this would be an excellent place to leave direction sheets. She also declared the Spring Fest was a success with 430 visitors taking tours of the mansion.

The very popular Living History Tour is ready to go for Memorial Day weekend and every weekend through September. As you know from previous reports, the year being interpreted is 1938, a very exciting year for the Vanderbilts and one that will fascinate people taking the tour. The new car exhibit in the turntable is almost completed. Visitors can view that exhibit with a guide.

As always, Florence has had several requests from researchers for Vanderbilt information. The Newport Preservation Society has requested information for an upcoming book on the Vanderbilt Estates. Material on Virginia Fair, Vanderbilt's first wife, is being sought as well as information on the New York City home, which is now used by the Serbian Diplomatic Mission.

College students, one from Dowling and one from the Five Towns College, have also requested information, one for a video on the Long Island Motor Parkway and one for a paper on the yacht Alva.

Next year's school brochure will be going to press in June and out in July. Beth, who is out on family leave, has forwarded this letter, which I will pass around. It's a letter of thanks from families with children from China who appreciated the Vanderbilt Museum's recent donation for their 2007 Chinese New Year's raffle. This raffle helps support several orphanage assistance programs.

We are one of four prestigious New York area museums participating in the "Museums on Us" program sponsored by Bank of America, which is providing free admission for its cardholders for the month of May.

Finally, it's horseshoe crab counting time of the year again. Anyone interested in volunteering to help in this noble effort can see me after the meeting because I have the information or you can get in touch with Dr. Matt Sclafani.

On a personal note, congratulations to Matt and his wife who gave birth to a son last week. Also best wishes to Dave Bush and his fiancée, Karen, who got engaged on Mother's Day.

The last thing is that Florence has provided these flyers for the next Long Island Museum Association meeting. I'll pass those around. Please help yourselves.

That's the report.

**MR. MALLAMO:**

Gretchen, I know you had emailed me asking for the numbers on the Spring Fun Fest. We were just shy of \$20,000 for that seven-day period. Not as robust as the Winter Fun Fest, but it was still very good. We were very pleased to take in that amount that week.

**MS. OLDRIN-MONES:**

It was still very good.

**DR. GITTELMAN:**

Gretchen, would we be out of place by congratulating you on becoming a new grandmother?

**MS. OLDRIN-MONES:**

Oh, no. Not at all. Thank you very much. I do have photos with me, if anyone wants to see them.

**MS. FUHRMANN:**

Also, Susan, congratulations on the marriage of your daughter.

**MS. OLDRIN-MONES:**

Congratulations.

**DR. GITTELMAN:**

Yes, congratulations.

**MS. LEBOW:**

Thank you.

**DR. GITTELMAN:**

Our family is growing rapidly here.

**MS. FUHRMANN**

In the Bahamas recently, right?

**MS. LEBOW:**

Yes, in the Bahamas right on the ocean.

**DR. GITTELMAN:**

Okay, the Finance Committee.

**MR. DELUISE:**

You'll find in your packet a copy of the Treasurer's Report. As you will see, finances remain very tight. Lance and staff have curtailed spending. If you have any questions, Lance can answer anything specific, but that's basically the story.

**DR. GITTELMAN:**

Questions?

**DR. PECORALE:**

I have one question. What does April look like?

**MR. MALLAMO:**

April will be better. That was the week of the Fun Fest, so that will be in there.

**DR. PECORALE:**

Does it look like it's going to be on the plus side?

**MR. MALLAMO:**

Yes, I think it will be. We had the breakfast event for Easter, which was in that month. We've been taking in quite a bit in site use and rentals. Our rentals are really way up.

**DR. PECORALE:**

That's starting to move forward?

**MR. MALLAMO:**

Yes, so we've been taking in a lot of deposits and payments for that. I think that will be a pretty good month. The beginning of the year is always a slow period for us.

**DR. PECORALE:**

And the tent is in pretty good shape?

**MR. MALLAMO:**

The tent is in excellent shape. We actually had it cleaned. Our rentals were up enough that we decided to purchase this dance floor this year because we were always doing a temporary floor each year. This cost us about three times more than the temporary one would, but it is a permanent dance floor. It's solid plastic, so it can be left out in the rain. I'm looking at it for if we had events in the courtyard, we could even use it in the courtyard. It's that solid. It will go over cobblestone and still maintain a completely flat surface. That will certainly enhance our rental possibilities as well, because people check out all the facilities.

**MR. DELUISE:**

One other thing I would like to bring up. I am also associated with the Melville/Farmingdale Chamber of Commerce. I'm on the board as a volunteer and serve as their President. I introduced them to Lance, and Lance has been talking to the Melville/ Farmingdale Chamber about doing events here. It will be an event held this September in the evening, a weeknight. I would ask you to please come. Their meetings usually draw between 100 and 150 people. These are the corporations in the Melville/Farmingdale area. Those include North Fork Bank, Newsday and Channel 55. They are a very good active group. When they get together to network, they sell to each other. I think it would be really good if we could sell to them on corporate partnership, like we did with Arrow. Arrow is also in their neighborhood. Maybe we could even ask somebody from Arrow who we are working with to come and talk a little bit about what's happening and also to promote for the last chance of trying to get some corporate sponsorships and individual sponsorship from some of the small companies there for the gala. I do think that they were very thrilled when they talked to Lance.

As I said, I think it would be a group that could really help us. More and more as we go, as Lance said before, into the area of development, if we could get more corporations like Arrow to really buy into what we're doing, it's going to make the difference with us doing very, very well here.

**MS. LEBOW:**

Mike, what's the date again?

**MR. DELUISE:**

Lance is going to talk about the date, specifically the best day, and we can move it around. As soon as we know what it is or at our next meeting, we'll have that all set and also talk about what the focus will be. Usually at these meetings they bring in somebody as a guest speaker, so maybe we could do that. Maybe we could focus on the museum and the tours, but again the idea is to sell sponsorships, to sell memberships, corporate memberships and get them very involved.

**MR. MALLAMO:**

That's a great idea to have someone come from Arrow. They have a good track record with us so far, and that would be a great asset to that meeting.

**MR. DELUISE:**

The folks from Arrow were honored at the LIA on Friday night. They are an amazing company, a company that's really dedicated to Long Island. They

are an international company, one of the best in the world. I think they would be willing to help us do what they believe in.

**MR. SWINSON:**

Isn't Arrow the shipping company?

**MR. MALLAMO:**

Arrow Electronics. They make electrical components. They're Long Island's largest employer.

**MR. SWINSON:**

Are they out of Holland or Amsterdam or something like that?

**MR. DELUISE:**

They are out of Melville. They have buildings and operations all over the world, such as China, Japan, all over the world.

**MR. SWINSON:**

I think there was an article about them in Newsday last week.

**MR. DELUISE:**

The interesting thing is when you go to a gas station and you put your credit card into that little computer, that's what they make, that little computer. They do a lot of little things that you wouldn't know they did. They are very involved.

**DR. PECORALE:**

You jogged my memory about something. The former County Executive was a very good friend to the Vanderbilt Museum. He is now President of Dowling.

**MR. DELUISE:**

My boss.

**DR. PECORALE:**

I don't think we ever appropriately honored him. If there is any kind of way that we could include him in some sort of an honorary manner at our upcoming gala, I would be personally in favor of it and would recommend that we do it. He did a great deal for this museum.

**DR. GITTELMAN:**

Absolutely.

**DR. PECORALE:**

He was a fine man.

**DR. GITTELMAN:**

Do you have any suggestions on perhaps how you would like to do that?

**DR. PECORALE:**

I don't know. I'm just throwing it out as a concept. I think that perhaps the committee might think of something we could do. Perhaps he could be invited as an honoree. We have always extended invitations to individuals. I

certainly would be in favor of honoring him because he did – as a matter of fact, he was the first County Executive that truly was willing to put prestige and not only recommendations but proposals forward to solve many of our problems. That's not to take anything away from our current County Executive, who I think has done some good things for us too. But I certainly think that he did a great deal for us during his term in office.

**DR. GITTELMAN:**

I would agree.

**MS. LEBOW:**

I have a question. In the honoring of people at fundraising events, and this is really a fundraiser, they usually understand that they are making a commitment to bring a table or two tables. With the prestige of a person that you're honoring, you're also gaining a commitment for a large number of people.

**MR. DELUISE:**

I think –

**MS. LEBOW:**

Not that we're going to pay for them because that's one of the very important things in making someone a honoree, that they don't come gratuitously. They come bringing people with them, and they take the responsibility to get tables.

**MR. MALLAMO:**

I probably should have said this earlier because Bill and Mollie Rogers are our official honorees for that event that night, but I don't believe we ever gave Gaffney a Vanderbilt fish.

**DR. PECORALE:**

I don't believe we did.

**MS. FUHRMANN:**

I believe we did.

**MR. MALLAMO:**

We did?

**MS. FUHRMANN:**

I believe we did.

**DR. PECORALE:**

I don't recall that.

**MR. MALLAMO:**

I believe we gave the Legislature one one year but I don't think he was part of that.

**MS. FUHRMANN:**

I thought he was.

**MR. MALLAMO:**

Do you remember, Steve?

**MS. FUHRMANN:**

I think it was back a while ago.

**DR. PECORALE:**

We had him here when we were reaccredited and he spoke. We had a little luncheon.

**MS. FUHRMANN:**

No, at a gala. I believe we gave him a fish.

**DR. PECORALE:**

I don't recall it, but I could be wrong.

**DR. GITTELMAN:**

He was a wonderful friend to the museum.

**DR. PECORALE:**

He was a friend of this museum.

**MR. MALLAMO:**

I certainly think we could invite him and recognize his efforts on behalf of the museum.

**MS. FUHRMANN:**

I think that Sue is also bringing up a very valid point. It is a fundraising event. Will he bring funds?

**DR. GITTELMAN:**

I was an honoree at a Boy Scout event, and Shirley Strum Kenny was my co-honoree, and she made it clear right from the start that she wasn't bringing anybody.

**MS. LEBOW:**

That's the first time I ever heard that. I'm not criticizing anybody. I'm just telling you that when we did that for Suffolk County Community College, everyone that was honored at those dinners took at least one table, if not more.

**DR. GITTELMAN:**

I'm sure Shirley did that. College presidents themselves may fall into a special category when –

**MS. LEBOW:**

These were not college presidents.

**DR. GITTELMAN:**

Well, I'm saying Shirley – and the reason why I bring up Shirley is as a college president, which she is at Stony Brook and Bob is a college president at Dowling, the expectations of college presidents might be different.

**MR. MALLAMO:**

Since we're having a Development Meeting next Wednesday, could I bring this up at that committee, and we'll try to come up with a recommendation?

**MS. LEBOW:**

Yes, bring it up.

**MR. DELUISE:**

That's the end of my report.

**DR. GITTELMAN:**

Thank you. Audit Committee, Mr. Olivieri.

**MR. OLIVIERI:**

The Audit Committee was supposed to meet tonight, but we needed to adjourn it because we were a little short of information with the accountant. That should be resolved. Our next meeting is in three weeks, so we should have that resolved at the next full Trustee Meeting, so we'll give a report on that.

**DR. PECORALE:**

Dan, is there any chance we could get it prior to that meeting to look at?

**MR. OLIVIERI:**

Hopefully.

**DR. PECORALE:**

It will be kind of tough to look it over at that meeting.

**MR. OLIVIERI:**

If I could get it out and formalized with Lance and the accountants, absolutely.

**MR. MALLAMO:**

Because we would really like to review it that night if we could. We will do our best to get it to you at least a week ahead.

**DR. GITTELMAN:**

Is that your report?

**MR. OLIVIERI:**

That's my report.

**DR. GITTELMAN:**

Handbook Committee. You're named on that, too.

**MR. OLIVIERI:**

We met tonight with Lance, Gretchen and myself. We went through everything again. I'll be just about ready for a final draft. I think we need one more meeting to touch up a few little details, and then I think by maybe

not the June meeting, and July would be the Development Committee but by August we'll have a hard copy for them to look at and review. We will definitely be able to get that out to everybody well ahead of schedule, so that when we walk in everybody will have a chance to read it and be able to make whatever comments and hopefully we could get a vote on it and put that one behind us. That's my report.

**DR. GITTELMAN:**

Lance, Director's Report.

**MR. MALLAMO:**

I'm going to focus tonight on the American Association of Museums meeting out in Chicago that Carol, Florence, and myself attended. It was a great event, and I asked the two of them to come and give their perspective on the event, which is probably somewhat different than mine. My take on that meeting the past several years is they have really increased the number of programs geared to CEO's and Directors of Museums. I've tended to focus on attending those workshops, which are all the legal issues, museum administration, all the fun stuff that we get to do at the museum.

Actually even before the event started, they had a reception at the Museum of Science and Industry. I wasn't in there five minutes when I came face to face with Engine 999, which was built by Willie's grandfather after he made the comment, "The public be damned." The fallout was so great and the hostility from people concerned about the monopolization of the railroad industry that they came up with this engine really as a publicity ploy. They developed this engine for the Chicago World Exposition of 1893 and drove it to Chicago on a level track where it clocked almost 126 miles per hour – double what any train had done up until that point. No train actually went faster for almost 20 years after that. This was the Vanderbilt's answer. They more or less were saying we're buying these railroads up because this is the future of transportation, and it clearly worked.

The train was put on exhibit, then it was put into service, and ultimately in the 1940's it came back to the museum. I was able to get some great pictures of it. Frankly, I didn't even know it was there until I walked in the building. That was a great thrill. It's always a thrill for me to find these Vanderbilt things. They pop up everywhere I go.

I was also able to tour a number of historic sites in the Chicago area, the Frank Lloyd Wright home and studio, the Old Prairie Historic District in Chicago, the Field Museum, and the Adler Planetarium. I got some great insight on imaginative exhibit designs for the dinosaur exhibit. There is a firm I'm really interested in having come here and maybe give us few proposals. Carol and I were talking afterwards not just about the dinosaur exhibit but maybe a whole rehab in the planetarium. The Adler Planetarium just knocked my socks off as far as what they're doing out there. It was a great event for me. Maybe, Florence, you could start with your thoughts on it.

**MS. OGG:**

As Lance said, we went to the AAM meeting. This year celebrates the 101<sup>st</sup> anniversary of the AAM. I found in our archives some correspondence. Vanderbilt was involved in some way with the AAM from the 1920's to the

1940's. I think that's based on the fact that the Hall of Fishes was considered a museum at his time because he did allow people to look at that. This is kind of an interesting document, if you'll pass that around. Some of the delegates, and there were 6,200, I believe, that came from outside the country. There were 43 countries around the world that were represented, plus people from the United States.

I attended sessions from Monday to Wednesday, went behind scenes of some of the institutions and visited the Museum Expo and the Convention Center. There are 320 exhibitors, and we brought back a lot of material, literature and samples of the latest material on technology and supplies that we could use, as well as information on the National Endowment of Humanities Fund Projects and that could help us with the American Historic Places Fund, like the Vanderbilt Museum. The sessions were presented by directors and other museum professionals, consultants, general counsels, and project directors.

I attended sessions relating to interpretation of collections, strategies for conversational interpretations. This information will help us with the Living History Tours. The sessions on fair use of intellectual property was one of them and I also attended building interpretation of the mansion, issues on historic reviews, houses especially, book marking, and how to build a strong relationship with visitors, ethics and responsibility of good stewardship. I have a list of the sessions with order forms, if anybody is interested. I'll pass that around.

If you can attend, some of these – I have selected some for myself, but you might want to go to some of these. A lot of them relate to the Board, too, as far as governance.

In the evening we had a wonderful time at different institutions, and we visited a new museum called the Museum of Freedom. It's based on First Amendment Rights. The entire exhibit is based on that. I had the opportunity to go over to the Field Museum in their collections area and the Museum of Contemporary Art and the Planetarium and Aquarium. To me the networking is probably one of the best things about the conferences because we meet people who have come from different size museums, large and small. It's amazing how many of the problems we share with all these institutions and also the connections we make that will help us in the future. The keynote speakers that were there were Salman Rushdie and Doris Kearn-Goodwin, who just wrote a book about Lincoln. One year that we had been there I did meet the collections manager for the Eastman Kodak House and he sent photographs of camera equipment that we had that belonged to Vanderbilt. He allowed us to use his research department and identified collections that we had. That was part of the networking. I want to thank the Board for letting us go. I think for the professional development for the staff and through the networking has provided a connection for larger communities. The next trip is in Denver and I do recommend that maybe one or two Board Members go.

**MR. MALLAMO:**

Actually in two years it will be in Philadelphia. Carol, I know you attended a lot of fundraising sessions.

**MS. HART:**

Yes, Florence said there are so many different sessions. You can't get to them all. I focused more on dealing with development, fundraising, grants, institutional planning, and things like that. In addition to doing all the networking and hearing wonderful speakers, going to wonderful museums, you also get to feel more the pulse of what's going on in the funding role of the museum world. You always come back with new buzzwords. I was telling Lance, certainly strategic is one. I went to a session on strategic pricing, strategic budgeting, strategic planning, strategic personnel, and job descriptions. Everything we do now, strategic planning is the core of what we're talking about. It deals with every area of the museum to beef up everything in a strategic way. That's not just administrative anymore. It's strategic; it's balancing. Sustainability was the other big term you heard a lot. Certainly funders are looking toward how anything they might fund is going to be sustained. When we apply for grants, we have been known as saying that as well for the corporate as well as government grants. So that's very important as well.

The other thing that was in my membership session was that they started to talk about how important all our members are. That's our base. These you could really consider transactional donors, that they're donating because they get something. What museums do and often don't do is get to that middle section of gifts or the major gift of the philanthropic donor. Then you hope to push that philanthropic donor up to the transformational gift. We are really fortunate. I thought of that because the gift of the Rogers is really that kind of a gift, a transformational gift, something that's actually going to make a transformation in your institution.

In looking at the planetarium, I think we need to look toward another transformational gift for our planetarium and really think big. That's one of the fun things about going to see so many museums and the vendors and talk with other people about what they're doing. It encourages you to think a little bit bigger and to see where our potential is. That's one of the things I hope to work on, making the transformational gift that we have do what we hope it can do and maybe get another one in for our planetarium lobby. As Florence said, I encourage people to go to these sessions. There are a lot more trustees than I have ever seen and a lot more geared to CEO's and presidents.

One other last thing, I went to a session on leadership and what makes a good leader. Passion was the big thing. It started actually as an MBA, a PhD, but what it comes down to is the ability to get excited and to have passion. I think we're really fortunate here to have some leadership with those qualities. It was a fun and informative trip.

**MR. MALLAMO:**

Thank you. It was definitely a worthwhile endeavor to make the effort to get out there and really meet colleagues. In fact, we met Janet Clemens, who worked here as an intern for many years. Suddenly she's a young woman about to graduate in the museum field. It was great to see what the capabilities are.

We went out to the Legislative Committees reviewing the County Executive's budget proposal. I'm sure you'll speak on some of that.

**DR. GITTELMAN:**

You can leave that for me.

**MR. MALLAMO:**

I will definitely do that. Steve did a fabulous job of making the museum's case to the Legislators, who I think were very interested. They asked some very important and thought provoking questions. We did well in the capital budget this year. We have a new project for this building for roof repairs and carpentry repairs on the exterior to the tune of about \$730,000. It will be scheduled over the next couple of years. We've seen some increased lines in our façade improvements. We have been able here in the museum – we're hoping to leverage some of those funds. As you know, we have virtually, with the exception of the whale-shark completed, the habitat project and Save America's Treasurers Grant. What we're hoping to do is secure another Save America's Treasurers Grant for our new project. Carol had looked into it. We required a match to do it. The focus was on historic collections this year and buildings. We developed a project on the Yellin iron work at the museum as the collection. So this would be the grills, the staircases railings, the decorative lanterns around the mansion, both on the interior and the exterior. We're using the façade capital project, which this year we have \$700,000 in the budget for façade improvements. We're using that as the match for a \$700,000 grant to restore the Yellin iron work. We're hoping we'll be successful in that regard. It just shows you some of the ways that the capital budget of the County can be used really to leverage double the amount to restore historic collections here at the museum.

**DR. GITTELMAN:**

Will that include the weathervane?

**MR. MALLAMO:**

Yes, that will include the weathervane. Yes, it definitely will. We were able to get that in just in time. We're very hopeful that having completed once successful project with them and that they will look favorably on us for the next one. That's my report.

**DR. PECORALE:**

We have a collection in storage of film that Vanderbilt had. I know the condition is not the very best. The other night I happened to be watching TV and I saw on the station with the TV guy that eventually owned –

**MR. MALLAMO:**

Ted Turner.

**DR. PECORALE:**

Yes, they had something on about film conservation. I know we never really looked into what condition they're in in detail but is there anyway we can –

**MS. FUHRMANN:**

I think Florence can probably answer that best.

**MS. OGG:**

Both Carol and I went about seven years ago to the cold storage place. A lot of the films are nitrate based films. You really have to be careful how you handle them. They are still in cold storage. The film that we're going to be showing for the Living History Tour is part of the fundraising theme. We had David put the film on a DVD so it's on a loop. That was the only one that we have. That was a grant I would say about 15 years ago, to have a film put on a master and then transferred over. It was about \$25,000. To work with nitrate films, there were some films that you had to watch and share them on a projector. These things have to be handled very carefully.

**MS. HART:**

They are being preserved the best that they can be.

**DR. PECORALE:**

Is there any way that we could possibly look for a grant to even make reproductions? What about our current County Executive? He is very much into old films and old things from around the same time. That would be the 1920's.

**MR. MALLAMO:**

That might be a Great Museums for American candidate next year.

**MS. OGG:**

Yes, that's something very valuable. It's something that we had kind of looked into to have one of those films put on a master reel and then at the time video. Now you're talking \$40,000 or \$50,000.

**DR. PECORALE:**

I understand that.

**MS. OGG:**

If we're going to do it, we'd have to do it for –

**DR. PECORALE:**

Maybe we should be looking at somebody like Turner Film Classics where they might want the rights to be able to show them on TV. All I know is that's something that is a very valuable artifact of this museum. I somehow feel that maybe we ought to try to see if we can do something with that particular very valuable piece of history. We're talking about something that I don't think anybody else in the world would have.

**MR. MALLAMO:**

And it's probably irreplaceable once it's gone. We will definitely look into that for the next conservation grant that comes up and apply for something like that.

**MS. OGG:**

The video that we have that is now on a DVD, when we went to see it for the first time it had been put on this tape that we were watching. It was the first time we heard Vanderbilt speak, and we shrieked like teenagers because we always see him in a flat surface or photographs or things like that. Here he was moving and talking. But to actually see that person and hear him speak, we were like teenagers.

**DR. PECORALE:**

Do we have that?

**MS. OGG:**

That's on the DVD.

**MR. MALLAMO:**

We'll be showing that this summer.

**MS. OGG:**

Yes, we will be showing that this summer as part of the '38 Living History Program, and it's on a loop so people can come and see it.

**DR. PECORALE:**

I would like to see us try to exploit that with a group like the Turner Film Library because they have been doing at least one day a week of old things. If they saw that and they thought that it had any value, they might be willing to fund that.

**MS. LEBOW**

That's the point that I thought you were making, not that we should wait for grants through ordinary museum foundation vehicles, but that this is a person whose interest and his corporation is interested in this kind of preservation, and he might pick it up and run with it.

**MR. DELUISE:**

Can I make a suggestion? Have you talked to the UCLA archives? UCLA has been or was in the past the place to preserve a lot of the films. They are out in California. UCLA was very involved, and they are wonderful people to deal with. They might even be interested, especially if this is important footage, to maybe do a grant together with you, which would also improve the image of the museum. In my past, they were very good to us. So if you could just call UCLA – I think it was the film archives or something in that area, and they were very easy, good people to work with.

**MS. OGG:**

I contacted National Geographic, and they had no interest.

**MS. HART:**

But National Archives – and this is going back years ago – they were very interested at that time.

**MR. DELUISE:**

But the National Archives is in Washington. UCLA were the ones who experimented because they were the ones who were discovering the old movies that were disappearing and falling apart. It was funded out there by the studios. It might be worthwhile if we talk to them.

**MR. MALLAMO:**

The History Channel, too, would probably be interested.

**MS. OGG:**

Just watching it as employees – I mean, it's like when we take pictures, we can go like five minutes and nothing is happening, and there is one area where Vanderbilt actually throws dynamite into the water and fish come to the top. But that's all part of his personal experience. We thought that would make an interesting disk for ourselves, but there is footage there of places where they are not like that anymore. He was one of the few people that could travel. So that's a very specific approach to the film. They are home movies but yet they are very distinct.

**DR. PECORALE:**

And the other part of that is that he did a log and a diary as he was doing that film. I think that the two of them together will be of great interest to a corporation like Turner. I just brought it up.

**DR. GITTELMAN:**

Okay, thank you. My turn. We were at the Legislature's hearings on the budget and the rumor, and I think if you recall at the last meeting we did discuss the fact that Newsday had published sort of a reprimand from the County Executive that we had not used the funds on the Goto projector in a timely fashion. Therefore, they were kind of giving us, at least in the mind of that reporter, an ultimatum that either we use them or lose them. In a very timely fashion we sent our emissaries to the various providers of this equipment. When we were questioned yesterday as to what's the delay, we said we're just waiting for one person to come back from Salt Lake. We were very well prepared to accept the funding in '08 and '09.

**MR. MALLAMO:**

It was '07 and '08.

**DR. GITTELMAN:**

Yes, excuse me, '07 and '08. The Goto projector is moving ahead. The projector is fully funded. So it does look like we have legislative support and the support of the County Executive.

In addition to that, we were very concerned that the County Executive had split off the last third of the boardwalk to delaying it one year. We had the first two-thirds funded and they were delaying the last third to '09. That sort of seemed to have come off of a spin off of the way Budget Review had interpreted a few things. One was the positioning of the planetarium and the fact that it's sliding down the hill – or reportedly sliding down the hill. We explained to them that it's sliding down the other side of the hill. Since it's sliding in the other direction, it's okay to put the boardwalk on the far side of the hill. They raised the question as to, well, when will the seaplane hangar be finished. We said we thought it would be finished in '08. Therefore, we need the boardwalks immediately because what would be the purpose of having the seaplane hangar without access. We did seem to get good support on that.

The only moment of negativity I felt was that apparently there was this rule that the Goto has to be paid out of -- because it depreciates so fast. This is an interesting twist. The Goto that we have is 30 some odd years old, and we're still using it. But as you know, computer equipment depreciates in five years. The Goto had to be funded from Operating Budget, as opposed to the

Capital Budget. So we're very grateful to the County Executive for putting it in the budget. We hope that everything is voted through. We will be there to do the things that we do best, which is grin and smile.

We feel that we may actually be seeing construction and new projectors. Both of these projects should be revenue generating when completed. Certainly the Goto will open up all kinds of possible revenue generation and the walks and hopefully the seaplane hangar will bring us to a new level.

I wanted to make one thing clear. It was brought to my attention by my colleague over to my right, that it was at least his understanding in the last meeting that I had said something to the effect that I wanted to take money out of the endowment in order to use it as bridge capital to fund the projects, but I didn't intend it to sound like that and when I read the minutes it didn't read like that. I want to make it clear that I have no intention of taking money out of the endowment other than the \$1.2 million that we were receiving. But I do feel that we have to retain that \$1.2 million certainly until these projects come on line and then we may be in a position to reduce it. But in a sense, that \$1.2 million that we get each year is our bridge money to that period. Then I want us to become more independent from the endowment. It's kind of the reverse of what you might have thought by what I said.

**DR. PECORALE:**

Steve, what is the current value of the endowment? We haven't gotten that report in a long time.

**DR. GITTELMAN:**

It was about \$12.6 million. It may be higher than that now.

**DR. PECORALE:**

Are we due for another go-around with the Treasurer and the County people on renewing the agreement with the bank?

**DR. GITTELMAN:**

My understanding is that this has become a legislative prerogative and that the Legislature is going to renew with Bank of America.

**DR. PECORALE:**

Without any conversation with us?

**DR. GITTELMAN:**

They have not asked our opinion. They have not informed us of such a meeting.

**MS. FUHRMANN:**

They're not going to put out any bids or anything?

**MR. MALLAMO:**

They did several years ago and that was to have an option to renew, I believe, an additional five-year period.

**DR. GITTELMAN:**

All they are doing is affirming an existing agreement.

**DR. ROGERS:**

What's happened to the audio system?

**MR. MALLAMO:**

Bill, you made the commitment to fund a part of it, and I said we would repay some of the funds that we owe your account, so we haven't moved on it yet. When we do some of that, we're hoping that you'll support the PDA component of that project. We're still looking for funders to –

**DR. ROGERS:**

What came first, the chicken or the egg? Are you waiting for me to fund it or have you picked out the equipment?

**MR. MALLAMO:**

Yes, we picked out the equipment. We know what we want to get.

**DR. ROGERS:**

What do we have to do to get it?

**MR. MALLAMO:**

I guess place the order and pay for it.

**DR. ROGERS:**

How much is that going to involve?

**MR. MALLAMO:**

I think it was about \$60,000.

**DR. ROGERS:**

Well, place the order and tell me what will be necessary.

**MR. MALLAMO:**

I'll do that tomorrow.

**MS. FUHRMANN:**

Thank you.

**MS. LEBOW:**

Thank you.

**DR. ROGERS:**

Every time I come to a meeting I hear about it but nothing ever happens.

**MR. MALLAMO:**

Thank you very much. It's very much appreciated.

**DR. GITTELMAN:**

I can't wait to actually see it in operation. That would be all of the President's Report. Are there any questions on that report?

**MR. MALLAMO:**

I just want to thank, Steve. The meeting was called on one day's notice. As usual, when I called Steve, he dropped everything and was able to take time from his business and get over there and make the case for us. Thanks, again, Steve. I don't think there has ever been a time where I've asked you to come over there, or that you haven't come through.

**DR. GITTELMAN:**

You're welcome.

**MS. FUHRMANN:**

I would just like to urge everyone to come next month to see the presentation on the Goto replacement because it's going to be a spectacular presentation.

**DR. ROGERS:**

What is the time?

**MS. FUHRMANN:**

June 20, the next Board Meeting.

**DR. ROGERS:**

When will we be using the equipment to --

**MR. MALLAMO:**

The audio equipment? Let me give them a call and I'll give you a heads-up and tell you exactly what we're doing.

**DR. GITTELMAN:**

Old business?

**DR. PECORALE:**

I just have a question. All of the translation things that we were going to get for the --

**MR. MALLAMO:**

We have the three that we ordered. I have had them printed. We don't have them yet. When I pay for the printing, then we'll have them in hand. Those three are done.

**MS. FUHRMANN:**

What is it that Tony and I paid for, if we didn't pay for the printing?

**MR. MALLAMO:**

You paid for the translation.

**DR. PECORALE:**

What three were done?

**MR. MALLAMO:**

Japanese, German and Spanish. What we would like to do now is Russian.

**DR. PECORALE:**

Do we have Russian clients?

**MR. MALLAMO:**

Yes.

**MS. FUHRMANN:**

Very much so.

**DR. GITTELMAN:**

They're a lot of fun.

**DR. PECORALE:**

And how much is that going to cost us to do the translation?

**MR. MALLAMO:**

It's \$300.

**MS. OGG:**

I think it was less, because we contacted translators from the United Nations. Especially for Spanish there are so many versions of Spanish that we went to the United Nations. But the person that I contacted, they got the translators for \$200. That was last year.

**MR. MALLAMO:**

So it's \$200, that's right.

**MS. FUHRMANN:**

So for Russian it's \$200.

**DR. PECORALE:**

Let's say it's \$300 to do this book.

**MR. OLIVIERI:**

How much is the printing?

**MR. MALLAMO:**

The printing is about \$500 per language.

**MS. OGG:**

Lance, I thought we had the Russian. It was such a long time ago, you might want to check. I think that's one of the first things we did. We had –

**MR. MALLAMO:**

We didn't have the German. You're right. We had the Russian, Japanese and Spanish.

**DR. PECORALE:**

So what's the next one you need?

**MR. MALLAMO:**

The German. We'd like to have German and French.

**DR. PECORALE:**

Which one do you need most?

**MS. OGG:**

I'd say German.

**MR. MALLAMO:**

Yes, probably.

**DR. GITTELMAN:**

How many words is it?

**DR. PECORALE:**

And it's \$300?

**MR. MALLAMO:**

I think it was \$200.

**MS. OGG:**

It was \$200 last year, but there was one person that I contacted and he works in the United Nations. He got different translators. But the Russian we really wanted to get because we usually get groups from Brighton Beach.

**MS. FUHRMANN:**

But I thought you already got the Russian.

**MR. MALLAMO:**

Yes, we have that one done.

**DR. GITTELMAN:**

What's the word count?

**MS. OGG:**

You have the copy.

**MR. MALLAMO:**

A couple of thousand.

**MS. OGG:**

It's the brochure we always use.

**MR. MALLAMO:**

The standard brochure.

**DR. GITTELMAN:**

If you have it on your word processor, you can get the word count.

**MR. MALLAMO:**

I don't have it in that. I do have it in a different language.

**DR. GITTELMAN:**

It doesn't matter what language. If you have it in a language, get the word count and I'll tell you what it cost on the –

**MR. OLIVIERI:**

What language are we talking about?

**MR. MALLAMO:**

German.

**MR. OLIVIERI:**

I'll do that one. What's the other one you need?

**MR. MALLAMO:**

French.

**DR. PECORALE:**

And you're saying it's \$200?

**MR. MALLAMO:**

I'll do that one.

**MR. MALLAMO:**

Great.

**MS. FUHRMANN:**

Okay, so now you have your German and French, but you still need to get them printed.

**MR. MALLAMO:**

Yes.

**MS. FUHRMANN:**

So you need five times five, which is \$2,500.

**MS. OGG:**

There is one other thing, too, which is when they get the group tours from Brighton Beach, there are so many of them. They have their translator who then speaks to the group after our guide talks to them. They have the brochure before they get there. They have read a lot of the history, so the tour doesn't take as long. When they send them, they send them 50 and 60 at a time. Then if they're in the house, the other tours, the public, has to wait.

**MR. OLIVIERI:**

I'll do a printing and I'll do a language. I'll get you a check.

**DR. PECORALE:**

We're talking about \$700. Okay, I'll do the French.

**DR. GITTELMAN:**

That's wonderful.

**DR. PECORALE:**

Does that mean that you've got all the ones you really need?

**MR. MALLAMO:**

I think we probably would want to do one in Korean.

**MS. OGG:**

Lance, you might want to call Debbie, who does the group tours, and find out where she's getting the groups from as well.

**DR. GITTELMAN:**

I'm not going to adjourn this meeting because we're making money as we sit here.

**MR. MALLAMO:**

We're doing good.

**DR. GITTELMAN:**

We had old business? Tony, anything else?

**DR. PECORALE:**

I thought we were doing one in Italian.

**MS. LEBOW:**

Is there some way that we could have a questionnaire if they would like it in another language and see what kind of demand there is for any other language, like Korean, like Italian?

**MR. OLIVIERI:**

The tour group director knows because she is the one who runs through all the groups.

**MR. MALLAMO:**

Or people who sign in that we can see where they're coming from. We do get people from France to come quite a bit.

**MS. LEBOW:**

Many times they are bilingual.

**DR. GITTELMAN:**

The Russian ones were Yiddish and Russian.

**MS. LEBOW:**

But the French usually speak English as well. You need to know what kind of demand there is before you just go and –

**DR. GITTELMAN:**

Old business? New business? We have not established a need for an executive session. Is there a motion to adjourn?

**MS. FUHRMANN:**

I'll do that.

**MR. MACCHIONE:**

Second.

**DR. GITTELMAN:**

The motion passes. (Vote: 10/0/0/4. Absent: Mr. D'Orazio, Ms. Figalora, Mr. Kleinberg & Mr. Parr.) Thank you.

(Dr. Gittelman adjourned the meeting at 8:45 P.M.)

SG:ap