

SUFFOLK COUNTY VANDERBILT MUSEUM

BOARD OF TRUSTEES

MINUTES

A regular meeting of the Suffolk County Vanderbilt Museum Board of Trustees was held on June 24, 2009, in the Planetarium Lobby, Centerport, New York.

The following were in attendance:

Noel Gish - President
Michael B. DeLuise - 1st Vice President
Ronald Beattie - Treasurer
Gretchen Oldrin Mones - Secretary
Sarah Anker - Trustee
Lynn Dwyer - Trustee
Thomas D. Glascock - Trustee
Dr. Steven Gittelman - Trustee
Dr. Anthony Pecorale - Trustee
Dr. William Rogers - Trustee
Carol Ghiorso-Hart - Executive Director
Barbara Oster - Staff
Lorraine Vernola - Staff
Peter Newman - Staff
John Pokorny - Staff
Michael Iadevaia - Accountant
Lance Reinheimer - Budget Review Office
Barbara LoMorello - Legislative Clerk's Office
Tom Curran, Jr. - Curran Corporate Design, Inc.
Emily Gittelman
Ann Marie Pastore - Stenographer

Absent:

Matthew Swinson - 2nd Vice President
Daniel Olivieri - Trustee
Arthur M. Sillman, Jr. - Trustee

(Mr. Gish called the meeting to order at 6:15 P.M.)

MR. GISH:

I'd like to call the meeting to order. Please stand for the Pledge of Allegiance.

(Salute to the Flag)

MR. GISH:

Thank you. Do we have a list of guests in attendance?

MS. PASTORE:

Yes.

MR. GISH:

Okay, can I have a motion to approve the incredibly long minutes that Ann Marie sent through the mail that completely used an entire cartridge of ink.

MS. OLDRIN-MONES:

Motion.

MR. BEATTIE:

I'll second it.

MR. GISH:

All in favor? Opposed? **Motion carries. (Vote: 9/0/0/6 Not Present: Mr. Glascock. Absent: Mr. Swinson, Mr. Olivieri, & Mr. Sillman. Two vacant positions.)**

MS. ANKER:

Can I ask a question about the minutes?

MR. GISH:

Sure.

MS. ANKER:

Is there any way we can get a copy of the minutes in maybe a Word document so we can reduce the point size and maybe if we need to print it out – is that possible?

MS. PASTORE:

I usually scan the minutes and the back-up material together and merge them into one document. They want a PDF file for the website,

but I guess I could email the minutes separately as a Word document and have a separate PDF file for the back-up.

MS. ANKER:

It really was rather large the other way.

MS. PASTORE:

Okay, no problem.

MR. GISH:

We have representatives from the Oversight Committee. Any comments from the Oversight Committee that might be present, criticisms, presents for the Board of Trustees? Sorry, just kidding. Committee Reports, Education and Exhibits.

MS. OLDRIN-MONES:

I'm first? Okay, as you have heard in previous reports we're working on –

MR. GISH:

Excuse me, Gretchen. I goofed. Emily, I forgot. Questions from the community, Emily, come forth, please.

MS. GITTELMAN:

I'm Emily Gittelman. I don't know if the Board received and everyone present knows, but we're having a festival here at the museum July 4 and 5. I am here to give you an update and I also have a few requests for the Board. The event is going to be July 4 and 5 from 12:00 to 5:00 P.M. and then Saturday night starting at 6:00 we're going to have live music. Then at 9:00 we're going to have – Asharoken is having their fire works. We have a lovely view of them, so we're going to be watching those.

There is going to be a lot going on here that weekend. We're going to have a live reptile show for kids. Then also the festival itself is going to have a 1930's theme, so we're going to have 1930's dancing, music and cartoons playing in the Ed Center. I'm going to have a bunch of my friends come in costume and walk around as Clark Gable and people like that. It's going to be a lot of fun.

We're also going to have a crafts and antiques show in the events tent. There is going to be a lot going on that day. It is going to be a lot of fun. Not to mention, we also have our Arena Players doing Shakespeare, children's theater and planetarium shows. There is going

to be a lot to do. It's going to be a really great event. I have some extra flyers, if any of the Trustees would like one. I will pass this around, so you can take one. Take several if you want to post them in your local grocery store while you're doing errands for some advertising. That would be really helpful.

I also have a few things that I need from the Board of Trustees. I'm working on getting raffle prizes so that we can have a raffle table to raise some money that way. If you have any pull at any stores or if you have anything you'd like to donate for a raffle prize, that would be great. I currently have a lot of things already – I'm working on a basket of gift certificates to local restaurants. Little Switzerland Dolls in Huntington has donated a basket. I have a whole bunch of things.

For our dance lessons, I have someone for Saturday, but I need someone for Sunday from 12:00 to 3:00. If you have friends who know how to swing dance and do the Charleston and Tangos and are interested, please have them give me a call. You can get my number from my dad or from Carol.

Also for our crafts and antiques section of the event, we have a total of about 29 vendors. We're only about half full right now. If you have any friends who do home-made crafts, sell antiques or do anything that you think they would be interested in, please let them know about it and I will send them a contract.

MS. ANKER:

How much is it for the booth?

MS. GITTELMAN:

For both days it's \$150 for a prime location, \$125 for a regular location. If you can only sign up for one day, then it's \$75.

We're going to have croquet playing, but my source of a croquet set recently bailed on us, so if anyone has any croquet sets that they wouldn't mind the public using or if you know how to obtain those, please let me know.

I'm collecting costumes, mostly accessories like hats, fake pearls, and feather boas. I don't want anything of particular value because although I plan to take care of it, but I don't want to risk it. But if you have any of that laying around, please give that to me.

I'm also looking for caricatures. So if you have any friends who you think can do that, I'm not willing to pay them an hourly rate, but they could set a price for their caricatures and then we could work out a commission where they would pay us 20 percent of the total income for the day or weekend.

I also in general need volunteers to help run the events. If you are willing, if your children are willing, if your neighbor's dog is willing, I don't care. Just give them my number, and I will set them up with something to do. That would be a really big help because I have a lot of stuff going on, but if there is no one to man it, then the whole thing falls through.

I also need more performers for Saturday night. If you have any friends who are musicians, singers, anything like that, I'm looking mostly for 1930's type music. If your child is really good at the saxophone and loves playing jazz music, that's great. I have a couple of people already, but I'm looking for more. I'd like some more variety. So please give them my number also. I think that's all I have for you guys. Again, if you want more flyers, I have these to give out. It would be a really big help with advertising if you do intend to distribute those. Are there any questions from the Board about anything I just said?

MS. ANKER:

Can I ask a question? The performers, you said jazz.

MS. GITTELMAN:

Anything 1930's. I have some friends who study musical theater at school. They are going to sing old show tunes.

MS. ANKER:

Just an idea, but both Longwood and West Islip have pretty strong jazz choirs. I will give you their numbers, if you want to call them. Maybe even a handful of players would love to come and perform.

MS. GITTELMAN:

Sounds good. Anything else before I leave the microphone?

MR. GISH:

Thank you, Emily. That was really well organized and prepared.

MR. DELUISE:

You said you need a dance instructor on Sunday?

MS. GITTELMAN:

Yes, from 12:00 to 3:00. All of you, please come. I know you're all very busy, but it's going to be a wonderful event. I am really proud of the work that I have been doing, so I want you all to come. I'm hoping there is a lot of money for the museum. Please come and support this. Thank you.

MR. GISH:

Thank you. Just a technical maneuver here. Steve and Bill, why don't you move down. It looks like you've been isolated down there.

DR. GITTELMAN:

We're perfectly okay here.

MR. GISH:

That was not the intent. It was a logistical idea that I had –

DR. GITTELMAN:

We'll leave room for late comers. Plus I'm trying to get used to my new seat. It's been 20 years.

MS. GHIORSI-HART:

Can I just say one thing? Thank you, Emily. Emily is totally volunteering for this position. She is working very, very hard. She is working closely where we can with staff, but because we are so overwhelmed she has just taken it on herself a lot of responsibilities. Again, she is volunteering all her time. To get through the next year, we will have to guarantee on that.

While I'm talking about that, we do have some advertisement in today's *Pennysaver*. The front cover of the Northport and Huntington Station editions does promote the festival as well as our Wizard University. So we are getting the word out there.

MR. GISH:

Thanks. Gretchen.

MS. OLDRIN MONES:

As you have heard in previous reports, working on the Education brochure is a top priority at this time of year. Much of June's Education and Exhibits Committee meeting involved brainstorming, framework comprehensive and attractive product.

One new idea is to insert "teasers" or "factoids" throughout the text to make readers aware that there is so much more here at the Vanderbilt than can be adequately described in a single brochure. For instance, "Did you know we have the world's largest skin mounted fish," or "Did you know we have the world's largest privately assembled collection of marine life," or "Did you know that Eagles Nest was named for two of the original ten eagles from Grand Central Station before it was demolished in 1910," and "That passenger pigeons are extinct but we have them at the Vanderbilt, as well as fossiliferous limestone and dinosaurs."

The list of exciting things about the Vanderbilt seems endless. If any Trustees have additional ideas for factoids or blurbs we can insert, please email Noel or myself.

Something that will be featured in the brochure will be a new planetarium program called "Secrets of the Sun." In the year 2012 the sun will be reaching solar maximum and sun spots will be at their peak. Dave Bush will build a program for the public and "Secrets of the Sun," designed by Lorraine Vernola, will be offered to our school visitors. Both programs would be enhanced by the purchase of the Meade Coronado telescope. We already have one solar scope, so with the addition of a new Mead Coronado scope, which costs between \$800 and \$1,000, there would be two devices for classes and the public and also for the public to view the sunspots.

The Planetarium Lobby is getting some much needed sprucing up. The duratrans light boxes, which are behind the observatory as well as the signage underneath, will be replaced this summer.

Almost every Trustee contributed to make a new exhibit called "View Space" possible in our Planetarium Lobby. And the Education and Exhibits Committee would like to thank Tony, Matt, Dan, Sarah, Bill, Lynn, Ron, Steve, Gretchen and Noel who contributed \$100 each, and Art Sillman, who contributed \$500 to make this happen. I hope I didn't leave anyone out. When it is fully up and running, it will be an educational and entertaining enhancement to this lobby.

Someone who has been contributing all along, Bill Rogers, deserves a big thanks for over \$60,000 to produce the audio tour, which is on schedule for a July 7 delivery date. Perhaps you should all take a tour at the July 15 meeting to fully appreciate what Bill Rogers has given the museum.

Progress continues in the habitat. The marble floors were polished, the glass was cleaned and the foregrounds have been finished. The grant will be closed out as soon as possible.

Another butterfly garden has been established, which benefits both public and school visitors.

The observatory is open for viewing from 9:00 to 11:00 on Friday nights, and it's free with a purchase of a show. Private telescope bookings with an expert who will talk about what's in the sky tonight are also available.

As we heard, Wizard University has been advertised and information has been distributed.

As you also heard from Emily, we're going to have our first annual July 4th and 5th Independence Day Festival, which sounds wonderful and promises something for everybody.

I think you have a handout about July 12, which will be another first at the Vanderbilt as we host the first "Tango in the Courtyard" event.

As previously stated in other reports, in August around the 12th, there is an event planned around the meteor shower.

Taking a longer view ahead, now that most of our buildings are climate controlled, we can accommodate traveling exhibits, and there are some incredible exhibits available in the \$3,000 to \$5,000 range.

There are two fish exhibits out there that are ideal for us down the road. This and other exhibits could bring repeat visitors and new first time visitors to the museum.

Finally, you may remember from a previous report, Stephanie Gress was applying for an official historical recognition for our organ. The Committee on Historic Pipe Organs has approved our instrument for an official citation which should arrive on or before August 1. This will be one more thing to celebrate and publicize at the Vanderbilt.

MR. GISH:

Thank you, Gretchen.

MS. OLDRIN MONES:

You're welcome.

DR. GITTELMAN:

Can I add to that report?

MR. GISH:

Absolutely.

DR. GITTELMAN:

Stephanie, is it okay if I tell them –

MS. GRESS:

Sure.

DR. GITTELMAN:

Good. It was some years back that I got a call from Carol or Stephanie or a combination thereof. The son of the assistant photographer, Robert Bronner called us. He had a combination of diaries and negatives from the 1930 journey around the world that Mr. Vanderbilt took. Here is this 23 year old young man who was working at MGM or Universal. He got tapped on the shoulder and was asked, "How would you like to go on a trip around the world with Mr. Vanderbilt?" His son has loaned us his negatives and his dairies for a six month loan. He gave me permission to take this material and to compile a book that would be kind of an upstairs/downstairs, Mr. Vanderbilt and his photographer.

I would like to write that book and donate the proceeds to the museum. I would like to donate the proceeds in the name of the photographer. That would be a project that I'd like to work on. I have the negatives. We've got permission to scan them. We have permission to use them for this purpose. Then a permanent copy will be part of the museum archives. They are wonderful. There are approximately 460 negatives, about two-thirds are four by fives. He was a wonderfully talented photographer. It gives me a little project to play with. I don't promise it anytime soon.

MR. GISH:

Are they good quality?

DR. GITTELMAN:

About a third are really printable, but they're all for the purpose of this particular loan -- at least that's the condition of the loan. He called me I think Sunday about two weeks ago. Out of the blue I picked up my cell phone, and there he was. I told him that I would be happy to meet him. He came out and gave us all the stuff. If I have the blessing of

the Board, I will continue with this project and write a book. It will take me some time.

MR. GISH:

I think the possibilities of a show that would showcase those as an opening and then a book to follow, if you want to take a copy of the book, much like you do an art show where the art would be there and if you want to have the book to follow in, all the things are there perpetually yours. I think that would be a great idea.

DR. GITTELMAN:

I will move forward. It will take me time.

MR. GISH:

You have two weeks, so don't worry.

DR. GITTELMAN:

I put out two books in five years, so that will give you a scope. That will be it, but I would like, as I told Mr. Bronner that the proceeds from the book would go to the museum in a fund under his father's name.

MR. GISH:

That's terrific.

DR. GITTELMAN:

And they're beautiful. There is one mystery. Apparently the father fell in love somewhere in Australia. I'm trying to figure out who she was from the pictures. There is a story to be told, but it really is an insight into Willie. He talks about Willie. He talks about being on the journey. And by the way, he also talks about going to the habitat and having Willie show it to him. It's really first-hand great stuff.

MR. GISH:

That will be a nice addition, to program that into a show. Thank you, Steve.

DR. GITTELMAN:

Sure.

MR. GISH:

Any comments? Good. Finance Report. I'm going to swing it over from the old to the new.

MR. DELUISE:

Our new Treasurer, Ron Beattie. Ron, would you like to give the Finance Report?

MR. BEATTIE:

Sure. I think there is a copy in everybody's packet. I'm just taking it over, so I'll give you a little background on what I did to try to get my hands around being Treasurer. I met Mike, Carol and Barbara I guess the week after and got a feel for how the numbers are entered. I've got to say, Barbara is a jewel. If anybody doesn't know that here, they should now. If I had to have any confidence in the numbers that I need to report, all I needed to do was meet with her for an hour, along with Mike and Carol. I have a pretty good comfort factor there.

Subsequent to that, we had a technology meeting between mostly Barbara and I. Carol popped her head in a couple of times, so that I could kind of get a feel for the technological aspects of what she's doing. I had a couple of recommendations, small recommendations in terms of back-ups and stuff like that.

I feel pretty comfortable on that level. The Board can expect some future recommendations from me as we continue to get our hands around it for things. Everything seems to be this bottleneck for Barbara. Everything needs to get compiled at all the different departments, and then they get to Barbara and, fortunately, we have Barbara's talents to be able to cull all that in. We will be taking a look at the next six months to a year in terms of where we might be able to help bring technology into the departments, so that we can feed that information in a more organized fashion and make Barbara's life a little easier. I'm really very happy with how everything is working right now. It's just with technology it might work a little more smoothly.

Does anybody have any questions on the Treasurer's Report?

MR. GISH:

Next we have Buildings and Grounds.

MR. BEATTIE:

Buildings and Grounds, we are continuing to compile the information. What I have been doing is I have been putting together – and I'm at 20 some odd pages now – of collecting a list of all the buildings. We have at least one picture of each building and the capital project status that's in the book. I'm hoping to be ready in the next – it's probably going to take me another two months, unless I get the two week thing

that you just gave to Steve. Mine doesn't require as much creativity. These are just facts and figures. We're still getting our hands around it. This is coming along fairly well.

I have to also point out, and this is second-hand knowledge to me from Noel, that Peter Newman and Tim Donaldson – I think Peter is here – did some great emergency repairs with this terrible weather we have been having on the tents. I am just worried that word is going to get out, and he's going to get stolen for the next U.S. Open to help them fix their problems. Kudos to Peter and Tim on that.

The other thing, to get back to this, the resulting document I will certainly give out when it's done at that Trustees meeting, whenever that is. But what I'm going to try to do is make this a living document. As things change, what we're hoping to do and what we're going to be talking about on another subject line in terms of some of the things we want to do for our website is that we'd like to have a Trustees log-in. If there are documents like this or any other documents you want to log into our website, and if you're sitting in your pajamas, you can work on something or if you need a little bit of information there, that information is available wherever you are.

As I started to say, June 4 we met with the Assistant County Architect, a representative from the County Executive's Office, Noel and myself, since we're both on the Buildings and Grounds Committee, at least right now, and Carol and Peter. We really had a very good tour really highlighting the key issues that we're dealing with. Certainly the capital projects that are currently being worked on, the County Executive's Office, I think, got a real good feel for how well these projects are going. I think we also more than once made the point that the staff here, Peter especially, was able to get some things done a lot quicker and a lot more expeditiously by doing it ourselves. Ourselves meaning Peter. Again, kudos to Peter on that. I think it was good that the County Executive's Office was able to see that.

We went over the status of approved capital projects that have not been funded in some way. Those are the things that if we can get – I don't know with the County Oversight Committee, I know that was a subject in last month's meeting.

Certainly the boathouse is one issue. I think we saw the efforts to stabilize that and how they kind of have been put on hold lately. More importantly is the seaplane hangar again. We all went down there. We all trudged down on the ramp. We all saw where the wall is in danger of falling. Is there any direction we can get from the County in terms

of the capital projects that were approved but are not yet funded? We'd like to at least get some of that to stabilize the building and really to make it attractive enough and stable enough that we can bring in outsiders to say what can you do with this building. We have some ideas ourselves, but is there any direction from the County on that from the last meeting?

MS. GHIORSI-HART:

What we're questioning is money that's been appropriated but is being held up.

MR. REINHEIMER:

If my memory is correct, I think \$2 million has been appropriated for the seaplane hangar. There is money in that project. There is also money that's been appropriated for the boathouse and the boardwalk along the front. I think the plan is to try to use some of the money from the waterfront Boardwalk to help stabilize the seaplane hangar and to use the \$2 million – the \$2 million is only sufficient to stabilize the seaplane hangar and to remove the ramp. Part of the project that they need is \$500,000 to move the ramp, build a seawall or something to provide structural support for that front wall once the ramp comes out. There are funds for that.

MS. GHIORSI-HART:

Is there anything we can do or should do to move things along? Again, the money has been appropriated. It's been bonded. It's being held up.

MR. REINHEIMER:

It hasn't necessarily been bonded.

MS. GHIORSI-HART:

I guess a resolution was put through to bond it.

MR. REINHEIMER:

The monies are not bonded until the projects are going forward and they need the cash, but that's a technicality. We can probably provide you with a list of all the capital projects, what has been appropriated, what the balance is, and what's been expended. We can make that available to you through my office.

MR. BEATTIE:

The main concern for us and our more immediate concern is safety. Somebody is going to get hurt down there, and it's just a matter of

time. We need to put it on the public record some of the things that have happened in recent months. There have been trespassers that have been on the ramp. The weather eventually will get better. There will be more people in boats looking to access that even though the signs are there, it's a significant issue. The longer term aspect of stabilizing it so that we can bring people in, again, we have ideas to show them what potential this property has. Whatever we can do to stabilize the building, please let us know and we will do it. That's the end of the Buildings and Grounds Report.

MR. GISH:

Development Report.

MR. BEATTIE:

Lynn, do you want to speak on development?

MS. DWYER:

I promised Ron I would make this report three sentences. That's one. We prepared a Request for Proposal for an External Development Consultant. We received feedback from the County, and I'm responding to the feedback from the County staff to finalize that and distribute it.

MR. BEATTIE:

Great, as advertised. Okay, more on the Development Committee. We had finally 60 plus spring membership drive letters that went out two weeks ago. What I can do is show you the form from the mail merge. I didn't bring copies of this, so if you want to just pass this around. We're looking for from any of the Trustees in lists of 30 or whatever you can provide us of people that you know in your personal network that might be able to do a \$75 annual membership.

I know sometimes it's difficult to go hat in hand all the time. I'm President of my Chamber of Commerce. Emily asked for raffle prizes, and I'm doing that because I'm sponsoring a 5K race on the 4th of July. We all have those difficulties, but if you have any number, if you can get it to me, if you send me another e-mail, and I think everybody has my e-mail address, I will send you the form. It's an Excel spreadsheet. I already have the mail merge worked out with the envelopes. I can print it out. It's two-sided. It's got a form on the back of it where people can fill it out and send it in. I would be happy to do the work, just let me know if you're interested in doing that. I will send you the spreadsheet so we can shoot those out.

The memorial bricks – did everybody see Steve’s brick at the front door?

MR. GISH:

More importantly, did Steve see his brick?

DR. GITTELMAN:

No.

MR. BEATTIE:

I have a sample here. Had I known that that was there, I would have taken a picture of Steve’s brick and put it on this form. This form is so that we can start getting memorial bricks. It’s something we can do right away for \$100 a piece. I will pass this form around to you. Any comments that you have on the language that we put in there, I would appreciate if you’d let me know. We can set it up in here, where they can take their credit cards and do everything that they do for other funds. We can start banging on it right away.

MS. ANKER:

Just maybe combining these two projects together – does anybody have something quick so that if I go to a fundraiser or political function or environmental function, so that I can hand them out, just something small.

MR. BEATTIE:

We’re getting to that. The last part of this is going to be the graphic designer that we spoke with. He is here, and is going to make a presentation for us tonight.

I can tell you two failed things that I did. One was a little bit embarrassing. Again, just trying to get the publicity angle going, even if we don’t have the standardization stuff, etcetera – I did try to contact NASA to see if we can get that astronaut who is local to hopefully be here for the View Space. I have not been successful in reaching them through their public relations group. I will keep working on that because it would be great when we get the View Space.

Another one I tried to do is – because the U.S. Open was in town – I tried to think of a pro golfer who was from the area. I thought of one. I contacted him. His group got back to me within an hour of me getting in contact with them. Unfortunately, I didn’t do enough research because he didn’t qualify for the U.S. Open this year. I was a little bit embarrassed about that. I couldn’t think of any others, but

Carol and I were talking that it would be great to have a pro golfer hitting off the top of the marine museum, but maybe the next U.S. Open that's in town, which is going to be in Shinnecock in a couple of years, we will try that again. Let's try to keep that in the back of our minds.

At this point, what I'd like to do is introduce Tom Curran from Curran Corporate Design to talk about the work that we have done in terms of the re-branding – is that what we call it officially?

MR. CURRAN:

It's as good a term as any.

MR. BEATTIE:

Can you come up to the microphone?

MR. CURRAN:

Good evening, everyone. Ron and I have been working on some different things. At this point, we don't have any brochures developed, but we have a list of things that we do know that we need to produce. Myself and my staff are going to be developing these things for the museum.

At this point, what we have been concentrating on is some standardization things. Before we can walk, we have to learn to fall. We feel that the first most important thing is to develop a solid, consistent brand.

One of the things I noticed – I was here, as you know, a few weeks ago with my daughter, my wife and my in-laws. I noticed that you do have on some of the jerseys on the people working here the new attractive logo, but then there are other things -- but that logo isn't representative on the website, and it's not represented on other things I saw. I feel that the most important thing we need to start doing right now is deciding what we want to say and what we want to be as an organization, color schemes and all that.

We have done just for discussion points some initial lay-outs incorporating the logo and some colors. As I understand blue was one of the colors that is significant to the Vanderbilt, so we chose to go with a blue. We developed from that – pay no attention to this – this is sort of a picture we chose because one of the things we are going to do is shoot photography. I will get to that in a little bit. I started writing and developing a standardization manual, how the logo should

look, what are the official fonts of the museum, how the logo will be positioned and represented, how we will represent our material so no matter who is doing materials they are consistent, so that everyone will recognize and say that's the Vanderbilt. That was important to us.

Do you recall that you talked about signage? Well, we did this sort of a quick mock-up of the potential sign. We were talking about the dinosaur exhibits, so we thought we would start looking at developing around the facilities, that we could put some signs up on various strategic locations that would direct people to other areas of the museum, so if they are over at the marine museum, they would know to come to the planetarium. Behind the planetarium would be the dinosaurs and where dinosaurs live. We would put this signage around the facility as sort of a tour guide. We would incorporate those into maps.

Ron and I have gone through a list of different kinds of brochures of materials that would be needed to put together. That would be the next phase. Right now I just brought this so I could leave this with you, and we could kick this around and maybe after this maybe we could talk about some of the changes and some of these things.

As we develop more materials, this standardization manual will become more and more pages, which then – it doesn't have to be printed. It doesn't have to be fancy, we just need a good color printer at Staples or anyplace to make enough copies, put them in a binder so that whenever there is a vendor or someone producing materials, here is everything on the Vanderbilt. Here is how we do things, so no matter who is doing what, we have a consistent theme to everything.

That will carry into the website, and that will carry into all the advertising, at least the basics of it. The campaigns change constantly, but if you use, say, a company like Verizon who is very good at this, no matter what they do, how different their ads may be, you always know immediately that it's Verizon, not just because it says Verizon, but because there are certain consistencies.

We're working on what we're going to do with the tag line, but Ron and I have talked about this. One of the things we were talking about is "Discover Long Island's Treasure, Discover the Vanderbilt." Ron and I are both – to give Ron's point of view, Ron disagrees with me to a certain extent, that it should be "Rediscover." My feeling on the "Rediscover" is that there are some people who aren't even aware of everything that the Vanderbilt has to offer. I think the ideas that we

want to try to start positioning ourselves with is that it's a wonderful education facility as well as a great family destination. I'm sure anything we do will be a good step in the right direction to getting that message across.

MR. BEATTIE:

Tom, can I just interrupt you for a second?

MR. CURRAN:

Sure.

MR. BEATTIE:

While you're talking, can you pass those around so everyone can see?

MR. CURRAN:

At some point this will end up with Gretchen. You can take that back to your office, and we can talk at another time.

MR. BEATTIE:

And also if you could talk a little bit about the website and how this all relates to that and how the website can become –

MR. CURRAN:

Yes, I'm going to work toward the website, but I just wanted to also – I had some good news. I don't know if Ron had told you. I know a very good corporate photographer who works with us on a lot of our high end brochure projects and branding projects. He has volunteered to do a shoot for the Vanderbilt. He would come in and shoot everything we need. Bring in the lighting and do a professional shoot. When he heard what the cause was for, he felt that was great. All he wants is a byline on it that the photography was shot by him. That's all he wants.

That's a tremendous thing to have. We just need to basically map out some of the different things we would want to try to shoot. We can have some very good, very high end photography that we could use and develop in all of our advertising materials, promotional materials, brochure materials, coupled with shots that we do have readily available. It will be a great help.

Let's talk a little bit about the website. Help me a little bit with this, Ron. What are some of the things we need to focus on tonight with the website?

MR. BEATTIE:

In terms of really just in general terms because I know at the last couple of meetings, I've been bringing up the potential for the website and in designing it to be a constant oriented website consistent with the branding but also more content oriented to use the technologies, Twitter, etc. We could actually use it as a revenue generator.

MR. CURRAN:

At one of the meetings I sat in at the other house there was a lot of discussion of how we can get the message out and reach out to people we know and try to get more donations and people to become members. The ideal way to do that is to utilize the technology that is readily available to us, such as Linked In, Twitter, Dig.com, all these different sources that we can set up for free as many pages as we want with links back to the Vanderbilt site.

The Vanderbilt site does need to be overhauled to be all that it can be to play with this theme and to talk about not just booking events here, which is important, but also there is a very strong education aspect to this place that is not being utilized to its fullest potential. We would want to make the site a data driven site, which basically means that various different people will be able to access it, add materials into the site, update the site on a regular basis in a simple format similar to if any of you have ever been to Facebook or for that matter Linked In where it has simple forms and fields that you fill out, when you're done you hit enter, and everything is right there in a graphic layout. We would have something similar to that where we could add educational information.

I think, Noel, we had talked about that. I thought that was a very important aspect of it to keep adding information about marine life, archeology and astrology because the information leader is the leader. I didn't coin that phrase, but it really does apply here. There are a lot of things that people can learn about and whet people's appetite to come and find out more and explore the estate and all the facilities. We can really push that message and using search engine optimization and things that we will build into the site, as well as these, let's do it ourselves kind of approaches of tweeting, which to be quite candid, I still am not sure why this is working so well because I find myself in the morning coming into my office and sitting there and saying, "What am I going to say? Okay, I brushed my teeth. I had a nice cup of office and then off to Curran Corporate Design."

But the more you go on with these things, I find people that call your office even more than ever before saying, "Yes, we found you through the search. We were on-line and found you," because every time you get a reverse linkage to your site, some kind of tweet or Linked In or someone joins your network, it's another link that helps bring you up organically in searches. We need to really just be as visible as possible, because that's going to help this institution.

MR. BEATTIE:

The result or the reason that you really want that to happen is because it makes you more marketable in terms of selling advertising on your site.

MR. CURRAN:

That is correct. As one of the things where this is going is if we can find things that will bring people to this site, it's very easy. Every search engine, every host, or a domain offers you a control panel where you can see how many people are visiting your site. It's not really remarkable, but that is significant because the more visitors we have to the site, the more we can charge for advertising space on the site through people like corporate sponsors.

I want to just give an example of that from a totally unrelated kind of website. There is a fellow's name, and I'm trying to remember. I have a mental block with his name. He is a motor cycle builder from France. He has a robust website. He has on there different things you would want to do on a trip visiting Europe. He blogs a lot. He has a tremendous amount of – Cyril Huze is the gentleman's name. He has over 100,000 regular visitors to his site.

As such I just did an ad for one of the clients, a 120 by 120 pixel, which is about the size of a postage stamp, an ad that was going to be a link on his site that he signed a contract after being on a waiting list for a half of year for \$500 a month on a three-month commitment. Of course, it's going to run for a year because 100,000 people visiting is a good amount of traffic. He was on a six-month wait to get his spot for someone else to stop advertising.

There are so many ways we can utilize banner advertising as part of the sales approach to corporate sponsorship as one of the incentives for corporate sponsorship or just selling an outside as another revenue stream, now whether we get \$500 a month for an ad, I don't know. That depends solely on traffic. Once we start getting in the neighborhood of around 10,000 unique visitors, we know we have

something significant we can work with. The more the merrier and the more visitors, the higher the price we can charge for advertising.

Data mining is really important. It is what everybody in advertising is looking to now as the new evolution of ways to reach large groups of people. We can capitalize on that, too. That's why the content for the site and linking in and doing the tweets and dig.com, which is a free news site that some of you might be familiar with. That is the largest free news source site in the world. These are all free ways that we could spread the word and utilize technology to help build up visitors to the site, accompanying with good aggressive strategic marketing plan of how we're going to use this site with the blogs and the search engine optimization.

Nothing we're talking about doing is going to require paper clips because I just don't see that as a necessity. We're not selling golf clubs. We're not selling things that require us to be – it's not like we have hundreds of thousands of museums on Long Island to compete with. There is competition, but in a way it's all good competition because it strengthens the entire Long Island community, which I think is a really great thing. The more attractions that we could all share in that new found traffic, interest, exploring and learning more about our own backyard and bringing in more visitors and tourism.

So the website is an important thing. Part of having this brand of development will help us solidify ourselves so no matter where they see us, whether it's in print, on the facility, through a pamphlet, an appeal, or through the website, they know it's us consistently with the same message. That's basically my story, and I'm sticking to it. I have this handsome carry bag for the comps. If you want to take those with you, Gretchen?

MS. OLDRIN MONES:

Sure, I'll share them.

MR. BEATTIE:

You should know that Tom is also going to be working with the Education Committee for their brochure to make sure that that's all in the same branding, etc.

MS. ANKER:

I just wanted to comment. I think that's a great idea. The web really is where everybody is going as far as getting material. I'd like to suggest – you mentioned the education area. We have 60,000

children coming through the doors every year. I recently visited when my daughter came from Mt. Sinai. Again, giving them a reason to come back, I think we suggested a coupon that maybe we could give them free admission for one and the adults would pay, that kind of thing. There are all kinds of different ways of bringing them back.

You can even break it up as far as the website. You can have a children's activity page, and that's where you get McDonald's corporate sponsorship or we could get different children related advertisers on those pages. We could even have a planetarium page, and maybe have Brookhaven National Lab or someone or an electronic company sponsor that page. Again, like I said, until you build up those numbers, once you get there, then I think the advertisers will come to us.

MR. CURRAN:

Absolutely. The more information we can provide people, fun information, making education fun, the more popular our site is going to be. Like you said, people will come to us because they want to capitalize on that.

DR. PECORALE:

Tom, I am very interested in some of the things you said. Are you aware that the museum has a substantial amount of footage of the trips around the world by Mr. Vanderbilt that's in storage?

MR. CURRAN:

It would be good for us to go and dust it off and start looking at some of that because that's a great thing. I wasn't aware of that. But that would be really great because on the website we could certainly have video feeds where people could view those.

MR. GISH:

Yes, link into those historic history sites.

MR. CURRAN:

I'll take it a step further. It might not be a bad idea to take some of the stuff we're developing creatively for the website and develop some kiosks or points throughout the museum where some of these videos can be viewed or maybe be interactive.

DR. PECORALE:

The biggest fear we have is that some of it may be deteriorating because it's been a long period of time that's it's been in storage. It's based on the filming that went on at that time, which is pretty much

the kind of filming that can be destroyed strictly by inappropriate usage.

MR. CURRAN:

That would seem to me that that's pretty much a treasure on to itself, that footage, and it might be worth us investigating how we – I'm not an expert in film restoration, but that's something that could we definitely benefit from being restored and transferred to digital as an archive.

DR. PECORALE:

I always had the hope that we might be able to interest the guy who used to be married to Jane Fonda for his network.

MR. GISH:

Ted Turner.

DR. PECORALE:

He is constantly bringing back old films and things. I am just astounded that no one is even interested or contacted us about it. We're talking about a substantial amount of film.

MR. CURRAN:

We should look into that. That's a good idea.

MR. BEATTIE:

All the more reason to digitize it.

MS. GHIORSI-HART:

Some of it has been digitized. His feature length film "Over the Seven Seas" we have a digital form, and we show it from time to time. The Galapagos footage, we have some digitized that we have available on disc that we use. All the film is in storage in climate control off site in New Jersey at a warehouse that focuses on this.

MR. BEATTIE:

Maybe we could use those films that are already digitized –

MR. CURRAN:

To get the ball rolling.

MS. GHIORSI-HART:

Tony is absolutely right. We do have a concern. We did have a grant back in the day. We have applied for others. It's a very expensive

process of about 56 reels, and it's thousands and thousands of dollars to transfer or to preserve. That certainly is going to be an area for fundraising in the future, but right now we're doing the best at preserving it that we can at the time. We just need funding to be able to digitize more of that film.

MR. CURRAN:

Maybe if we do get Mr. Turner involved, maybe he will even throw in colorizing them for us.

MS. GHIORSI-HART:

Some is in color already.

MR. BEATTIE:

I know we want to wrap up the Development Report, so just as a conclusion, if Tom is finished –

MR. CURRAN:

Yes, I am.

MR. BEATTIE:

I think what our next step is is for the Development Committee to get together again with all these concrete ideas in terms of the imaging. Then we can start to work on honing the messages. We don't just have one message. We have the educational message. We have corporate sponsorship messages. We have individual membership or family membership messages, all of those things. Then we can really start to compile a list for the brochures so we can all go in, and we have our talking points. The imaging that is now consistent, that there is a consistency in the message.

MR. CURRAN:

The first step we did, Ron, which you are aware of, is that we have put together what fonts we're going to use and everything, what the color scheme is, and how we're going to present the logo. From there, we have a pretty good compilation of what our brochure materials we need to produce. That will be the next step at this point. But what I would highly recommend, and this is sort of where I started, I need input. If we get input from people – we have to settle on what's going to be our tag line and then we have to pretty much be a united front on that and a lot of these issues right now because once we do it, it's like speak now or forever hold your piece. We're going to be developing this whole theme out. We want to measure twice and cut once.

MR. BEATTIE:

So the committee will come back with a final recommendation at the next Trustee's meeting.

MR. CURRAN:

And in between if people need to contact me, you have my numbers or email. If you don't, I will be more than glad to give you all my contact numbers.

MR. BEATTIE:

I want to point out again that Tom is doing this free of charge. He has put in a lot of work on this.

MR. GISH:

I want to thank Tom for his hard work. He has attended a lot of committee meetings. He's been great. At least it gives you an idea – for those of you who don't know Dig.com or Twitter, everybody under the age of 25 does. You're in the business of knowing where everyone is going. That's what we have to do, move into the 21st century. We need to be on those sites, be available and be up to date so that we don't find ourselves as dinosaurs on the verge of extinction here. We're going to move it closer to being accessible to young people. I think that's key. Thank you, Tom, again. I appreciate your help.

MR. CURRAN:

My pleasure. Thank you, everyone.

MR. GISH:

Sarah.

MS. ANKER:

Just a quick note. I sent out a press release for Wizard University, and I sent it out to the *Anton Press*, which covers the North Shore and some of my papers, *Tom's Beacon Record*, which also covers the North Shore, or *Newsday*. It's hard to tell when they use it and they don't, but at least the information is out there. What paper was that that the story ran in?

MS. GHIORSI-HART:

That was paid for in the *Pennysaver*.

MS. ANKER:

It's beautiful. It's too bad we can't get a PSA, a public service announcement, with that. It really is not-for-profit. The brochure looked absolutely beautiful. Did that go out to the different schools?

MS. GHIORSI-HART:

Yes.

MS. ANKER:

Has there been a response with the Wizard University?

MS. GHIORSI-HART:

It's slow. We are hoping, and we are getting a lot more calls now that school is ending. I think parents are waiting this year.

MS. ANKER:

I did make some calls. Ron, I didn't know, as far as the golf pro because we were talking about shooting off from the roof over here in relation to the U.S. Open -- my idea, and it didn't pan out, but I was hoping to get Steve Levy, the Legislators and representatives from the Vanderbilt to have a press event, just a photo op in relating to visiting the golf courses of Suffolk County and even the State because there are so many golf courses and the fact that it was right down the road from the U.S. Open. I got up to pretty much the media for the U.S. Open, and I got numbers for the agents, but you have to go through each agent and it's crazy. I didn't get a great response back from the County. It was just last minute, and they were very busy. I still think we need to continue to pursue those bursts of interest, so we can cultivate that idea that the Vanderbilt is here, and it's a very interesting place and just keep moving forward with that.

MR. GISH:

I don't see Tom here on the Ad Hoc Committee on the Audit. I know Michael was there --

MR. DELUISE:

We had an Audit Committee meeting. We reviewed four auditing firms, including our current firm. I think we shared our ideas with you, Noel. I don't know if you have everybody's vote. I don't know if you want to talk about that because Tom was going to review it.

MR. GISH:

I would like to, at this particular stage of the game, leave the choice of the audit firm up to the Audit Committee. Whatever criteria you use

and whatever you think, based on the input from Barbara and Carol, I would like you to chose the audit group. I'd like you to consider the financial edge of it also, because I'm not supposed to be at that meeting when you're making that pick.

MR. DELUISE:

But did Tom share with you what our choices were?

MR. GISH:

Yes, he narrowed it down, but I didn't know whether he was going to mention that tonight or not. We're waiting for some information to come back from I believe one audit firm or do they have that information now?

MS. GHIORSI-HART:

No, we have all the information now.

MS. DWYER:

We have all the information. It was just a matter of getting the Audit Committee votes and then make a recommendation to the Board based on the ten criteria that we established for selection of the next auditor. We were going to try to make a recommendation today. I set up the chart with the two based on the criteria.

MR. GISH:

Since we don't have any of the that statistical data now, and I don't want to name the auditors, because that's relating to that privacy issue, so I think I would like a motion to just adopt the decision of the Audit Committee to change the new firm for 2009 with the understanding that the audit would be done by September. That's the only deadline that I would like to meet. They have to agree that that's the deadline for us.

MR. BEATTIE:

Could I comment on that? In terms of our responsibilities as a Board, I don't fee comfortable just leaving it up to a committee and rubber stamp it. I think we have the fiduciary responsibility. It's too important a decision.

MR. DELUISE:

Ron, I agree with you that if it's confidential, maybe executive session meeting or whatever, but I do think it's worthy of discussion because it's a very important part of what we do, picking out the right auditor. I think if, for instance, you as the Treasurer or the President shouldn't

be involved in that decision, then you can excuse yourself, but I do think that the rest of the Board Members should be involved with this. A lot of us have a lot of experience, and I think we did talk to the staff and had some good input from them, too. This is a very important decision. I agree with you. I think it should be opened up to everyone.

MS. DWYER:

I think it was Tom's intention to break out his recommendations on this.

MR. DELUISE:

To make a suggestion.

MS. DWYER:

Yes, to make a suggestion and then to give you all feedback about what our recommendations were. Without him here, I don't think we can take the next step.

MS. GHIORSI-HART:

He might be here before the meeting is over. Maybe we could put it on hold for a little bit.

MR. GISH:

We could hold off on that a bit to see if he shows up.

MR. DELUISE:

I do think it's important that we move on it pretty quickly. I think we can make a decision as long as talk about it, as a whole.

MR. GISH:

Cell tower -- I'm sorry, you all were not here this morning at 8:30 to watch a preliminary tower go up on site. It seems that the powers that be, which seems to be T-Mobile at the present time, would like to use the site that is as you enter the museum property, it would be the parking lot on the right as you go down -- not the one the school buses use but down to the right where we have some storage of equipment. There is a point there, a little flat that levels off, where they would like to erect a tower. We tried to get some height elements today.

They brought the wrong tower. They cut it real short here. We got up about 83 feet. I tried to get some pictures of where the tower was visible on the property. It was impossible to see the tower from the mansion. At 85 feet you will not see the tower from the mansion. It's going to be tough back in the trees. At 100 feet there may be an

issue, but we're going to bring a crane in I believe this week coming up. I asked T-Mobile and WCT, the architects, to arrange for another attempt at trying to get the correct height of the tower so that we can see what would be the issues as far as the aesthetics of how the tower will look.

We do have community meeting scheduled for July 8 here at seven o'clock. The postcards have gone through Legislator John Cooper's office to the people at Asharoken and the people in Centerport advising them that if they have any questions, they should call his office first. But if they would like to attend the community hearing, they can do so here on July 8. We will have representatives from T-Mobile, from the County, Gary Ponzio, I will be here, people from DPW will be here, so we will have a number of people to be able to explain the questions that we believe will come up dealing with the safety of the cell tower, fall zones, and the NIMBY problem, which will obviously emerge somewhere on down the line. But we hope to at least be able - if we could get on the way with that, we set the first community meeting by July 8 and try to handle some of the questions there and then move on.

We think we've got the site. It's going to be easily accessible. I will tell you that we have more than one provider that is interested in the site. In fact, we have three providers that are interested in the site already. If we can get a tower up and provide space for three, that will be income. I would like to move that to five, but now it's going to be a battle with T-Mobile if they're willing to put up a tower taller than they need to provide us with income, which will be a negotiation point, but I will work on that. I will tell you. We will make an effort to try to maximize that cell tower site. That's where we are now. In fact, you just missed the cell tower leaving because they couldn't get it down. They got it up and then couldn't get it down. I realized there was a problem at 9:30 when they started using duck tape to secure the antenna.

MS. ANKER:

Are you sure you want T-Mobile?

MR. GISH:

T-Mobile I think farmed it out to another agency. It was a little goofy. I've been told they will do a much, much better job the next time. So I smiled and walked away at about 2:00. That's where we are with the cell tower. Carol.

MS. GHIORSI-HART:

I will try to be as quick as Lynn, but I can't guarantee that. The audio tour update, we have it in hand, the one-hour production. We are very, very pleased. We are very close to having this audio tour with 45 players up and running. We have some contractual and delivery issues to work out, but this is very close to being finished.

MS. ANKER:

Do you have copies available?

MS. GHIORSI-HART:

Not yet. We will, though. Stephanie Gress has worked incredible hard. This is largely her work in assisting the producers and the writers. But it all comes from here. The professional writers are great, but they end up just only as good as the information they get. We are talking – this is really from Stephanie Gress. It was a long, hard story. When we have our grand opening, we will tell you more about the process for that.

We will keep on moving with our scheduled events. We do have our wonderful first annual Independence Festival for the weekend. You have seen how hard Emily is working, again, volunteer efforts. We will be pulling in some of our friends of the Vanderbilt to help with that, as well. We are very excited. We have gotten some good placements.

I have to thank Kara Hahn from the Presiding Officer's PR Department. Not only on this event but several others. I have shot her over some information and within hours she has gotten it out, and we've gotten wonderful responses from a number of different publications, including the *New York Times* for our July 12 event, which is the Tango Night, which we also hope will just be the beginning. Again, I have a volunteer who is coordinating that, and she is going a lot of hard work on that. That should be another very good event.

We also have in August our third Alex Torres Night. Barbara volunteers and much of her time is spent as a volunteer. For that evening, many of the staff volunteer. So these are a few of our special events this summer that will bring in new people we hope. It should be a lot of fun. Also we'll make some money. We're really looking forward to it.

The catering RFP was sent out. The deadline was this week. We did receive back interest. Actually Noel met with one company. They came twice with many men in suits. We have some very diverse

interests ranging from sort of a small mom and pop kind of limited operation, maybe a café, to an all out unbelievable -- that I can't even get into it. We have about five people interested. We're going to continue to talk to some people. Some people want to come back for more site visits. So we are ongoing with that. I think we do want to form a committee to review these RFPs and to further this process.

MR. GISH:

I would like to set up an Ad Hoc Committee to review the RFPs for the catering. That can be done in committee. They can set up criteria that we think is essential and have the committee review the catering RFPs with a balance of understanding that they're running a museum also because I think that's going to be an issue that the committee should deal with and then come back with recommendations. We have enough of those RFPs in. We have met with enough of the caterers. I think they have good handle on what we can do and what we should do. I think those are two different things -- what we can do and what we should do. If anybody would like to step up and be on that committee for the RFP for catering, I would greatly appreciate it.

MS. ANKER:

I will be on that.

MR. BEATTIE:

I'll do it.

MS. DWYER:

I think Art should be on that committee.

MR. GISH:

Yes, Art, thank you.

MS. GHIORSI-HART:

He had called me. He was unable to make the meeting tonight.

MR. GISH:

I will call Art and ask if he wants to be on that committee. I'll sit in on that also. I will ask Art to chair that, if there are no problems with that. He has tried to do that before, so I think I'd like to have him continue, if that's at all possible. So it will be Sarah, Ron, Art, and myself. If anyone else wants to input, please feel free. That committee will try to meet very quickly.

MS. GHIORSI-HART:

Okay, so that's good news. There is interest. We are moving forward, as long as we keep moving, and we are moving on that.

I wanted to talk about the development position. I just want to add that in the proposed budget that we'll be looking at shortly, in the outside professional line, monies were included in not only the 2010 budget but the 2009 projected does include funding for that position.

View Space, thanks to all your wonderful donations, we actually have it on the property. Dave Bush has been working very hard. He spent hours and hours crawling through crawlspace and dust to run the cable that we need to hook it up, and he was successful.

Noel got a little bit of a preview. It's here. Unfortunately, our projector isn't here yet, but we will be putting a digital projector on that screen behind us. We are really good to go. By the next Board Meeting it will be up and running. It will be a wonderful new experience for our visitors. We thank you all very much. It's an exciting new thing.

Talking about projectors, our big daddy of a projector, our star projector, is moving along. I am very, very happy to report that all of the contracts have been signed. The first kick-off meeting is scheduled for July 7. We will have our planetarium consultant here, the engineering consultants and a variety of people from the Department of Public Works from Suffolk County, here as well. We will probably have an all day meeting. We're very, very excited. We're a couple of weeks behind but not too bad. Luckily our consultant, because this is what the passion is and what he does for many other planetariums, he has been doing a lot of the background research for us, even though he wasn't on the clock yet. So we are moving forward with that.

MS. ANKER:

Can we do a little PR with that? Like preparing – or is this just an internal meeting?

MS. GHIORSI-HART:

That meeting is just internal. I keep hoping that once we have selected the equipment we're going to purchase, that's when we really start the PR and the fundraising because we can say with some accuracy when we will be open, what the new equipment will be. I think if we can wait a few more months –

MS. ANKER:

It just reminds me – like Disney, they prepare you two months in advance of an upcoming show or event. That’s exciting news, though.

MS. GHIORSI-HART:

It is exciting and hopefully by September/October somewhere in there we will be able to let people know this is coming and what it is. So that’s good news.

MR. GISH:

I just want to comment on the record that Neil Toomb from the County Executive’s Office and Steve Levy, the County Executive moved very quickly to get that consultant project underway. It could have sat on desks longer than it did, and it moved very, very quickly, so I thanked Neil who is my contact at the County Executive’s Office and Steve Levy for moving forward on that. So we could be kept on schedule. Again, that’s a key element because we want to have that down time during the summer and then hopefully be up by October 2010 to accommodate the school groups coming in.

To keep on schedule is key here. If everybody took their 30 days to sign and the next person took 30 days, we would be very much behind and into 2010 without receiving any income from that star projector. That’s going to be a real big boost for us. We are counting on that, as we are counting on the hotel/motel tax. But Lance said that if that doesn’t come through, he will personally guarantee the salvation of the museum. I don’t know whether Ann Marie is copying this down but he figures just a couple of money wrangling -- possibly over Halloween would cover it.

Again, thanks to Neil Toomb and the County Executive for moving forward on that project and keeping us on schedule.

MS. GHIORSI-HART:

Could I just also put in a thank you to the County Attorney’s Office, Christine Malafi, because there too things went very, very quickly. I know there is a lot of other business in the County, although we like to think it’s all about us, and sometimes it does seem like it’s all about us. People are invested and interested in all areas of the County we’re discovering. They do help us, so thank you for that.

That brings us to our business plan, which you all have received digital copies of with the exception of some of the addendums. This plan, as part of our Memorandum of Understanding, we were required to

submit a business plan by the end of the month. Unfortunately, because of the timing of this meeting, I did have to submit the draft as I wrote it. Again, I take full responsibility for whatever is in here. It was presented to the Parks Committee last week. I did present it to the full Legislature yesterday so that we're covered. But I did tell them it's a draft.

It's a living document, I would say. We certainly need to review it, certainly now, but in any case, you want to constantly be updating any business plan. It would be very good to really take some time, look this over, and start to develop it. Again, it's largely – except Ron did give me page 19 or something like that, the marketing pages. Thank you, Ron Beattie. Neil Toomb, again, did help me as far as the overall outline with some suggestions in there. There are a few paragraphs left over from him, so I thank Neil Toomb, but again this is my responsibility.

What you have in the packet and what we need to vote on is the proposed operating budget for 2010. I will be presenting this proposed budget to the County Executive's Office tomorrow morning. You can see estimated for 2009 working with the situation as of today, it's very different from the 2009 budget that we put up a year ago. The world has changed. We have been very fortunate that we were able to count on the County to help us out. This does reflect estimated 2009 as of June 20 or whenever I last looked at it and where I expect us to be by the end of the year. It does make certain assumptions. I don't think too many are not really firmly based in previous performance, which is how I like to normally budget. I did include a half of year's compensation for an outside person. I had assumed we're going to hold the line on our full-time staff right now, which as of July 1, is 11 full-time people.

For 2010 I assumed that we have a full year of a development person. I assumed that we are going to see some results from that person. Again, I'm sort of holding the line on our full-time staff. There is some money in there for some additional part-time salaries because I do believe once the planetarium is up and running, that we're going to be needing more staff. I also believe at least one planetarium position should be in place by the end of the year. Whether that's a part-time person or full-time astronomer we can talk about as we get further into it. There is a little money for that.

For the most part this is still a very lean budget. We have had some wonderful successes this year. I think with the new Board and the

commitment I was comfortable raising things a little bit. You will see increases expected in some areas, but again I don't think it's too far out of line.

We have saved money by going to the in-house security already. By August 1 we should be completely in-house. You will see some shifting in monies between salaries going to professionals. Other than that, I don't think there is anything very outstanding.

MR. DELUISE:

Carol, do you need a motion to accept that?

MS. GHIORSI-HART:

We will. Again, let me get to one last point. A month ago I met with Lance Reinheimer and people from the County Executive's Office. We discussed what assumptions could I have going into 2010 as far as our endowment interest and as far as funding. At that meeting at that time everyone felt comfortable telling me that the hotel/motel tax was a fairly good assumption for us for the year 2010 in the nature of \$750,000. They also felt maybe \$250,000 income from our endowment interest would be reasonable. With those figures I put together this budget. With those assumptions I do have a budget that makes up the deficit, which is a good thing, and maybe a little extra.

Again the world has changed. I am not sure if I had that meeting tomorrow I would get the same go-ahead and make that assumption, but I'm not. Just so you know that is the history there. So, yes, I would like to vote to approve the budget. I guess we can start with the budget first.

MR. DELUISE:

I make a motion that we approve the budget that Carol has presented.

DR. GITTELMAN:

I'll second that.

MR. GISH:

All in favor? Opposed? **Motion carries. (Vote: 9/0/0/6 Not Present: Mr. Glascock. Absent: Mr. Swinson, Mr. Olivieri, & Mr. Sillman. Two vacant positions.)**

MR. DELUISE:

We need a motion – I know we only have a draft of the business plan, and it's going to take a while to get some feedback, but I have

reviewed it. It's the basis of what we need to do. I think we should accept that instead of waiting another month to start doing it with the idea that if something has to change and we get some feedback. But I think we should really do this. We have a lot of work to do, and we only have a few months to prove ourselves.

MR. GISH:

That business plan was put together with as much information as we had at the time and reflects our best –

MR. DELUISE:

If we have to change it, we can do that at that time, but I think we should start on that right away.

MR. GISH:

We have to approve Carol's business plan.

MR. DELUISE:

I'll make a motion to approve.

DR. GITTELMAN:

I will second that.

MR. GISH:

All in favor? Opposed? **Motion carries. (Vote: 9/0/0/6 Not Present: Mr. Glascock. Absent: Mr. Swinson, Mr. Olivieri, & Mr. Sillman. Two vacant positions.)**

Verizon Fios, Carol.

MS. GHIORSI-HART:

Yes, just as far as PR we have had seven different people on the property recently, reporters doing different kinds of research for articles. One of the most interesting was Verizon Fios Cable was interested in doing a show on both our Living History and the Planetarium. Today -- and I have the schedule – I think the last one is at 9:30 on Verizon Fios, and I forget what channel, five hundred something, the piece they did on Living History is being shown and then the Planetarium is upcoming. Hopefully we'll be able to get some of that and maybe tie it into our website or use it.

The young woman who did it was very excited. Her particular interest was the people who work here and their background and why they work here. I watched her interviewing Steve Gittelman and Emily who

had volunteered that day in our Living History program, as well as some of our other people. The passion they expressed for this museum, the love they have for it was so evident. She was so pleased on that aspect.

MR. GISH:

Carol, the channel is 501.

MS. GHIORSI-HART:

Wonderful, 501. That same day I think we had a couple of reporters from Connecticut who have a column on great places to go. We have a lot of people from different venues, reporters, that come who are always so wonderfully surprised about our beautiful facility.

MS. ANKER:

I'm thinking maybe when they come you could ask them if they'd like to film that we would like a copy of that. I know I called and tried to get a copy of what they used for the U.S. Open, and I wasn't able to get - I do need to get back with the man from the Travel Network, but that would be great. Tell them to come and film, but that we would like a copy. This way we don't even have to make the call. Also, Verizon, I wonder if they're interested in doing a sponsoring. Do you think that maybe that could lead into something?

MS. GHIORSI-HART:

I hope so. We had a teacher here who wanted to talk to the Director to let me know how wonderful our education staff was. She particularly mentioned Lorraine Vernola and Miriam - I can't think of her last name at the moment. This teacher said, "I'm quick to call when there is a problem. I have called the Vanderbilt in the past to complain." She said, "This time I'm going to call and tell you how wonderful those two educators were." That's a nice kind of call to get. Again, we should give them a round of applause. Thank you, Lorraine.

MR. GISH:

Lorraine just celebrated her 29th birthday.

MS. VERNOLA:

Yes, and my children are 28.

MR. GISH:

Which is another miracle here at the Vanderbilt. It's amazing how staff is.

Just very, very quickly, I know that I sent everyone – yes, Tony.

DR. PECORALE:

Just a question. Carol, the astronaut that fixed the Hubble is from Long Island and brought up on Long Island. I understand he is going to be here for a number of events. I also happen to know that he, as a child, went to the Planetarium here. He is from Franklin Square. I was wondering if you might want to reach out to him.

MR. BEATTIE:

That's the one I tried, and I didn't hear anything back from NASA.

DR. PECORALE:

I might be able to help you. I know him personally.

MS. GHIORSI-HART:

Well, yes. Please do.

MR. GISH:

I always admire committees of one.

DR. PECORALE:

I will have to see whether or not I can get anywhere with that.

MS. GHIORSI-HART:

That would be wonderful, any time, any day. We will work something out.

MR. GISH:

We can even postpone that, the NASA project that we have here. We can open it unofficially and then have an official opening whenever you can arrange it. So that would be fine. If we can do it prior to the October opening of the new star projector, that would be spectacular. I know if we weren't here tonight we would be down listening to Buzz Aldrin in Huntington. He is there tonight, believe it or not, signing his book.

DR. PECORALE:

I'll see what I can do, but if I can, I'm going to put him in touch with you. My really direct connection to him is through the original elementary school principal. That's who I will have talk to him.

MR. GISH:

You can actually change grades on students up to 57 years after they graduate. Use that leverage that you've got.

MR. BEATTIE:

The guy fixes the Hubble and gets called into the principal's office.

MR. GISH:

I did send out an email to everyone after our last meeting noting that I was going to try and operate the Board of Trustees based on a committee system. I would still like to do that. If you are not on a committee, I would ask you to think about the possibility of placing yourself on a committee, either Ad Hoc Committee to review an initiative that has to be done very quickly or one of the standing committees such as Education and Exhibits, Buildings, Grounds and Infrastructure, Budget Committee, Finance Committee, even an Ad Hoc Committee on Veterans Day.

We would like to get something orchestrated for Veterans Day this November -- or long range planning, a Gala Committee for 2010, which would be a year away. This would require some work, as all the committees do, but I think if we could operate that way, that would work out well. I think that would be good. I would like you to, again, think about those committees.

Again, I'd like to reiterate what Ron said initially about those letters going out. Lynn and myself called everyone on the Board about enlisting 30 people that you would feel comfortable about sending letters to just asking for either individual memberships or family memberships. It would go a long way in providing a base for our membership, if we could rely on the people that you know. If you send out 30 letters and you get ten responses, that's fine. But we have to make the effort as a Board to at least reach out to 30 people. If I'm going to reach out to my two children who have no money, reach out to someone you know and love who owes you a favor and call it in. That would be great.

MS. ANKER:

Can I ask you regarding that membership and as far as the numbers, is there something different that we can add to this? Do they get discounts at restaurants? Is there a list of membership --

MR. GISH:

That's going to be on the letter. The benefit of being a yearly member or family member, obviously, is unlimited access to the museum, regular planetarium shows, not the special planetarium shows like the laser shows or something like that.

MS. GHIORSI-HART:

Laser shows are. Any regularly scheduled thing. So really our membership is a value. We really don't have to sell it. It's not the kind of membership where you're helping to support the organization. If you come in as a family member, you're not helping to support us. You are getting a value. If you come back twice, it's getting paid for.

MR. BEATTIE:

If you look at the back of the letter and I don't know what happened to it. We passed it around, and I never got it back. I only had the one copy.

MR. GISH:

We got a copy emailed to us.

MR. BEATTIE:

I'll send you one, Sarah. If you remind me, I will send you one. It lists out all those benefits that are in there. I don't think we have anything that we have that we correspond with coupons with other – we don't have anything like that. But certainly the value is described there.

MR. DELUISE:

If you get Ron the names and addresses, he will get back to you with what is already written out. All you have to do is sign it, put it in an envelop, put a stamp on it and send it out.

MR. GISH:

Very efficient. Any questions on that? I would like to remind those of you who are here that we do have a meeting scheduled for July 15 and one for August 19. That is a change from the normal pattern where we did not have meetings in August. I feel that this year it is essential that the Board meet in August to make sure that we are on track for both the star projector and our fall. I would like to aim at 6:00 p.m. if this was not a major inconvenience because I think that most of you will be out at a reasonable hour. The sun is still up.

MR. BEATTIE:

Can I make a statement on the membership? We spoke briefly about it at the last meeting. Another thing that we as Trustees can do, because we're Trustees at a museum, we probably go to our public library. We have the "Check Us Out" program. Carol has the information on that. I'm sure you know the Directors there. Just go to those people. They are friends of ours. They are community

partners with us. Let's try to make that program happen. We know these people.

MR. GISH:

Again, I ask you to consider personal contacts with major contributions that can be made this fall. People have come to me and have said, "I know so and so. I think we can reach out to so and so." I think now is the time to reach out to so and so. If you have a contact, if you have a law firm, if you have a major company that is looking for the tax benefit of keeping the Vanderbilt open and operating to young people coming here, I'd like to be able to reach out to them now. I want to start a major campaign for the fall.

Our brochure will be ready to go out to go with them. We should be able to tell them when the star projector will be up and running. What we will be doing as far as raising funds on our own if we have a good membership base that we have established on our own, I think those are all positives for gaining those major contributors. We have to start now.

Lynn has talked to me about how long it takes to sort of cultivate major donors. It's been a year to 18 months, as she points out. But I think if we start now, we might be able to get a few people up front to maybe contribute to the publication of a brochure, maybe to fund new carpet for the planetarium, or whatever it takes. That will not come out of our funds that we can use for operating funds instead. I ask you to think about that also in reaching out to those major corporations and funds that we can get for 2009/2010.

MS. ANKER:

I think we should consider doing the mailing. Is that part of the plan?

MR. GISH:

The mailing I thought was mainly for membership. If we're going to do a corporate ask, I would like to do that in person, either with the person who has the contact and one of the officers will go with you. We will try to do a little rehearsal of how we're going to approach it. Lynn has to work with me because I'm really slow and need a lot of extra help on exactly how the process this and how you ask. There is a procedure that she believes is more effective than others.

MS. DWYER:

Pre-work.

MR. GISH:

In getting things done, preparation, to know exactly what their aim is. If we're going to ask somebody for money, let's say we have to find out where they would like to place it. If it's education, then we have to find something that will appeal to them to generate something in the education program. If we're going to try to get a naming rights to the planetarium, can we get somebody who has an association with stars or moons or suns or something like that that we can sort of latch on to.

MS. ANKER:

What about a pre-letter. I don't know, Tom, if you've done this before with your marketing campaigns. In other words, you grab a *Long Island Business News* or *Forbes* and find companies that are actually making money and doing well. Then we can send out a pre-letter, just a letter. Then wait and then go after some of the more viable companies to get the funding.

MR. GISH:

I think that that's a strategy we can use but I would like to attack those – maybe that's a poor word – I would like to go in and see people that you know. If I know someone I'm going to go see that person and I'm going to make a personal request. I may give them a letter but I don't want to do cold calling. I think it's going to be much better if we reach out and say, "Look, this is a person we know. I am on the Board here. I can use your help." And try to cultivate that relationship.

MS. ANKER:

What happens in marketing too is that if you do send out a cold call letter and you're in that corporate circle, that you may – I know someone. We're going to go after this one company, and then they're at a fundraiser and talking. Then the Vanderbilt comes up, "Oh, I got a letter from them. Do you know much about them?"

MS. DWYER:

That's not the way it works in development. There can be some – it's good to have excellent word of mouth, as we do, associated with this institution, but it's a lot more thoughtful to actually get to the next step.

MS. ANKER:

This is like –

MS. DWYER:

This isn't retail. It's business to business. That's how it works.

MS. ANKER:

I worked for Citi Corp. I was in the marketing department, and I know that.

MS. DWYER:

That's more the model. It's much more business to business than retail.

MS. ANKER:

You'd be surprised, though, how many circles –

MR. GISH:

I'm not going to throw that away. We can try that, but I think I would like to go with Lynn's recommendation of hitting people that we know. I think that's the best source of gaining access.

MS. DWYER:

You can always sell to a new customer.

MR. GISH:

They can say no.

MS. ANKER:

I'm not saying no to that. I'm just saying there are bread crumbs at the edges with this.

MR. GISH:

I am willing to try any fundraising strategy. We can do grants or whatever.

MR. DELUISE:

Last year we did a little bit of a workshop. We didn't have a great attendance at it, but we can show you how you can sit and meet with people and go over in discussion how you take it from one step to the other. What we're looking for here is, yes, we're going to do regular fundraising letters, but this is major gifts. We're looking for corporate sponsorships or something major, and it's going to be a one-on-one.

MS. ANKER:

I'm not saying not to do that. I'm just saying in addition to doing that.

MS. DWYER:

I think Ron has been thinking about that a little bit, that sort of gift before the major gift or adding people into the portal of membership and then build that relationship.

MR. BEATTIE:

In the mid term of where we need to be, but I agree with Lynn. I think we need to focus our resources, our limited resources right now on going after the people we know.

MS. DWYER:

It's so easy to expend energy on a \$2,000 ask and then \$20,000 it takes exactly the same amount of energy. So because we have limited time and because our pre-existing relationships will get you at least in the door to make the ask, even if it's a smaller first in, that's the first tier. Then some of the things when we have more of the development presence, we can seek some of the things exactly the way we have been doing it, sort of research to new develop fund raising bases.

MR. GISH:

Hopefully the contacts that we make that are personal will be expanded on down the line. Tom, did you have a comment?

MR. CURRAN:

I just had a question. Are you contacting organizations like the Hauppauge Industrial Association or the Long Island Association, the presidents and the directors of these organizations to see how they might support and give assistance in spreading the word to CEOs and corporate executives?

MR. GISH:

Carol has been very active in a lot of ways regarding –

MS. GHIORSI-HART:

We do belong to the Long Island Association, and we're trying to – unfortunately, it's hard when we don't have staff and I'm tied up here to attend those kinds of things and build the relationships because as you know a lot of it is person to person. We do belong. They frequently have breakfasts and luncheons, and I can't go. But any Trustee –

MR. DELUISE:

Carol introduces herself to the presidents and the CEOs of banks and corporations and she is very active. It would be nice if some of us also did some of that work.

MS. GHIORSI-HART:

So if anyone does have the time and thinks they might want to be able to attend as our representative, please let me know. Michael is very helpful. We belong to Melville Chamber of Commerce, and Michael has introduced me to a number of different people. We try to get out there, but again I'm sort of limited.

MR. GISH:

We are going to be the main fund-drivers here. We do not have a fund raising professional on the staff. Before we do that, understand that we're down to 11 people that are operating this institution. They need some help too. We're going to have to be, at least in the first day, the fundraising characters that are going to aid Carol. I have been here on days where we spend an entire day dealing with one asthmatic child who has a crisis in the planetarium to working on the cell tower, which may go nowhere on a particular day or working an entire day on two caterers – two caterers from 9:00 in the morning to 6:00 that night. That was the whole day with Carol running here to open that door and then I'm trying to dance with the caterer and not do anything really serious until she gets back.

MS. DWYER:

Welcome to the non-profit world.

MR. GISH:

That could be difficult. To ask her then to attend another local rotary, that's not going to happen. It's going to have to be one of us. That's why I'm looking for that initial contact that we might have that we might be able to follow Lynn's direction. Then we can cold case wherever if we get somebody willing to come on board as an assistant and work on fundraising and do it that way. I am not opposed to any method to raise funds.

MS. ANKER:

That's a great idea. Even the LIA and there are other organizations.

MR. CURRAN:

Maybe they can even hold an event here or something that could help. The HIA is very big on those kinds of events.

MR. GISH:

I'd like you all, as these ideas start to come to you, e-mail me the suggestions, email Carol, or tell me what you're going to do. Tell me what committee you're going to run. Tell me where you're going to run with it. There are so many things that I don't know whether you recognize how Ron's name kept coming up as the committee reports came through. I'm on most of Ron's committees. My wife thinks I'm dating. I would like to sort of focus on that fundraising on a personal level, and then we'll move to recommendations on down the line.

Any more old business?

DR. GITTELMAN:

Yes, call for an executive session regarding litigation.

MR. GISH:

I have a motion to go into executive session.

DR. PECORALE:

Second.

MR. GISH:

All in favor? Opposed? **Motion carries. (Vote: 9/0/0/6 Not Present: Mr. Glascock. Absent: Mr. Swinson, Mr. Olivieri, & Mr. Sillman. Two vacant positions.)**

(Executive Session 8:15 – 8:55 P.M.)

(Mr. Thomas Glascock entered the meeting at 8:20 P.M.)

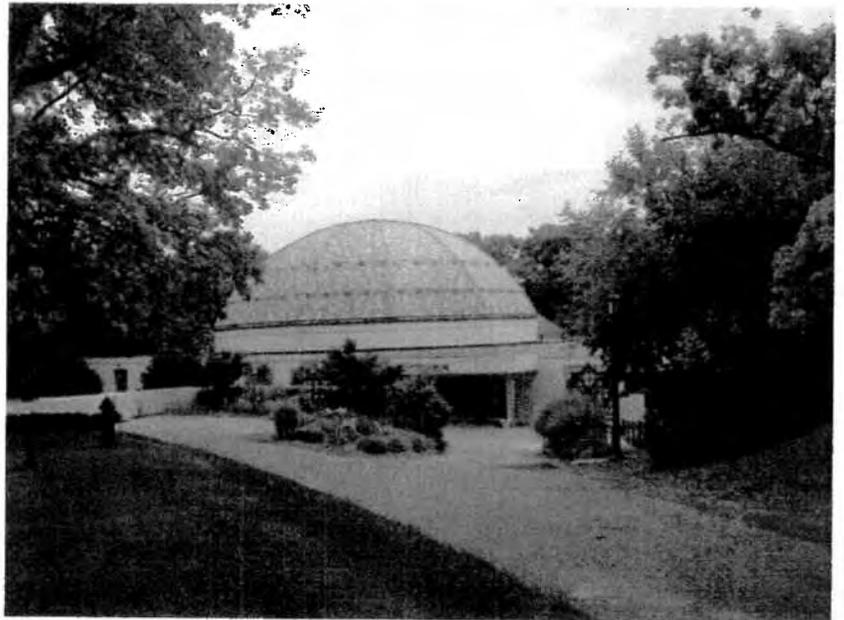
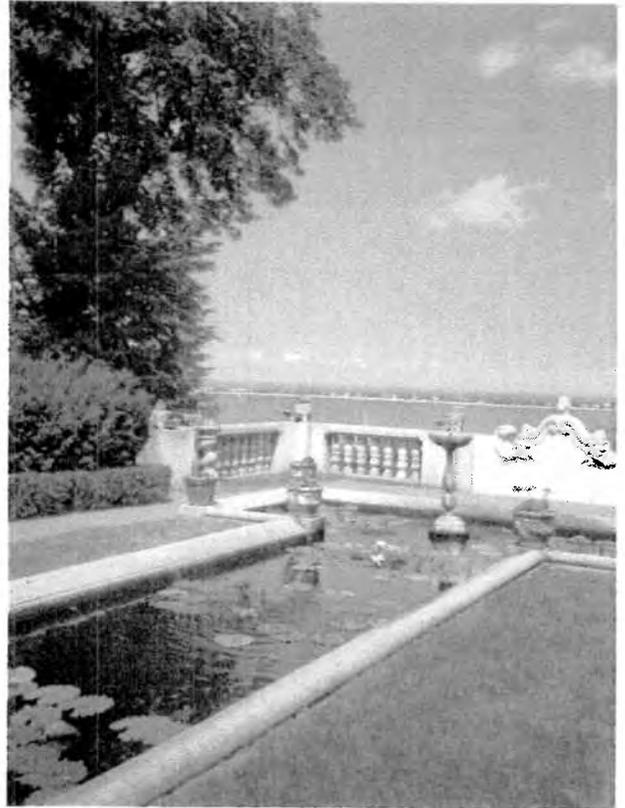
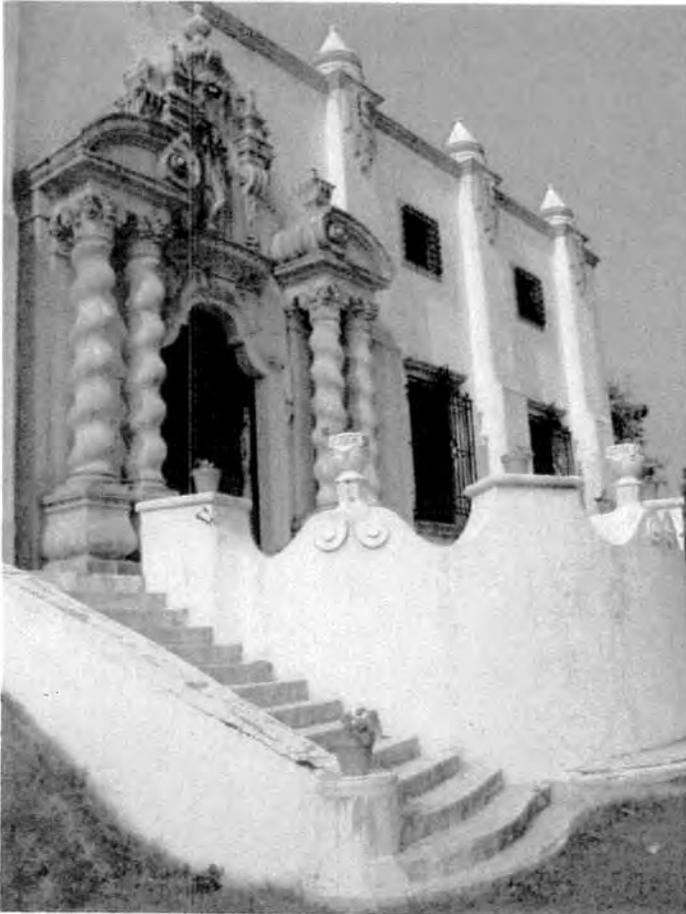
MR. GISH:

Okay, we're back from executive session. Any old business? Any new business? We have a motion to adjourn by Lynn, seconded by Gretchen. **Motion carries. (Vote: 10/0/0/5 Absent: Mr. Swinson, Mr. Olivieri, & Mr. Sillman. Two vacant positions.)**

(The meeting was adjourned by Mr. Gish at 9:00 P.M.)

**NG:ap
Attachments**

BUSINESS PLAN JUNE 2009



SUFFOLK COUNTY
VANDERBILT
MANSION • PLANETARIUM • MUSEUM

Suffolk County Vanderbilt Museum

CONFIDENTIAL BUSINESS PLAN SUMMARY

JUNE 2009

Vision Statement

The Vanderbilt Museum and Planetarium's vision is to become Long Island's premier waterfront cultural institution- a focal point of modern-day community-based cultural, arts, science and educational activities for an increasingly diverse audience.

Mission Statement

The Suffolk County Vanderbilt Museum—a unique combination of mansion, marine and natural history museum, planetarium and park—is dedicated to the education and enjoyment of the people of Long Island and beyond.

The information contained herein is confidential and proprietary and is to be used solely in connection with your evaluation of the financing. This memorandum may not be reproduced in any form and if this offer is not accepted, must be returned to Vanderbilt Museum (*the Museum*). It is expected that investors interested in this financing will conduct their own independent investigation of the Museum and its affairs.

VANDERBILT MUSEUM AND PLANETARIUM
180 Little Neck Road, Centerport, NY 11721-0605
(631) 854-5580
www.VanderbiltMuseum.com

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- Proposed Operating Budget for 2010
- Income Statements for Planetarium 2007, 2008
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- General Admissions 2003-2007
- Evening Planetarium Public Admissions 2003-2007
- Day Planetarium Admissions 2003-2008

Executive Summary

As part of its ongoing institutional strategic planning, the Suffolk County Vanderbilt Museum is committed to developing a business plan with the knowledge that the current national economic crisis has substantially changed the nature of the Museum's funding for many years to come. This plan, still evolving, reevaluates the Vanderbilt's management and long range plans and focuses on revenue generating initiatives and opportunities. The Vanderbilt Museum has a largely new management team that is committed to a plan that actively pursues a path that provides for institutional and financial sustainability.

Over the last twenty years, museums have changed from internally focused institutions that collect, preserve and interpret, to outward-looking educational institutions that are vital partners in their community. The museum is now a forum of social, cultural and intellectual exchange, with a blurring of the traditional audience/authority roles. There is a new vitality and emphasis on interactions and relationships, communication and marketing. A world class museum today must reach out into the community and attract a variety of visitors by offering amenities such as facility rentals, food service, shopping opportunities and theater. Strategic decisions must include considerations of cost and profit centers and maximize revenue generating potential, but they also must support the museum's mission and its responsibility to its communities. The expansion of the responsibilities and priorities of museums has impacted upon the nature of museum management.

The Vanderbilt can no longer rely on its endowment income to substantially fund its operations; revenue generation is essential. Outsourcing catering, food service and the gift shop, a cell tower installation, waterfront programming, new audio tour interpretation, are some of the initiatives that are being analyzed. There are grants and private donations that are being pursued. But by far the most significant new opportunity, from both a mission and economic perspective, is the installation of new, cutting-edge planetarium technology in the Vanderbilt dome in 2010. Marketing, public relations, visitor services, and management infrastructure must be in place. The Vanderbilt can actively control its future sustainability by planning for the success that the new planetarium can bring in the first years of operation.

This installation, funded by Suffolk County, is a game changer.

The following report outlines and analyzes some of the decisions that will have to be made in the coming year, and the opportunities that exist. The museum is committed to using its in-house resources efficiently and productively, but recognizes that outside professionals need to be brought in quickly to maximize our opportunities in the coming year. Partnerships within Suffolk County government, as well as the Museum's community, have proven to be very fruitful in recent months, and will continue to develop as the Vanderbilt faces the challenges, joy and excitement of the transformational year ahead.

Museum Description

The Suffolk County Vanderbilt Museum is Suffolk County's largest, most comprehensive general museum. It is a unique combination of historic mansion, historic marine and ethnographic museum, planetarium and park with dynamic exhibits and programs that are entertaining and educational. The museum is a center of life-long learning for a diverse population, with a local, national and global audience, and is a prime tourist destination of Suffolk County's North Shore.

William K. Vanderbilt II's 43-acre waterfront estate, built between 1910 and 1936, includes a furnished 24-room Spanish-Revival Style mansion, boathouse, curator's cottage, superintendent's manor, Marine Museum and seaplane hangar. Constructed by Vanderbilt to be a museum to house his natural history, ethnographic, decorative arts and fine arts collections, this estate is a museum of a museum— a largely unchanged glimpse into an early twentieth century museum of natural history.

Vanderbilt bequeathed his estate to Suffolk County in 1944, and in 1949 the museum was chartered by NY State Department of Education. The Vanderbilt Planetarium, built by the County, opened in 1971, and is a world-class 60 foot dome theater. Museum education programs serve almost every district on Long Island and offerings are among the most diverse of any cultural institution, covering the arts, social sciences, history, science and technology. The Vanderbilt is one of the few museums in the country to earn accreditation from the American Association of Museums.

Institutional Strategic Goals

- 1.** To attain the highest standard of physical maintenance, restoration, preservation and access of the facilities and grounds, while expanding the space available for museum exhibits and programs.
- 2.** To attain the highest standard of research, stewardship, interpretation and exhibition of collections and historic resources, including cutting edge technological innovation at the Planetarium.
- 3.** To inspire a sense of wonder in the discovery of the physical and cultural world around us and to educate through exhibits and public programs of exploration, scholarly investigation and hands-on experience as we become a prominent center of lifelong learning.
- 4.** To achieve financial and institutional stability and sustainability.
- 5.** Attain and support the highest standards for continual assessment, planning and evaluation of governance, staff, exhibits, programs, research and development.

Business Strategy

The mansion, collections, property and endowment are owned by Suffolk County, but the museum is a 501(c) 3 non-profit institution, managed by a board of fifteen volunteer trustees appointed by the Suffolk County Legislature. Staff members are not Suffolk County employees. Although the County has funded many capital projects, prior to 2009 the museum had never received funds for operations from the County. For the past ten years, the County has authorized a guaranteed endowment income of 1.2 million, comprised of both interest earned and a release of gains achieved in current and/or past years. Historically close to fifty percent of the museum income comes from admission, sales, donations and fees, with the remainder provided by the endowment.

The Executive Director, hired in October 2008, and the Trustees of the Suffolk County Vanderbilt Museum, are committed to developing and implementing a new strategic plan to achieve long-term sustainability and short-term goals of increasing revenues and furthering cost saving and fund raising programs. We will reduce reliance on the endowment or other supplemental income. Key to this plan is the 2010 planetarium state-of-the-art technical upgrade, which will make the Vanderbilt one of the best equipped planetariums in the country. A focused marketing effort will extend beyond the planetarium to include additional new initiatives; the opening of the funded waterfront boardwalk; new catering and retail partners; improved communications and use of the internet; community outreach; and major gift and corporate support. On-going evaluation and assessment, as well as organizational restructuring, will ensure that the Vanderbilt administration can respond quickly to changes in the fiscal environment.

2009 will be an unprecedented year. We can no longer rely on the endowment distribution to provide fifty percent of our operating costs, and must look for creative ways to make up the short-fall quickly. With the additional funding committed by Suffolk County in 2009, we will have time to implement many of our strategic plans and have the opportunity to capitalize on the new planetarium.

Because the Vanderbilt is first and foremost a museum and center of education, strategic decisions must not only consider cost and profit centers, but how they relate to and support, our mission to educate and entertain. In addition to fee-based activities such as facility rentals, retail sales and admissions, there are educational, governmental, and museum grants, foundation and corporate support, memberships and major donations. This means a number of different stake-holders have a vested interest in the Museum. It also means there is an obligation to maintain museum standards as an accredited institution of the American Association of Museum. We have the ability to pursue diversified resources, and this is vital in our efforts to ensure sustainability.

Meeting Visitor, Community and Staff Needs = Opportunity

Attracting audiences is an aggressive marketing activity as museums compete against a range of other organizations for their audiences such as those in the leisure, educational, cultural and tourism domains. Museums have social missions and should be responsive to public mandates.

As nonprofit organizations, museums are charged with the social responsibility of maintaining, procuring and exhibiting elements of cultures for their public and private audiences. As such, museums are accountable to a range of stakeholders, including governments, their boards, the public, and their benefactors.

Visitor Needs

Visitors want an experience in keeping with the drama of this environment, and receive insights into the natural environment and people of the region, past, present and future. They are excited about a museum that is interactive, and a museum where the spirit of exploration and discovery is nurtured and celebrated. They are also looking to meet with people from the region to get a first-hand account of local culture and scientific investigation, in a setting that is family-friendly, authentic and memorable.

Community Member Needs

Community members want a place where they can preserve the history of the region and nurture stories, a museum that makes them feel proud of their history and heritage. They are looking for a center where they can come together to discuss and develop initiatives that are of local concern. These initiatives will be presented in a format that reflects the values of the community, sustains the natural environment, and celebrates regional spirit. Community members on Long Island are also among the most educated and experienced in the country. They are looking for a forum to learn more about the world beyond their daily experience. This includes the Vanderbilt's collection and educational scope of world cultures, marine science and astronomy, in addition to our local historical North Shore Gold Coast and transportation heritage. Visiting scholars, students and researchers are part of the museum's community.

Museum Professional Staff Needs

Museum staff is responsible for the stewardship of the historic buildings, landscape and collections, as well as the planetarium and astronomical artifacts and equipment. Our mission, the education and enjoyment of the public, is carried out through collection, conservation and preservation, research, exhibitions, theater productions, publications, educational programs, support of regional heritage organizations, living history events, community library and archives. No matter what the fiscal situation of the day, the staff has always done a valiant job in meeting the needs of the collections, estate and the public. However, they need a variety of resources, including financial, to fulfill their responsibilities.

Shared Needs

The visitor requires exhibitions, public and educational programs, and spaces to eat and shop for items that extend their experience after they have left. Community members desire meeting spaces, special event, research and project work areas and arenas that facilitate participation and exchange. Museum curatorial staff needs collections storage, preparatory, archival, research and technical production space and equipment support. Many areas are shared by all three user groups. These include collection and exhibit spaces, research rooms, classrooms, estate sites and program venues that engage the general public in field trips, community discussions etc. Integration between the curatorial staff, community and visitors is a key component of the museum's strategic plan. It is integral to the Vanderbilt's success that staff and the community have the opportunity to share their passion, dedication and joy with visitors.

Services and Resources

Educational Programs

The education programs at the Vanderbilt are multicultural, multi-disciplinary and cross-generational in nature. The museum serves school groups, civic organizations, local community groups and thousands of individual visitors every year. Our goal is to interpret the life and times of William K. Vanderbilt II, his travels and collections, and to enlighten visitors about the Gold Coast era of Long Island. The school programs align with New York State Education Standards in science, social studies, art and mathematics and thus educate and entertain students while remaining specific to the museum's mission and collections. The Planetarium, built in 1971, provides an additional educational dimension that includes astronomy, meteorology and geology

School programs include one and two hour visits to the museum for tours and hands-on activities. The Ancient Egyptian class, which interprets the 3,000 year old Egyptian Mummy in the museum collection, brings six graders from all over Long Island. Butterflies, Animal Homes and Habitats and Sea Search, are among our most popular programs. The Planetarium's live school presentations in the domed theater are seen by tens of thousands of students every year. Public programs for all ages include adult arts workshops, adult astronomy, children's summer and break programs, and mansion tours. Visitors come with group tours, as individual guests or as part of special event days.

Tours of Historic Estate

One hour public tours are available of the historic mansion, throughout the year. In the summer, tours of the entire estate are available, and the unique *Living History Tour* takes guests to the Gold Coast of Long Island in 1930s. They share the experiences, opinions and lifestyle of the Vanderbilt household, family and friends, as interpreted by museum guides.

The mansion tour begins in the courtyard of the historic house once owned by William K. Vanderbilt II. A guide describes the history of its construction and the architectural

details of Vanderbilt's 24-room mansion at his Eagle's Nest estate. Once in the Mansion, the guide introduces the visitors to the history of the Vanderbilt family and takes them through their living quarters and also the servant's wing.

The family and guest rooms are filled with, antique furnishings, paintings, ceramics, family photos and portraits. In the servant's wing the furnishings contrast with the luxurious style of the Vanderbilt's upstairs rooms. A highlight of the servant's wing is the serving kitchen completely stocked with vintage kitchenware and many of the everyday supplies available during the mid to late 1930's. The vintage look is completed with a collection of original dinnerware and serving pieces on loan from the Depression Glass Society of Long Island.

During the tour the visitors learn about how life was on Long Island's Gold Coast at a time when the Vanderbilt's summered in Centerport, about the eclectic collections they surrounded themselves with, and what the world was like for the family and staff at Vanderbilt's Eagle's Nest Estate.

As of July 7, 2009, a professionally produced audio tour of the entire estate, funded by Trustee Bill Rogers, will be available for a fee comparable to the guided mansion tour. Visitors will be able to rent a player and tour the museum grounds and exhibition halls at their own pace. This one-hour tour will offer a new visitor experience and accommodate up to forty-five visitors. This will be a new source of revenue.

Exhibits, Collections and Archive

Extensive archives, including photographs, film, paper and books, provide a center for research for people all over the world. Ethnographic and decorative/ fine arts artifacts, as well as architectural and industrial features, are expansive. The specimens of our natural history collection, particularly the marine biology collections, provide unique research opportunities for specialists, and continue to be studied by scholars worldwide. The museum exhibits are museum pieces in and of themselves, and are resources for study and interpretation. The designation of the Habitat Hall as a national treasure by the Federal Save America's Treasures Program, illustrates the importance of the Vanderbilt collection. Our curatorial staff provides extensive research services to our community.

Gold Coast Waterfront Estate

The Eagles' Nest Estate provides a beautiful vista that is beyond compare on Long Island. The estate is the site of hundreds of professional photo shoots, including commercials, Hollywood film, and local wedding photography. Its unique architecture and the splendor of the furnishings and water view, make it an extraordinary resource for this kind of site use. More marketing efforts for location shoots will increase revenue. The museum is a special venue for weddings, catered corporate affairs and special events.

The waterfront is under development, already consisting of a boathouse, extensive shore line, seaplane hangar and walks. Future capital projects will provide beach access and the opportunity for waterfront events and site use.

Planetarium

The Vanderbilt Planetarium opened in 1971 on the grounds of the Vanderbilt estate, and it is the largest facility of its kind on Long Island. The Planetarium's purpose is to provide visitors with information about the nighttime sky and our universe. The Planetarium's main feature is the domed, 60-foot Sky Theater. The theater's GOTO star projector can display the sun, moon, stars and planets. It also recreates celestial events during our various Sky Shows. The projector can simulate the heavens at any moment in time, from the distant past to the future, as it appeared from any place on Earth. The projector can show 11,369 stars, the Milky Way and several deep sky objects. This allows Planetarium staff to recreate the visible night sky, as seen under perfect conditions.

Supplementing the Sky Theater's GOTO projector are dozens of slide projectors, arranged around the perimeter of the 238-seat theater. With these projectors, we can produce images of planets, real or imaginary space scenes, special effects such as space travel, exploding supernovae, and rotating galaxies anywhere on the dome. A powerful video projector is used to project moving images in the theater. Outside of the Sky Theater, visitors find space-related exhibits in the Planetarium lobby. Among the displays are a meteorite, planetarium artwork and a 6-foot diameter moon globe.

In 2010 the sky theater will have a complete technical upgrade. Replacing the dated slide projectors will be a full-dome video system, capable of offering a fully immersive environment. A new star projector will enable expanded programming, and along with new audio and lighting, provide a superior visitor experience. The capacity to produce new shows and increase the number of shows presented each day, will greatly increase the planetarium's numbers.

The new planetarium will have the flexibility to multifunction for other theater, corporate and private functions due to the addition of a star projector that can lower below site lines, moveable seats and expanded digital video functions.

Special Expertise

The Suffolk County Vanderbilt Museum is committed to scholarly and technical research that provides a basis for appreciating, conserving and interpreting the historical architecture, collections and social history associated with the *Eagle's Nest* estate. Staff has extensive experience in museum studies and operations, as well as organizational analysis. Our planetarium staff is on the cutting edge of planetarium show production and astronomy public presentations. The museum is the regional resource for public astronomy. Professional staff and consultants with expertise in such fields as collections care and treatment, historic preservation, and natural and social history are periodically

engaged in research projects that increase our understanding of the collections and their proper stewardship.

For example, the Director of Curatorial Affairs has just completed a \$270,000 project funded by the prestigious *Save America's Treasures* Grant with matching Suffolk County Capital Project funds, to restore the exhibits and dioramas in the Vanderbilt Habitat Wing. This project includes the recently completed restoration of the taxidermied 32 foot whale shark, the largest taxidermied specimen in the world. A team of experts in many disciplines from all over the East Coast, worked with museum staff to preserve this treasure.

The collections contain over 12,000 documents and images on the life and interests of William K. Vanderbilt II. Included are more than 1,000 books on exploration, natural history and the decorative arts, scientific journals, 15 scrapbooks, over 5,000 black and white photographs documenting Vanderbilt's family life and scientific explorations, and architectural plans and photo albums of the Centerport, L.I. and Fisher Island, Florida estates. Log books from Vanderbilt's around-the-world expeditions document his experiences and the people and places he visited during the 1920s and 1930s. Over 300 original pen-and-ink and watercolor illustrations of marine specimens by William E. Belanske, Vanderbilt's curator during the expeditions, are preserved. Original, one-of-a-kind photos and documentation of the Vanderbilt Cup Races on Long Island (1904-1906, 1908-1910) and the building and history of Vanderbilt's Long Island Motor Parkway are also preserved.

Strategic Relationships

Vanderbilt Museum has many opportunities to develop collaborative, mutually beneficial relationships in a variety of areas, and a focused effort will be made to expand in the area of relationships which will increase visitation, support and use of the museum.

The partnerships have the potential to assist Vanderbilt in a number of ways. Several of them provide the potential to attract new audiences to the museum and generate repeat attendance by creating more diverse and interesting exhibits and programs, thus better meeting visitors' interests and needs and adding value to the visitor experience. Others provide the potential to share physical space, staff and other resources, resulting in possibilities for leveraging fundraising efforts, decreasing capital investment and improving operational efficiencies and/or lowering costs. Some of the partnerships would be useful from a marketing and advertising point of view. Still others will provide access to resources and opportunities that might not otherwise be available, including the volunteers and sponsors of partner organizations.

Some of the increased efforts will be as follows:

- Maximize leverage of visitor base by working with many partners – use cultural passports; actively solicit corporate groups and events; actively educate hotel concierges
- Expand school programs and outreach
- Expand corporate sponsorship programs and explore naming opportunities

Confidential Suffolk County Vanderbilt Museum Business Plan Draft

- Affiliation between groups can facilitate fundraising and generate operational savings
- Generate support of business community by quantifying economic value
- Expand volunteer opportunities and relationship with newly formed *Friends* group.

These partnerships may be operational in nature, may address exhibit and programming opportunities and/or may leverage marketing resources. The willingness of a wide range of organizations to partner is an important strength that should be leveraged in order to broaden the reach of fund raising efforts, share resources and effectively manage operating and exhibit costs.

Current Relationships include:

Astronomical Society of Long Island

The society is dedicated to increasing the appreciation of astronomy and astronomy related subjects. Meetings are held every Wednesday night at 8:30 pm, at the Vanderbilt Planetarium.

Image Cycling

Image Cycling at the Vanderbilt Planetarium is a unique twist on the popular spin classes that you will find at local fitness facilities across the country. By combining compelling music, visually stunning images, planetarium effects and creative coaching by the Image Cycling team, we've put together an unforgettable experience under the dome. This continues to be a compelling and revenue generating experience for visitors.

Arena Players

Arena Players perform a variety of children's and adult theater at the museum throughout the year, including the very popular Shakespeare in the Courtyard summer series. This partnership has brought in steady revenue for years.

Cornell Cooperative Extension Service

Most of our landscape and garden volunteers are from the Cornell Cooperative Extension of Suffolk County, a not-for-profit agency dedicated to helping the residents of Suffolk County through informal educational programs that help family, school and local businesses. Under the supervision of Master Gardeners, volunteers earn their certificates through volunteer service. Many of them continue as volunteers and are helping to restore and maintain the historic gardens of the Vanderbilt Estate.

Regional Garden Clubs

Over ten area garden clubs including the Centerport Garden Club, Dix Hills Garden Club, Honey Hills Garden Club, Nathan Hale Garden Club and the Three Village Garden Club, share their expertise with the museum and work as volunteers. They maintain gardens and assist in the holiday and seasonal decoration of the historic mansion.

Colleges and Universities

Long Island University, Adelphi University, Hofstra University, Stony Brook University

and Columbia University, to name a few, have participated in our college internship program in the curatorial department. These students work under the supervision of museum staff and provide assistance while expanding their education to include practical applications. Professional collaborations with local professors is a resource that benefits both institutions. College classes do come to the museum and make assignments to their students using our resources.

School Districts and Libraries

Collaborative initiatives include a year-long gifted and talented program at the Vanderbilt Museum with the South Huntington School District, as well as programs held on site for the Harborfields School District. Our new membership program for libraries is expanding our audience reach and providing a new service to library patrons.

Chambers of Commerce

The museum participates in the Melville Chamber of Commerce, Long Island Association and belongs to the Northport and Huntington Chambers as well.

Non-Profit Organizations

The Northport Rotary and Junior Welfare League of Huntington are just two area organizations that have developed mutually beneficial relations with the museum. To further our relationships with other groups, the museum is very responsive to requests from regional schools, non-profits and service organizations when asked for donations of tickets.

Town of Huntington

The Museum has collaborated with the Town of Huntington to create programs and special events throughout the year.

Major Corporate Sponsors

Bank of America

Rainbow Corporation, Inc

Arrow Electronics

Suffolk County

The Vanderbilt Museum's most important relationship is with Suffolk County. The County Legislature appoints the trustees, oversees the endowment, and has approved many dollars of funding for major capital projects in the past ten years. These projects include infrastructure programs, such as accessibility projects, electrical, heating, plumbing, fire security, bridges, walkways and roadways. There have also been ongoing restoration projects of our historic buildings, including facades and windows. The waterfront and planetarium have capital projects that will be starting construction phases in the next year. Both areas are key to our sustainability. They are domains of proven visitor interest and focus, and have a track record of revenue generation. The planetarium on the water that sits on an historic Gold Coast Vanderbilt Estate---the aura of a golden past with the excitement of the space age future ---that is what makes us truly unique.

Suffolk County has responded to this vision, and we are now investigating with both the legislative and executive branches new ways of drawing on the resources of the County. As part of the County, yet separate, the Vanderbilt has to actively investigate all possible relationships within County departments. For example, communicating with the people and businesses of Suffolk County may be facilitated through County mailings or on the website. The museum is confident a new stronger and more integrated relationship will be developing in coming years.

Market Place

The market for the Museum's services is substantial and growing. A number of factors fuel this growth:

- Long Island has a population of over 7,500,000. Its population density is 5,470 people per square mile. If it were a state, Long Island would rank 13th in population.
- Long Island is home to the East Coast's largest industrial park, the Hauppauge Industrial Park. The park has over 1,300 companies employing more than 55,000 Long Islanders. Businesses continue to come to Long Island.
- Long Islanders have a high education level, and interest in the arts and sciences. They have consistently shown that education is a priority in their lives.
- As the huge baby boomer generation on Long Island starts to retire, they will be looking for leisure activities.
- With the internet, the museum's reach is now global. The demand for our research services will expand, and more on-line services will be required.
- While New York City is only an hour away, it is increasingly difficult for people to navigate, and we are now a generation removed from the mid-century suburban move out to the island of so many Long Island families. Younger and older generations are more likely to stay on the island for their leisure and arts activities.
- At the same time, the museum is close enough to the city to be reached easily by train, and offers a wonderful daytrip experience so different from what is available in NYC.
- The growth of Long Island's tourism industry on the East end will directly feed an increase in our audience.

Competitive Environment

Museum

Competition actually includes all leisure activities, including movies, amusement parks, theater, historic sites, beaches, shopping, etc., but direct competition comes only from other large museums and historic mansions. In Suffolk County there is no museum comparable in scope or size. The unique combination of water location, Gold Coast

mansion of decorative arts, world culture artifacts, marine museum and planetarium, makes the Vanderbilt and the South Shore the only starred attraction on Long Island. While there are other wonderful museums, including the Long Island Museum of Art, History and Carriages, the Bayard Cutting Arboretum, East End Museums like the Parrish Art Museum and the Atlantis Aquarium, none offer the educational and time-transporting experience of the Vanderbilt.

In Nassau County, Old Westbury Gardens and Planting Fields offer a somewhat comparable mansion/historic estate experience; they do not include a natural history museum or modern planetarium. The Cradle of Aviation and Long Island Children's Museum offers fine programs for families, but does not have the arts and history programs that the Vanderbilt has.

Internal Operation Competitors

There are many restaurants and catering facilities in the surrounding communities. Our closest competition in terms of style is Oheka Castle. However the Vanderbilt's venue has a waterfront that provides breathtaking views that transport the guest to another time, and that is why our facility is of interest to area caterers. It is a unique experience, and provides a unique fantasy experience. Any on-site restaurant or catering facilities will have to take advantage of these qualities.

There are also many gift and toy stores in the area, and we are somewhat out of the way, on a finger of land. The museum gift shop will have offer exceptional merchandise, or a unique experience, to draw visitation.

There are no public planetariums on Long Island, the nearest is in Manhattan at the Museum of Natural History. The new planetarium will have the capacity for entertainment in the nature of an IMAX theater. Only the Cradle of Aviation Museum in Nassau County has a theatre of that kind. We do not consider that theater to be in competition with our planetarium theater.

Food Service

Food service is an amenity offered by most museums, and for the past ten years the Vanderbilt has investigated different scenarios. For a number of reasons, often related to Board of Health issues, these initiatives have always stalled. Most recently, an arrangement with a local Subway, and then a hot dog vendor, provided limited food service during high visitation holiday weeks. We have successfully been selling our site for outside functions, primarily weddings, with the understanding that any licensed caterer can provide catering. This has been a growing and successful revenue stream. However the long term investments are considerable and administrative staff oversight has been intense.

Given the museum's limited resources for handling this project in-house, the museum has decided to investigate outsourcing this operation to a third party. Outsourcing the catering will free museum staff to focus on mission related activities. An RFP for catering

services was issued in early May, and responses are due the end of June. We currently have interest from three credible caterers to provide museum visitor food service, as well as special event catering.

The museum looks to food service as not only a new revenue stream, but also as an amenity that will provide quality service to our visitors and extend their stay and opportunities to visit our gift shop or attend another show.

Facility Rentals

Facility rentals have potential for growth at the museum. Current uses include birthday parties, corporate functions, weddings and photo shoots. There is a balance that must be carefully kept between the needs of proper museum collection care, access to museum spaces for the public to enjoy, and needed revenue generation. We also are cognizant that we are in a residential area, and we try to be good and considerate neighbors. Recently the noise of some of the museum events has disturbed our closest neighbors and any plan for facility rentals of the golf course and courtyard must address this issue.

Low impact use, such as wedding photo shoots, provides a steady, if small, stream of income. The highest impact uses, which require the closing of areas of the museum to the public and the removal of collections, such as commercial photo shoots, also have the biggest financial benefit. They are actively sought, but hard to book. We work with the Suffolk County Department of Cultural Affairs, and several Manhattan based scouts to market our beautiful site. Increased efforts in this area would likely be fruitful as scouts look closer to Manhattan for location sites.

Catered Affairs

Space for facility rentals is limited and inside areas are very small. The planetarium lobby is the only indoor space that can accommodate more than forty people to a sit down dinner. However the mansion does have lovely cocktail event space, and in the warmer months an event tent on our golf course provides seating for 266 people. Large summer events with additional tents have accommodated over one thousand people.

Currently people rent a site for a fee, and are free to bring in any caterer they desire. This has benefited the museum by allowing visitors to have an unusual site and an unusual food service if they desire. Because of our unique flexibility, for example, we have developed a niche with the Indian community. As we explore a relationship with a single in-house caterer, we must examine this negative aspect. We suspect though, that the investment a single caterer would be willing to make in our site, the ease of dealing with, and educating, one business, and the additional visitor food service that would be available in a restaurant or bistro, does outweigh any drawbacks.

The upgraded planetarium and the new large telescope should be make the theater and lobby space of prime interest. A small investment in upgrading and possibly expanding the lobby space into front office space, would make the area more inviting. We will be examining our current site use policies and hours to provide more opportunities for

private functions. Limiting our public evening hours to only two Saturdays a month, would offer more opportunities for private functions. The museum will have to strike a new balance between public access, and private revenue generating events.

Museum Store

Our museum gift shop is currently operated in-house with space off the planetarium lobby. Due to a lack of funds for investing in stock and displays, it is underperforming. The modern museum gift shop offers the visitor an extension of their museum experience, and is now seen as a vital component of any museum. With the right outside retail partner, the store has the potential to become a major revenue generator. The museum is currently negotiating with a Connecticut toy store willing to make a major investment in stock and displays, and cover shop staffing costs. A destination educational toy store carrying things of interest to all ages, with an on-line presence will not only create new traffic, but also visibility. Our website would connect to the toy store, and be a new revenue stream. The shop would provide additional promotional and marketing exposure funded by the outside company.

We are investigating new locations on the grounds for satellite seasonal gift shops and kiosks. Additionally we are looking to bring some exhibits into the store. The museum gift shop should be seen as an opportunity to purchase something meaningful and fun that will bring the experience home. A store that is responsive and available to private facility rentals and special events, as well as school trips and daily visitors, will maximize our potential.

Other Revenue Operations

The museum is committed to exploring every potential revenue generating source as we struggle to maintain the quality of our services and the proper stewardship of the museum.

Planetarium Dome Entertainment

The capabilities of a multi-functional dome with not only an immersive digital video environment, but the ability to lower the star projector from line of site, opens the option of traditional movie projections, theatrical shows such as our popular magic show and rock laser shows. Full-dome 3-D planetarium and rock shows will be a new kind of entertainment. Live jazz and classical music concerts presented in our 238 seat theater have been successful in the past, and will be offered in the future. In coming years as we upgrade our seating to include moveable seats, we will additionally have the option of open space in the dome for dancing, and overnight camping opportunities.

Grounds Operations

A themed miniature golf course, agricultural and marina operations are just some of the areas that we will be exploring. Every proposal is given consideration, including a recent inquiry by a local seafood company regarding the purchasing of water from our salt-water well in the Boathouse. The museum has been approached for rental of the seaplane

hangar for a center for rowing operations in recent months. The volunteer group of master gardeners that maintains our gardens has planted a teaching vegetable garden at Normandy Manor, and will be selling the produce for us. They expect to cover the yearly gardening expenses. Once again, partnerships and the involvement of our community will be the key to success.

Cell Tower

The Vanderbilt Board of Trustee President, with support from various County Legislators and agencies, has been actively pursuing a contractual agreement with several cell phone providers to erect a cell tower on Museum grounds. The potential income from this venture could be substantial, and once in place, a passive on-going source of revenue.

Other Museum Resources

Our archives and decorative arts can be a source of income for reproduction and design rights. Retail possibilities should be investigated. There is potential for using our website to generate revenue through advertisement placements.

Current Fundraising

Fund raising efforts in recent years have focused on corporate and major gifts, event sponsorships, in-kind donations, an annual appeal and one major annual fundraising event. With the exception of a major donor who is on the board of trustees, these efforts have not been as successful as they should be for an institution of our size. One factor for this is that the development department has fallen victim to staff reductions due to a continuing budget shortfall. Positions including public relations, membership, and special events have been cut in the past five years, as has the Development Director position. Development departments contain the highest salaried people in a museum, in part because they also are the highest revenue generators, but the department can take years to develop the relationships and programs that will sustain them in the first years and provide the groundwork for years of growth. Currently the Executive Director is acting as the development department, but a vital museum will have to hire additional help. A first step will be to hire, on a fifteen month basis, an outside professional development firm to provide fundraising expertise.

The Vanderbilt Museum is seeking proposals from qualified firms to provide strategic and implementation fundraising support. The goal will be to enhance development capacity, help the museum engage a diverse range of funding sources that result in a more sustainable Vanderbilt and provide for a seamless transition from external to internal development activities at the close of the consulting engagement. We believe that this course of action will jump start our fundraising efforts and provide expertise as we develop further our business and strategic plans.

The recent creation of the Friends of the Vanderbilt group will focus on fundraising efforts and membership drives. In late 2008, they spearheaded a successful friend-raising community holiday event, and facilitated the donation of food services, as well as

volunteers, that made a year end fundraising cocktail party, hosted by the Presiding Officer of the Legislator, so successful.

Marketing, Membership and Development

Marketing

Marketing is a key component to the success of the museum's revenue stream yet it is an area that has suffered as a result of staff cuts in recent years at the Vanderbilt. The most important aspect of our marketing campaigns is to increase the awareness of the Vanderbilt's position in the community and that *the Vanderbilt offers something that no other entertainment or leisure activity can: a special experience **and** an educational value.*

Due to the complex nature of our diverse museum campus, marketing strategies must have both internal and external dimensions. Wayfinding signage and brochures driving visitors throughout the property, particularly from the high volume planetarium to the mansion is essential. Museum patrons must be reminded of activities, exhibits, museum store merchandise, special events and food service. Outside marketing should have a local, regional and national/international focus. Radio stations, TV, newspapers, and an interactive website, in addition to direct mailings and other digital media outlets will communicate our assets. Our business partners will promote the museum as they promote their own activities, and our cultural/educational partners will extend our message as well.

The role of the museum in society has changed. It is no longer an institution primarily focused inwards; we now actively encourage collaboration and a sharing of authority. Because of that, our membership efforts take on a new vitality and importance. Not only as an important source of revenue, but as the stable base of support that will provide sustainability. The recognition that it is our members that will provide the long term major donor support, that it is our members who will be our most active volunteers, and it is our members that will be our strongest advocates, behoove us to do everything we can to increase their numbers and develop better means of communication. The internet, through emails, on-line pod casts, file sharing, user group and easily shared digital formats, has changed the way we communicate and do business. Barcodes for tracking memberships will be added in future years. All this will have to be part of the new Vanderbilt.

Evaluation of the membership program, fees, categories, and value, will not only increase the revenue stream, but enhance the retention rate and drive renewals to a higher level. The recently created library membership program, *Check Us Out*, has been very successful. It fulfills our mission or community outreach, while providing a new revenue stream. We will be exploring corporate and business categories, as well as grandparent memberships. Marketing and membership drives will get people through our iron gates, but they will not keep them coming back unless customer service is emphasized. Keeping our members in the forefront will ensure that we always drive ourselves to keep the experience at the Vanderbilt changing and invigorating.

We have already begun to revamp our marketing efforts and will redouble these efforts in the coming years as described below:

Rebranding

We will be implementing a rebranding of the Vanderbilt that is already being developed. This will include standardizing the Vanderbilt logo, fonts, colors and images so that the sophistication of the Vanderbilt is immediately apparent to visitors, members, sponsors and educators. This standardization will be included in every document and publication that the museum produces including its website.

Message(s)

Along with consistency in the branding of the museum, we are developing and will be implementing, consistent messages to the public. Depending on the audience for the message, our trustee's and staff will be provided with well-developed talking points so that there is no confusion as to the attraction of the Vanderbilt and its place in the community. In 2009, two main messages will be incorporated into our marketing campaigns. The first is to combat the effects of the recent negative publicity which questioned the viability of the Vanderbilt and the other is to encourage the public to *rediscover the treasure in your own backyard*. The focus in 2010 will be the farewell to our beloved GOTO projector, and the arrival of our hi-tech planetarium projectors.

Brochure Development

In order to empower our trustees and staff to effectively raise funds, we will be developing new brochures that incorporate the new branding and messages as described above. These brochures will include vivid graphics and will make the case for membership, corporate sponsorship, education visits and site use engagements.

Website Redevelopment

The most important medium in today's marketplace is the worldwide web and the Vanderbilt will take advantage of this medium by redeveloping our website not only to attract visitors to the museum but to make the website itself revenue producing. Along with enhancing our message through this medium, we will be redeveloping our website to make it a virtual community and to include blogging and similar technologies which will enhance the search engine optimization of the Vanderbilt resulting in website advertisement revenue.

Visitor Experience

In order to have repeat visitors and justify membership enrollment, we will be instituting improvements in the visitors experience at the Vanderbilt. The improvements will include vivid handouts that are coordinated with unique site signage so that the visitor is aware of all that the Vanderbilt offers. We will also use these materials to better communicate upcoming events to encourage repeat visits.

Opportunities

There are many opportunities in the marketplace that we can use to the benefit of the Vanderbilt. The most important of which is to take advantage of the slow economy to encourage people to visit the museum as part of the trend towards *staycations*. We are confident that, once people *rediscover* the Vanderbilt, they will be more likely to repeat their visits, which will lead to increased memberships.

Experienced Management Team

Vanderbilt Museum benefits from a strong management team with substantial collective museum and business expertise. After fifteen years under the leadership of one President, the Museum has voted in a new President, Noel Gish. A largely new board is committed to reinvisioning and reinvigorating the Vanderbilt. Trustees include: First Vice President Michael DeLuise, Second Vice President Matt Swinson, Treasurer Ron Beattle, Secretary Gretchen Oldrin-Mones, Sarah Anker, Lynn Dwyer, Steve Gittelman, Ph.D., Thomas Glascock, Daniel Olivieri, Anthony Pecorale Ph.D., William B. Rogers and Art Sillman. They bring with them extensive expertise in education, business, non-profit development and law.

The Suffolk County Vanderbilt Museum professional staff is headed by recently appointed Executive Director, Carol Ghiorso Hart, an anthropologist with extensive experience as a museum curator, educator, executive director and adjunct professor of anthropology. Senior full time professional staff includes: Director of Curatorial Affairs Stephanie Gress, MA in Art History, with a strong business experience as well; Asst. Director of Public Programming, Lorraine Vernola, MA in Earth Science Education; Technical Production Coordinator Dave Bush, MA in Earth Science Education; Business Manager Barbara Oster; Restoration Supervisor Peter Newman; and Site Use and Volunteer Coordinator Carol Sperandeo.

Organizational Structure

The Vanderbilt Museum and Planetarium has survived twenty years of staggering increases in operational costs, primarily the result of rising energy, insurance and employee benefit costs, by cutting back its staff. The early 1990s saw a huge reduction in the planetarium professional staff, resulting in a significant decrease in planetarium original productions and a lack of personnel with astronomical expertise. From 2000-2004, cuts were made in every department, as most administrative and development positions were eliminated, along with maintenance specialized staff. During this period there were 26 to 29 full time staff members.

In the beginning of 2007 there were 18 full time staff members. By January 2009 there were 15, today there are 11. In all cases, the work has been picked up by other full time personnel, or part-time people have been hired. There are approximately 55 part-time people, most with seasonal hours. Many are providing some of the services provided by former full-time staff members, at a savings in benefits and hours. But there has been a cost to the museum. Unfilled positions include an astronomer, natural history curator,

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membership and special events, several development people, several grounds crew and an education director/coordinator. Due to the current fiscal crisis, the remainder of 2009 and much of 2010 will remain staffed at current levels. The following years will be a period of rebuilding following a decade of retrenchment. We must start to build our capacity for success and growth, and it starts with the development department.

As we move forward we will start to allocate resources to rebuild our staff so we can support our programs and the standards of excellence that have earned the Vanderbilt Museum AAM accreditation.

A review of the salary expenditure history since 2001 shows the cuts that have already been made in the past few years to reduce costs. The number of full-time staff members is less than half what it was in 2004.

	2001	2002	2003	2004	2005
Salaries	\$1,201,755	\$1,326,019	\$1,198,296	\$1,204,493	\$1,193,656
Benefits	\$315,812	\$364,523	\$366,111	\$328,983	\$392,909
Professionals	\$156,779	\$172,127	\$166,852	\$209,148	\$143,986
TOTALS	\$1,674,346	\$1,862,669	\$1,731,259	\$1,742,624	\$1,730,551
	2006	2007	2008	2009	2010
Salaries	\$923,819	\$873,158	\$828,861	\$877,000	\$928,000
Benefits	\$365,879	\$310,647	\$294,669	\$254,000	\$258,500
Professionals	\$393,043	\$475,967	\$399,461	\$250,000	\$235,000
TOTALS	\$1,682,741	\$1,659,772	\$1,522,991	\$1,381,000	\$1,421,500

Boldface lines
include security

Please note that the Professional expenditure line included most of the security costs for the Vanderbilt in 2008. From Jan. 2006- Nov.2008 security was completely outsourced. This was an attempt to save money, but was not a success. As of December 2008, two of the three shifts are handled by our own staff. By August 2009, security will once again be completely handled by Vanderbilt staff at a savings of about \$70,000 a year. This budget also includes \$40,000 in 2009 and \$80,000 in 2010, for a development firm. There is \$30,000 in the salary line for an astronomer in 2010.

Financial Summary

2009

Due to the unanticipated loss of most of the expected endowment income, the 2009 budget has been revised from the usual \$1.2 million dollar endowment distribution to a 45,500 income distribution, and an additional \$800,000 in operating funds from the County. Based on actual year-end figures which show better than expected revenues from planetarium admissions (primarily due to the laser shows and expanded hours of presentation), reenergized fundraising efforts from the Board and the creation of a fundraising Friends group, admission and fundraising figures have been increased. We further anticipate increases in summer camp income, but must also plan for a continued falling off of our school admissions due to school budget cuts.

Most fees have been increased 10%, with mansion tours and adult planetarium shows increasing from \$3 to \$5. Negative publicity due to our current financial crisis has had a profound negative impact on our bookings for weddings, school trips, group tours and other site use events. People are hesitant to make plans, or put down a deposit with an institution that is in trouble and threatened with closure. We have changed some of our reservation policies to encourage bookings. Several new fundraising campaigns will generate many smaller donations. Larger donations are being solicited through an annual appeal, with donations now possible through our website.

On the expense side, vacant staff positions will remain unfilled for the year, while there is a shift in expenses from outside professionals to part-time salaries. We are phasing out the private security company that has been providing security for the past three years, and replacing them with part-time greeter and security staff of our own. Current full-time staff will take on some responsibilities as well. This should result in significant savings and far better visitor and museum service than we have been receiving. Some new software and hardware in support of on-line ticketing, as well as an increased marketing budget, is also reflected in this budget.

The museum has undergone several rigorous studies by utilities and energy experts in the Budget Review Office of the County Legislature, as well as the Department of Public Works, National Grid and Keyspan. We have already implemented some of their cost and energy saving suggestions. This winter however, is the coldest we have had in many years, and the spring has been wet and cold, so any savings are likely to be minor. We continue to explore areas to cut expenses through conservation and wise use of our resources.

In considering every possible avenue to sustainability and survival in 2009, we looked very closely at our facility, particularly at the two areas of our museum operations, the estate /mansion and the planetarium. As noted by Budget Review Office, it costs over \$800,000 to operate our facility even with the doors shut to all visitors, and virtually no staff. What we have found, (*see Earned Income Statements, Mansion, Planetarium and Estate 2009*) is that these areas are both income producing. The final numbers are somewhat soft in that we charge a general admission to all who come on the grounds, and it is somewhat difficult to determine how many people buy an admission and add the planetarium show later (we do track if a visitor buys a ticket in a single transaction). For

the past ten years, the museum has split the general admission income between the planetarium and the mansion in its operating budget request to the County Executive's Office. Our income statements however, attribute it all to the mansion area. Future study will show the proper ratios for this distribution.

Without this redistribution of income, the two areas are remarkably close in revenue generation. Also note that without the expenses associated with our school museum-based programs, the mansion does quite well. It seems, that once we have taken care of the overhead of running and maintaining this institution, both the planetarium and the mansion earn revenue, and therefore closing one area does not make fiscal sense.

2010

The 2010 budget was created assuming that the anticipated Suffolk County Hotel/Motel tax increase will be in place, with funding for the Vanderbilt. Conversations with state and local officials have the Vanderbilt confident that we will receive \$750,000. Income from our endowment interest is represented at a modest \$250,000. We are very fortunate to have these resources to make up for the \$1.2 million we received in previous years from our now decimated endowment fund. Between these two sources, the Museum will have enough funding to meet the demands of this critical year, without any assistance from Suffolk County for operating funds.

The installation of the new Star Projector and theater equipment, with an anticipated re-opening in October 2010, will result in a very different Vanderbilt Museum. We are tentatively looking at a mid-summer closure. We have been advised to expect to close the planetarium for approximately 6 weeks, and are assuming a three month closure for planning purposes.

Once we re-open, based on the numbers when the planetarium opened in 1971 and discussions with similar planetariums, we do expect to more than double our attendance in the first months of operation, both through packed houses and additional offerings. We will be reevaluating our admission fee structure and will certainly raise all planetarium fees.

These expectations are also grounded in data from this past year. (*see Income Statements for Planetarium 2007, 2008*) In spring 2008, three additional laser shows were added to our weekly schedule, Friday and Saturday at 10 PM, and Saturday at 7PM. We also experimented with summer hours that included Thursday evening shows. The results of these additional shows can be seen in the increase in laser show revenue: 2007 \$33,722; 2008 \$84,061. Associated increases in expenses, the part-time salaries of our operators and admission staff, were modest: 2007 \$5,047; 2008 \$13,382.

Evening planetarium admissions, which includes laser shows (*see Evening Planetarium Admissions (Public)*) are twice what they were last year. From 4,247 tickets sold to 9,636. While we did raise the 8 PM adult fee for a show from \$5 to \$7 in 2009, the laser price has remained at \$10 due to the fragile and failing nature of our lasers. (Frequently we are down to only 3 of 5 colors) The new system will enable us to offer many additional shows, both laser and planetarium. Due to the age of our current equipment, we are hesitant to push things too far, adding a fourth evening for example, and can not raise prices too significantly. We are also limited in the variety and frequency we can present

shows because of the logistics of changing the content. The digital new equipment has much more flexibility.

The Day planetarium admissions information (*see Day Planetarium Admissions*) provides us with more hard data. In 2008, 26,997 people attended daytime shows. By adding a 4:00 pm laser show on the weekends, our numbers grew almost 6,000.

General admission numbers (*see General Admissions*), the number of people who walk through the front gate, have increased by 12,000-- from 35,259 in 2007 to 47,268 in 2008. These numbers include members and complimentary tickets, such as our free Holiday Open House Week 2008, thanks to a \$25,000 sponsorship by Arrow Electronics. Interestingly, the numbers for December show the people attending *and paying* for a planetarium show rose from 1,885 in 2007 to 3,703 in 2008. The strategy of offering selected free general admission sponsor days, with only a fee for the planetarium, is one we are pursuing.

All this information points to the profound impact the planetarium will have in 2010. New quality shows of great variety, increased numbers of shows, higher fees, and great publicity, will all result in a huge increase in revenue for the museum. Viable partnerships with the caterers and food service should be in place, as well as the re-thought retail store. Staff costs related to the planetarium will rise as we are open for more shows, and more skilled professionals need to be on site. There will also be increases in expenses related to the new equipment and presentations.

The *New Vanderbilt Museum and Planetarium* will receive a great deal of publicity, and we will be able to promote all our museum programs and events. Sponsorships, donations and memberships should increase along with the numbers of visitors.

2011 and 2012

The first full year of operation will see huge increases in attendance which will also result in increases in membership, the gift shop and donations. While it is hard to predict with any degree of confidence major donor and foundation support, and government funding through grants, funding should start to kick in as we show ourselves to be sustainable, and the prior years of grant applications and the strengthening of our development department should start to pay off. We will continue to evaluate our partnerships, and should start to see major increases in all areas of operations.

Based on the experience of other new museums and planetariums, we can expect attendance to drop about 50% after the first year unless we continue with aggressive marketing, reach out to new audiences every season, and provide changing high quality experiences. This is why we must invest in expanding our professional staff during this time, especially in the planetarium and development and communications areas. Planning for the future needs of the planetarium operations, upgrades in equipment for example, will be essential.

There will be an increased use of the resources of the County, as we explore relationships with the print shop, IT divisions, Budget Review Office, and the Executive Finance Office. We recently had energy specialists from both BRO and DPW do energy audits for us; BRO and budget professionals from the County Executive's office have offered many worthwhile suggestions for improving our revenue flow.

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The boardwalk and seaplane hangar projects, although due to start construction in the spring 2009 with appropriated and bonded money, have stalled due to the fiscal crisis. The boathouse stabilized project is likewise in limbo. These are potential areas of visitation that cannot now be factored into our near-term plans, but hopefully will be viable beyond 2011, as we reach for new and exciting ways to fulfill our mission.

The revenue from our retail, food and admissions however will increase. The new planetarium projector system is projected to be in place by early October 2010. This business plan is the beginning of a more thorough detailed strategic plan that will contain: a development plan, including membership plans, grant and foundation schedules, fundraising activities and a calendar of fundraising special events; outside service provider plans; education, public programming and special event plans; and management plans.

I believe we will meet the 2010 projections through the aggressive use of all these resources. If the kind of attention and support that we have received from the County in the past six months is any indication of the help we will be receiving in the future years, we will exceed these projections. Carol Ghiorso Hart

DRAFT 6/17/09

SUFFOLK COUNTY VANDERBILT MUSEUM PROPOSED OPERATING BUDGET FOR 2010

2008 Actual figures are Unaudited and Unadjusted.

Estimated 2009 as of 6/15

	UNAUDITED ACTUAL 2008	ESTIMATED 2009	REQUESTED 2010
TOTAL: NON-AIDED REVENUE	2,172,890	2,057,300	2,586,800
TOTAL EXPENSES	2,095,287	2,029,500	2,119,500
EXCESS REV. OVER EXPENSES	77,603	27,800	467,300

	UNAUDITED ACTUAL 2008	ESTIMATED 2009	REQUESTED 2010
<i>STATUS OF FUND</i>			
FUND BALANCE JANUARY 1	from audited 2007 financial statement -371,740	-294,137	-266,337
PLUS REVENUES JAN 1 - DEC 31	2,172,890	2,057,300	2,586,800
TOTAL FUNDS AVAILABLE	1,801,150	1,763,163	2,320,463
LESS EXPENDITURES JAN 1 - DEC 31	2,095,287	2,029,500	2,119,500
FUND BALANCE	-294,137	-266,337	200,963

**SUFFOLK COUNTY VANDERBILT MUSEUM
PROPOSED OPERATING BUDGET FOR 2010**

		UNAUDITED		
		ACTUAL	ESTIMATED	REQUEST
		2008	2009	2010
DEPARTMENT INCOME				
08 2089	Special Events	110,812	130,000	180,000
08 2090	Museum Admissions	241,509	275,000	350,000
08 2091	Planetarium Admissions	424,801	475,000	550,000
08 2093	General Membership Fees	19,211	30,000	50,000
08 2094	Corporate Membership Fees	4,600	10,000	20,000
08 2095	Site Use	157,053	120,000	160,000
	TOTAL DEPARTMENT INCOME	957,986	1,040,000	1,310,000
USE OF MONEY & PROPERTY				
08 2401	Interest & Earnings	1,136	800	800
08 2655	Minor Sales	61,694	70,000	100,000
08 2705	Gifts & Donations	51,909	100,000	175,000
08 2755	Endowment Income	600,000	45,500	250,000
	Endowment Release	500,000		
	Suffolk County		800,000	
	Suffolk County Hotel/Motel Tax			750,000
08 2770	Other	164	1,000	1,000
	TOTAL USE OF MONEY & PROPERTY	1,214,903	1,017,300	1,276,800
	TOTAL REVENUE	2,172,890	2,057,300	2,586,800

DEPARTMENT EXPENSES		UNAUDITED		
		ACTUAL	ESTIMATED	REQUEST
		2008	2009	2010
1000	PERSONAL SERVICES			
1100	Permanent Salaries	513,150	450,000	430,000
1120	Overtime Salaries	9,147	7,000	8,000
1130	Temporary Salaries	306,364	420,000	490,000
	TOTAL PERSONAL SERVICES	828,661	877,000	928,000
2000	EQUIPMENT			
	Computer Hardware		5,000	8000
2050 x	Other Equipment		10,000	10,000
	Telescope			
	TOTAL EQUIPMENT	0	15,000	18,000
3000	SUPPLIES & MATERIALS			
3010	Office Supplies	4,540	6,000	6,000
3020	Postage	3,710	7,000	7,000
3030	Photostat, Photograph, Blueprint			
3040	Printing	2,023	12,000	18,000
3050	Fuel for Heating	63,558	70,000	70000
3070	Memberships & Subscriptions	3,897	4,500	4,500
3080	Research & Law Books		0	0
3100	Instructional Supplies	23,773	50,000	20,000
3150	Gasoline & Motor Oil	15,224	16,000	18,000
3160	Computer Software	95	4,000	18,000
3190	Tools & Implements (Minor Equipmt.)	51,326	5,000	5,000
3210	Farm & Agricultural Supplies			
3250	Building Materials	17,032	14,000	15,000
3260	Signs & Maps			
3310	Clothing & Accessories		1,500	1,500
3320	Household & Laundry Supplies	7,904	8,000	10,000
3500	Other (Prgm, Taxes, Permits)	67,961	90,000	100,000
3510	Rent: Business Machines	6,467	7,000	8,000
3610	Repairs: Office Equipmt. & Machines	353	1,000	1,000
3630	Repairs: Licensed Vehicles	5,546	6,000	6,000
3650	Repairs: Buildings	80	10,000	10,000
3770	Advertising	8,697	15,000	25,000
3810	Landscaping	3,887	6,000	6,000
3910	Items for Resale	29,965	35,000	45,000
3920	Laundry & Sanitation	1,200	1,000	1,000
3930	Cartage	19,792	20,000	20,000
3935	Other (Collections)	767	1,000	1,000
	Supplies Misc.	861		
	TOTAL SUPPLIES	338,657	390,000	416,000

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		ACTUAL	ESTIMATED	REQUEST
		2008	2009	2010
4000	CONTRACTED SERVICES			
4010	Telephone & Telegraph	26,954	30,000	33,500
4020	Light, Power & Water	123,859	130,000	140,000
4310	Employee Misc. Expense	403	500	500
4330	Travel, Employee Contracts	5,170	1,000	8,000
4560	Fees for Service, Non-employees	399,461	250,000	235,000
4830	Auto Liability			
4890	Insurance Premiums	77,854	82,000	82,000
	TOTAL CONTRACTED SERVICES	633,701	493,500	499,000
8000	EMPLOYEE BENEFITS			
8280	Retirement	32,977	24,000	22,000
8330	Social Security	67,453	68,000	72,000
8340	Workmen's Compensation	21,194	22,000	22,000
8350	Unemployment Insurance	16,352	10,000	10,000
8360	Health Insurance	138,638	115,000	115,000
8380	Benefit Fund Contribution	17,654	15,000	17,500
	TOTAL EMPLOYEE BENEFITS	294,267	254,000	258,500
	TOTAL EXPENSES	2,095,287	2,029,500	2,119,500

DRAFT 6/17/2009

Income Statement for Planetarium 2007

VANDERBILT MUSEUM

Year to Date % of Revenue

REVENUE

EARNED REVENUES

40110-60-00	SKY SHOW AND GROUND PASS	\$	63,425.00	2.94%
40111-00-00	ADMISSIONS PUBLIC - LASER	\$	33,722.00	1.56%
40120-60-00	GROUP TOUR ADMISSIONS - PLANET	\$	9,911.75	0.46%
40121-00-00	ADMISSIONS GROUP TOURS - LASER	\$	641.00	0.03%
40130-60-00	ADMISSIONS - SCHOOL PLANET	\$	148,913.61	6.90%
40210-60-00	TUITION-PLANET	\$	16,351.00	0.76%
40211-13-00	SPECIAL EVENT- LASER CONCERT	\$	6,140.00	0.28%

Total EARNED REVENUES: \$ 279,104.36 12.94%

EXPENSES

WAGES

60110-00-61	FT SALARIES PLANET EXH/LASER	\$	-2,769.23	-0.13%
60110-00-62	FT SALARIES SKY SHOWS	\$	28,249.26	1.31%
60110-00-63	FT SALARIES SCHOOL PLANET	\$	39,281.07	1.82%
60110-00-65	FT SALARIES PUBLIC PLANET ED	\$	26,203.15	1.21%
60112-00-62	PT SALARIES PLANET SKY SHOWS	\$	23,140.51	1.07%
60112-00-63	PT SALARIES PLANET SCHOOL PGMS	\$	14,655.36	0.68%
60112-00-64	PT SALARIES PLANET LASER SHOWS	\$	5,047.56	0.23%
60112-00-65	PT SALARIES PLANET PUBLIC PGMS	\$	40,863.68	1.89%

Total WAGES: \$ 174,671.36 8.10%

PROFESSIONAL

60120-00-64	OUTSIDE PROFESSIONAL - LASER	\$	1,075.00	0.05%
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Total PROFESSIONAL: \$ 1,075.00 0.05%

SUPPLIES

60313-00-62	SUPPLIES-AUDIOVISUAL	\$	4,274.87	0.20%
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Total SUPPLIES: \$ 4,274.87 0.20%

POSTAGE

60330-00-63	POSTAGE	\$	592.66	0.03%
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Total POSTAGE: \$ 592.66 0.03%

PRINTING

60335-00-63	PRINTING EXPENSES	\$	2,930.00	0.14%
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Total PRINTING: \$ 2,930.00 0.14%

OFFICE

60360-00-64	EQUIPMENT RENTAL	\$	27,968.91	1.30%
60365-00-64	ADVERTISING/PROMOTION LASER	\$	1,200.00	0.06%

Total OFFICE: \$ 29,168.91 1.35%

FRINGE EXPENSES

60810-00-62	RETIREMENT EXPENSES	\$	1,875.70	0.09%
60810-00-63	RETIREMENT EXPENSE	\$	1,875.70	0.09%
60810-00-65	RETIREMENT EXPENSE	\$	1,875.69	0.09%
60825-00-62	HEALTH INSURANCE	\$	7,096.47	0.33%
60825-00-63	HEALTH INSURANCE	\$	7,096.46	0.33%
60825-00-65	HEALTH INSURANCE	\$	7,096.40	0.33%
60830-00-62	WELFARE FUND	\$	959.89	0.04%
60830-00-63	WELFARE FUND	\$	959.89	0.04%
60830-00-65	WELFARE FUND	\$	959.84	0.04%
60840-00-62	FICA EXPENSE	\$	3,717.00	0.17%
60840-00-63	FICA EXPENSE	\$	3,855.76	0.18%
60840-00-64	FICA EXPENSE	\$	321.19	0.01%
60840-00-65	FICA EXPENSE	\$	5,271.89	0.24%

Total FRINGE EXPENSES: \$ 42,961.88 1.99%

Total EXPENSES: \$ 255,674.68

TOTAL EARNED REVENUE: \$ 23,429.68

\$85,323 (one-half general admission)

TOTAL \$ 108,752.43

Income Statement for Planetarium 2008

SUFFOLK COUNTY VANDERBILT MUSEUM

		Year to Date	% of Revenue
REVENUE			
EARNED REVENUES			
40110-60-00	SKY SHOW AND GROUND PASS	\$ 82,007.00	3.77%
40111-00-00	ADMISSIONS PUBLIC - LASER	\$ 84,061.00	3.87%
40120-60-00	GROUP TOUR ADMISSIONS - PLANET	\$ 13,001.50	0.60%
40121-00-00	ADMISSIONS GROUP TOURS - LASER	\$ 176.00	0.01%
40130-60-00	ADMISSIONS - SCHOOL PLANET	\$ 139,863.05	6.44%
40210-60-00	TUITION-PLANET	\$ 12,710.50	0.58%
40211-02-00	OUR NIGHT OUT	\$ 9,097.50	0.42%
40211-13-00	SPECIAL EVENT- LASER CONCERT	\$ 4,728.00	0.22%
40211-14-00	OBSERVATORY	\$ 39.00	0.00%
40211-18-00	ECLIPSE NIGHT	\$ 1,834.50	0.08%
Total EARNED REVENUES:		\$ 347,518.05	15.99%
EXPENSES			
WAGES			
60110-00-62	FT SALARIES SKY SHOWS	\$ 29,320.77	1.35%
60110-00-63	FT SALARIES SCHOOL PLANET	\$ 29,320.89	1.35%
60110-00-65	FT SALARIES PUBLIC PLANET ED	\$ 29,320.76	1.35%
60111-00-62	OT SALARIES PLANET SKY SHOWS	\$ 88.17	0.00%
60111-00-65	OT SALARIES PLANET PUBLIC PGMS	\$ 144.99	0.01%
60112-00-62	PT SALARIES PLANET SKY SHOWS	\$ 24,913.55	1.15%
60112-00-63	PT SALARIES PLANET SCHOOL PGMS	\$ 20,337.61	0.94%
60112-00-64	PT SALARIES PLANET LASER SHOWS	\$ 13,381.94	0.62%
60112-00-65	PT SALARIES PLANET PUBLIC PGMS	\$ 43,966.24	2.02%
Total WAGES:		\$ 190,794.92	8.78%
SUPPLIES			
60313-00-62	SUPPLIES-AUDIOVISUAL	\$ 8,433.07	0.39%
60313-00-64	SUPPLIES-AUDIOVISUAL	\$ 1,070.00	0.05%
Total SUPPLIES:		\$ 9,503.07	0.44%
POSTAGE			
60330-00-63	POSTAGE	\$ 326.46	0.02%
Total POSTAGE:		\$ 3,709.54	0.17%
PRINTING			
60330-00-63	POSTAGE	# \$ 326.46	0.02%
Total PRINTING:		\$ 326.46	0.02%
FRINGE EXPENSES			
60810-00-62	RETIREMENT EXPENSES	\$ 1,851.25	0.09%
60810-00-63	RETIREMENT EXPENSE	\$ 2,618.71	0.12%
60810-00-64	RETIREMENT EXPENSE	\$ 252.00	0.01%
60810-00-65	RETIREMENT EXPENSE	\$ 2,103.14	0.10%
60825-00-62	HEALTH INSURANCE	\$ 8,002.33	0.37%
60825-00-63	HEALTH INSURANCE	\$ 8,002.33	0.37%
60825-00-65	HEALTH INSURANCE	\$ 8,002.29	0.37%
60830-00-62	WELFARE FUND	\$ 1,150.78	0.05%
60830-00-63	WELFARE FUND	\$ 1,150.78	0.05%
60830-00-64	WELFARE FUND	\$ 38.75	0.00%
60830-00-65	WELFARE FUND	\$ 1,150.78	0.05%
60840-00-62	FICA EXPENSE	\$ 4,388.79	0.20%
60840-00-63	FICA EXPENSE	\$ 4,031.98	0.19%
60840-00-64	FICA EXPENSE	\$ 985.00	0.05%
60840-00-65	FICA EXPENSE	\$ 5,850.68	0.27%
Total FRINGE EXPENSES:		\$ 49,579.59	2.28%
Total EXPENSES:		\$ 253,913.58	
TOTAL EARNED REVENUE		\$93,604.47	
		\$92,944	(one-half general admission)
TOTAL		\$ 186,548.22	

Income Statement for Mansion and Museum 2008

SUFFOLK COUNTY VANDERBILT MUSEUM

Year to Date of Revenue

REVENUE

EARNED REVENUES

40110-00-00	ADMISSIONS - GROUNDS ONLY	\$	185,887.50	8.56%
40110-51-00	HOUSE TOURS AND GROUNDS PASS	\$	29,337.00	1.35%
40110-80-00	DINO & GROUND PASS	\$	15.00	0.00%
40120-51-00	GROUP TOUR ADMISSIONS- MANSION	\$	10,502.95	0.48%
40130-51-00	ADMISSIONS - SCHOOL EDUCATION	\$	86,106.75	3.96%
40130-80-00	DINO SCHOOL	\$	3,487.50	0.16%
40210-00-00	PUBLIC PROGRAMS & TUITION	\$	18.00	0.00%
40210-51-00	TUITION - EDUCATION	\$	17,343.00	0.80%
40210-80-00	DINO TUITION	\$	1,755.75	0.08%

Total EARNED REVENUES: \$ 334,453.45 15.39%

EXPENSES

WAGES

60110-00-73	FULL TIME SALARIES HOUSE TOURS	\$	1,078.84	0.05%
60110-00-74	FT SALARIES SCHOOL PROGRAMS	\$	29,866.59	1.37%
60112-00-73	PT SALARIES HOUSE TOURS	\$	38,533.02	1.77%
60112-00-74	PT SALARIES SCHOOL PROGRAMS	\$	46,805.55	2.15%
60112-00-75	PT SALARIES EDUCATION PGMS	\$	8,545.89	0.39%
60112-00-76	PT SALARIES GOUND PASSES	\$	50,239.67	2.31%

Total WAGES: \$ 175,069.56 8.06%

SUPPLIES

60314-00-74	SUPPLIES - INSTRUCTIONAL	\$	23,773.33	1.09%
60315-00-72	SUPPLIES-PROGRAM	\$	6,577.44	0.30%
60315-00-75	SUPPLIES PROGRAMS	\$	1,726.20	0.08%

Total SUPPLIES: \$ 32,076.97 4.78%

POSTAGE

60330-00-74	POSTAGE	\$	326.47	0.02%
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Total POSTAGE: \$ 3,709.54 0.17%

PRINTING

60335-00-72	PRINTING	\$	907.00	0.04%
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Total PRINTING: \$ 2,023.00 0.09%

FRINGE EXPENSES

(Continued)

60810-00-74	RETIREMENT	\$	2,330.95	0.11%
60810-00-76	RETIREMENT	\$	620.17	0.03%
60825-00-74	HEALTH INSURANCE	\$	3,304.08	0.15%
60830-00-74	WELFARE FUND	\$	928.94	0.04%
60840-00-72	FICA EXPENSE	\$	365.92	0.02%
60840-00-73	FICA EXPENSE	\$	3,030.51	0.14%
60840-00-74	FICA EXPENSE	\$	6,145.47	0.28%
60840-00-75	FICA EXPENSE	\$	607.20	0.03%
60840-00-76	FICA EXPENSE	\$	4,053.99	0.19%

Total FRINGE EXPENSES: \$ 21,387.23 0.98%

Total EXPENSES: \$ 234,266.30

TOTAL EARNED REVENUE \$ 100,187.15

\$92,944.00 (less 1/2 general admmiss

TOTAL \$ 7,243.15

Estate Income Statement 2008

SUFFOLK COUNTY VANDERBILT MUSEUM

Year to Date % of Revenue

REVENUE

EARNED REVENUES

40211-16-00	THEATER PRODUCTIONS	\$	9,658.00	0.44%
40211-21-00	COURTYARD PLAYS	\$	11,222.00	0.52%
40211-25-00	ALEX TORRES	\$	7,085.00	0.33%
40320-00-00	SITE USE - GENERAL	\$	156,578.00	7.21%
Total EARNED REVENUES:		\$	184,543.00	8.49%

EXPENSES

WAGES

60110-00-55	FT SALARIES SITE USE	\$	35,733.42	1.64%
60112-00-55	PART TIME SALARIES SITE USE	\$	4,180.01	0.19%
60111-00-20	PERSONNEL - OVERTIME OPS	# \$	8,580.77	0.39%
Total WAGES:		\$	48,494.20	2.23%

PROFESSIONAL

60160-00-72	OUTSIDE PROFESSIONAL - PROGRAM	\$	15,815.00	0.73%
Total PROFESSIONAL:		\$	15,815.00	0.73%

SUPPLIES

POSTAGE

MISCELLANEOUS

60470-00-55	TAXES, PERMITS & FEES SITE USE	\$	37,656.47	1.73%
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FRINGE EXPENSES

60810-00-55	RETIREMENT EXPENSE	\$	1,980.91	0.09%
60825-00-55	HEALTH INSURANCE	\$	6,608.16	0.30%
60840-00-55	FICA EXPENSE	\$	3,287.08	0.15%
Total FRINGE EXPENSES:		\$	11,876.15	0.55%

Total EXPENSES:

\$ 113,841.82

NET INCOME FROM OPERATIONS:

\$ 70,701.18



TOTAL MONTHLY ATTENDANCE 2008

VANDERBILT MUSEUM AND PLANETARIUM

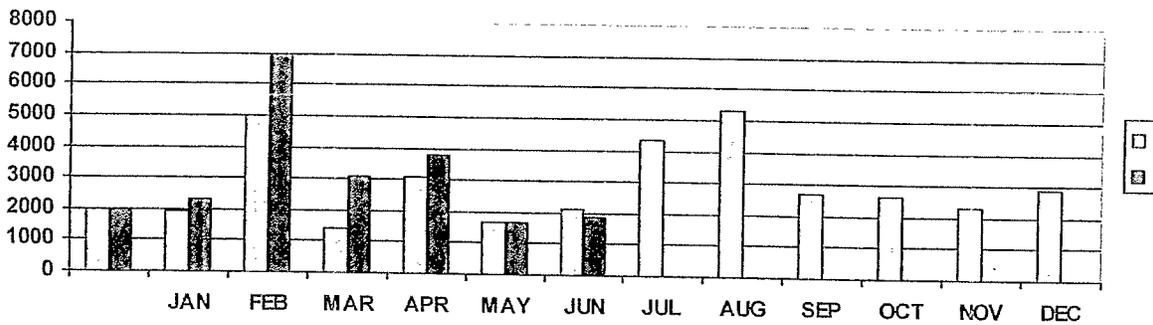
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Tot
GENERAL ADMISSIONS													
Exhibits	1,978	6,241	2,623	3,249	1,532	1,651	3,514	5,687	1,945	2,064	2,439	297	33,220
Members	235	596	378	374	75	172	497	625	296	133	283	455	4,119
Complimentary	62	171	67	124	51	17	90	109	56	69	72	39	927
Promotional	-	-	-	-	-	-	-	-	-	-	-	-	9,002*
Tot. General Adm.	2,275	7,008	3,068	3,747	1,658	1,840	4,101	6,421	2,297	2,266	2,794	9,793*	47,268*
GROUP ADMISSIONS													
Planetarium	-	-	-	9	-	-	6	-	-	-	31	-	46
Museum	-	-	-	42	63	183	144	22	239	110	29	2	834
Planet & Museum	-	-	-	13	-	-	47	11	-	-	35	-	106
Laser & Other	-	-	-	-	100	-	21	15	-	-	-	-	136
Total Group Adm.	0	0	0	64	163	183	218	48	239	110	95	2	1,122
NITE PLANETARIUM													
Sky Show	107	630	254	237	117	118	233	201	81	124	258	166	2,526
Nite Laser	204	837	935	625	464	408	721	1,144	283	281	239	327	6,468
Members	40	96	100	61	45	35	66	77	1	49	20	18	608
Complimentary	6	7	0	2	0	0	3	10	4	1	0	1	34
Total Nite Planetarium	357	1,570	1,289	925	626	561	1,023	1,432	369	455	517	512	9,636
SCHOOLS (Planet & Mus)													
Total Schools	4,195	3,649	3,527	7,231	8,188	4,290	0	0	38	1,309	3,780	1,126	37,333
EDUCATION													
Winter- Spring- Summer	-	-	-	-	-	-	-	-	-	-	-	-	-
SumCamps: Planet/Mus	-	-	-	-	-	-	1,987	1,128	-	-	-	-	3,115
Cornell CoOp - On Site	54	96	139	206	-	-	-	-	-	-	-	-	535
Tot Education	0	0	0	0	0	0	1,987	1,128	0	0	0	0	3,650
SPECIAL EVENTS													
Theater	104	172	91	42	23	-	-	231	25	8	15	52	763
Easter-Christmas	-	-	-	-	-	-	-	-	-	-	-	50	50
Latin Concert / Gala	-	-	-	-	-	-	-	160	-	150	-	-	310
Total Special Events	104	172	91	42	23	0	-	391	25	158	15	102	1,123
SITE USE													
Receptions/ Seminar	-	-	-	-	330	350	90	1215	0	149	-	194	2,328
Weddings/Pictures	38	32	41	43	280	466	694	853	784	406	46	21	3,704
Other Photos	-	-	-	12	20	9	-	-	20	5	-	-	66
Birthdays +Plan/Las	215	143	252	81	127	63	57	48	74	293	62	166	1,581
Car Show/ Yachts	-	-	-	-	-	-	-	352	567	693	-	-	1,612
Total Site Use	253	175	293	136	757	888	841	2,468	1,445	1,546	108	381	9,291
TOTAL ATTENDANCE	7,238	12,670	8,447	12,251	11,415	7,762	8,170	11,728	4,413	5,844	7,309	11,916*	109,423*

GENERAL ADMISSIONS (EXHIBITS)

VANDERBILT MUSEUM AND PLANETARIUM

	2003	2004	2005	2006	2007
JAN	2549	1846	1805	2,006	1,914
FEB	2734	4811	5093	4,371	4,968
MAR	2066	1721	2375	1642	1,423
APR	3888	2309	2296	3,390	3,071
MAY	1978	1774	2086	1,392	1,640
JUN	2297	1801	2036	2,054	2,103
JUL	5614	7421	5351	4,940	4,331
AUG	7383	8583	5457	4,818	5,339
SEP	2044	2789	1975	2,220	2,687
OCT	1494	2002	2123	2,076	2,614
NOV	2313	2034	1921	1,795	2,293
DEC	2327	1303	1269	4,290	2,876
TOTAL	36,687	38,394	33,787	34,720	35,259

2008 VS. 2007



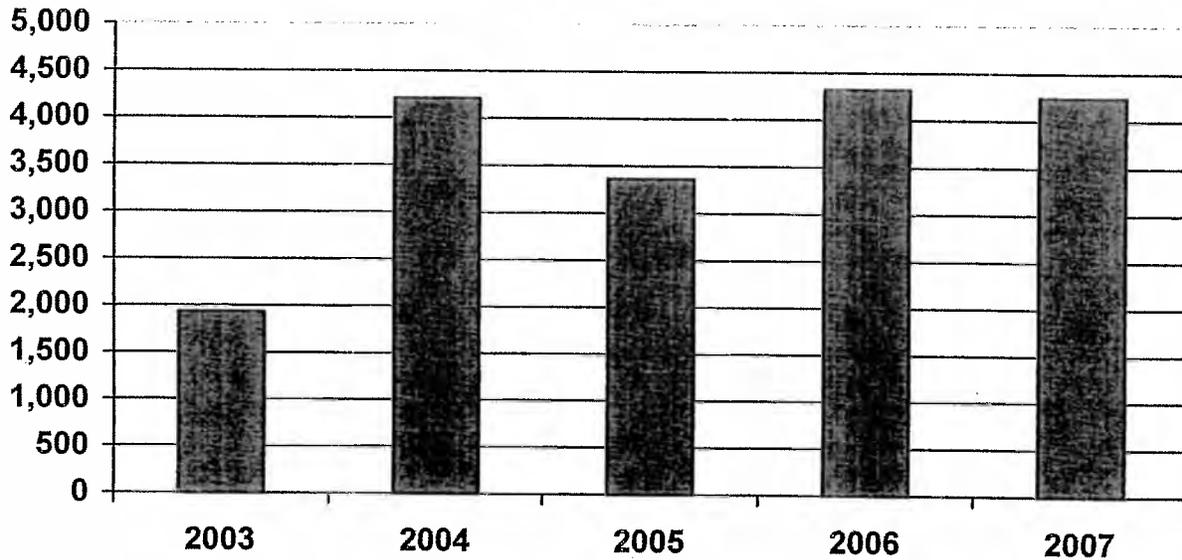
EVENING PLANETARIUM ADMISSIONS (PUBLIC)

VANDERBILT MUSEUM AND PLANETARIUM

MONTH	2003	2004	2005	2006	2007
JAN	99	1126	87	275	252
FEB	90	1223	72	466	385
MAR	96	530	425	450	408
APR	62	480	593	450	368
MAY	40	273	456	327	196
JUN	52	48	340	456	548
JUL	121	176	587	496	177
AUG	139	135	88	407	283
SEP	528	109	188	371	381
OCT	55	83	139	255	255
NOV	315	17	185	194	536
DEC	343	15	207	179	458
TOTAL	1,940	4,215	3,366	4,326	4,247

Note: Includes Evening Laser Programs

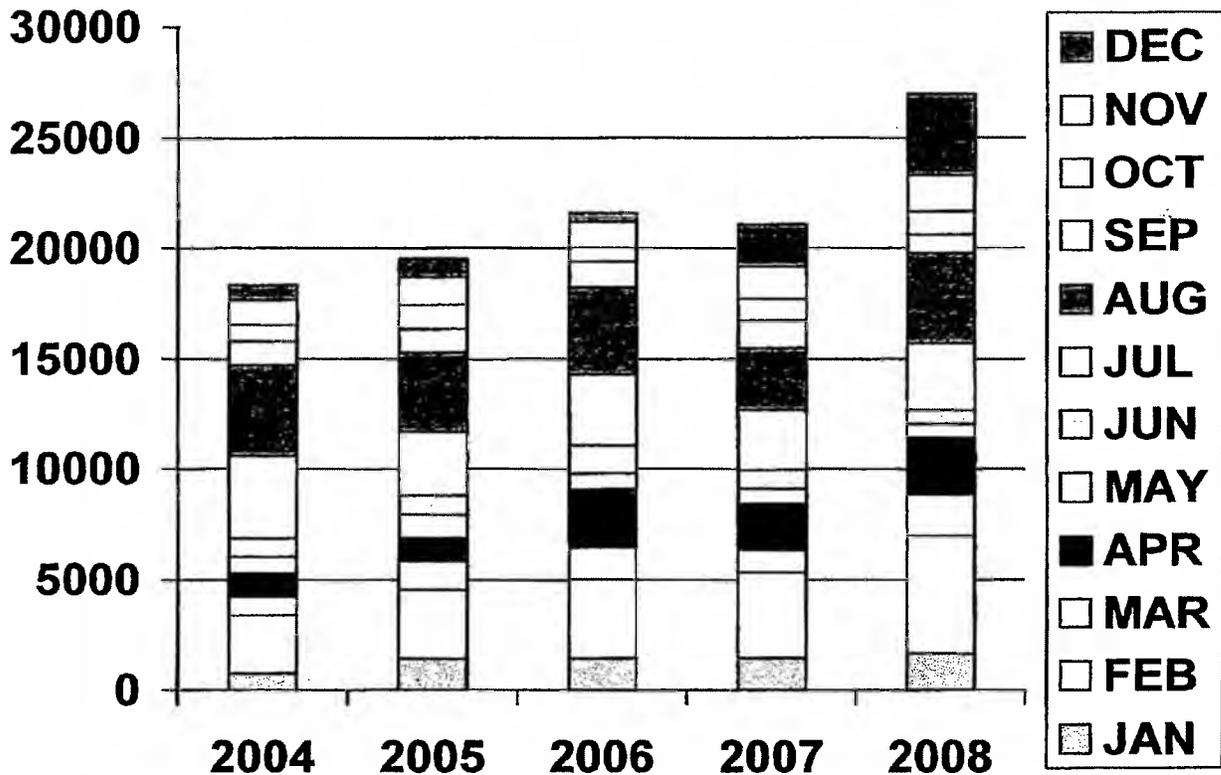
2007 VS. PREVIOUS YEARS



DAY PLANETARIUM ADMISSIONS (PUBLIC) VANDERBILT MUSEUM AND PLANETARIUM

MONTH	2004	2005	2006	2007	2008
JAN	772	1430	1437	1450	1648
FEB	2604	3138	3577	3914	5356
MAR	872	1280	1458	1017	1870
APR	1061	1060	2613	2051	2514
MAY	762	1047	720	676	648
JUN	842	880	1259	855	634
JUL	3666	2849	3223	2720	3,040
AUG	4134	3616	3963	2831	4,068
SEP	1108	1069	1151	1241	830
OCT	724	1086	610	971	1,051
NOV	1148	1251	1162	1,463	1,635
DEC	673	838	429	1,885	3,703
TOTAL	18,366	19,544	21,602	21,074	26,997

2008 VS. PREVIOUS 4 YEARS



Suffolk County

Vanderbilt
Mansion • Planetarium • Museum

June 3, 2009

«First_Name» «Last_Name»
«Address1»
«Address2»
«City», «State» «Zip»

Dear «First_Name»,

As a Trustee for The Vanderbilt Museum in Centerport, Long Island, NY, I wanted to take this opportunity to invite you to be a member in this fine institution. You might be familiar with The Vanderbilt from years past but, like the story of the recently uncovered *della Robbia* "Madonna and Child" (see story on the reverse side of this letter), I encourage you to rediscover this treasure of our Long Island community.

There are many jewels in this treasure that we call "The Vanderbilt". You can stroll the beautiful grounds and scenic vistas located on Northport Bay. You can tour the beautiful "Gold Coast" mansion of William K Vanderbilt II with a marvelous collection of art and artifacts collected by Mr. Vanderbilt during his numerous and extensive worldwide expeditions. Summer weekend tours are guided by people in period costumes who will take you back to the era of the Gold Coast mansion including "Willie's" 1928 chauffeur-driven limo. Did you know that The Vanderbilt has one of the largest collections of marine specimens in the world? You can visit the two-floor Marine Museum to see many of these specimens in an exhibit that houses a vast collection of sea life also collected during Mr. Vanderbilt's travels. You can see many more specimens in the North American wildlife exhibit including a 32 foot whale shark that is also one of the largest taxidermy specimens in the world. We even have an Egyptian mummy on display. If going back to the Gold Coast Mansion era wasn't far enough for you, you can visit our dinosaur exhibit! If that's not far enough back in time for you, you can look back light years by seeing one of the many shows in our planetarium.

Membership in The Vanderbilt is an excellent value that should be seriously considered. For \$75, two adults and four children can visit the museum as many times as you want during your year-long membership. Repeat visits are important not only because the grounds offer different glimpses as the seasons change, but also because of many events that we host.

Thanks for considering membership in The Vanderbilt Museum. We have included a membership form on the back of this letter that you can simply fill out and return to the museum with payment. You'll receive a membership kit in the mail or you can pick it up at the museum, if you like. If you have any questions, please feel free to call me. I look forward to seeing you at The Vanderbilt.

Sincerely,

Gretchen Oldrin Mones
Trustee



Missing Since 1970, Priceless Renaissance Treasure Rediscovered Behind a Wall

It was almost certain that it was still on this historic property, William K. Vanderbilt II's estate in Centerport, Long Island, NY. After all, with Mr. Vanderbilt's legendary worldwide travel, (expeditions, really), he had collected priceless artifacts from all over the world. So it would not be surprising that a work of art by the most famous Renaissance sculptor, Luca della Robbia, would have been part of the vast collection that now makes up The Vanderbilt Museum on his former estate. There was plenty of anecdotal evidence of where it might be but it took a bit more sleuthing to more accurately determine where it was so that it could be rediscovered.

Behind a vast savannah populated by antelope was the surprising answer. Peter Newman, the Restoration Supervisor of the museum, used deductive reasoning coupled with hunchwork to hone in on this priceless artifact. The deductive reasoning was based on the fact that a new wing to The Vanderbilt was added to the south wing of the mansion in 1970 to house a living science exhibit and, where the new wing was added, was a courtyard of the mansion. Mr. Newman had a 1950's article that hinted at the location and used other old photographs for hints so, with that information he approached the Executive Director of the Vanderbilt, Carol Ghiorsi Hart, and asked for permission to look behind an exhibit that was a diorama including stuffed antelope. Ms. Hart, equally eager to solve the mystery, readily agreed. So, armed with some tools, a ladder and a flashlight, Mr. Newman carefully removed a ceiling tile and a portion of the diorama and there it was, a 15th or 16th century della Robbia of Madonna and Child.



Appreciation for the beauty of the rediscovered 500 year old masterpiece was accompanied by disbelief that the priceless work of art was carelessly damaged by workers building the new exhibit. Roofing tar mars parts of the work but worse, other parts were hacked off to accommodate the framing of the diorama. Yet, as Mr. Newman indicated, if they simply used 2x6 framing instead of 2x4 framing, they wouldn't have needed to damage the piece at all. It's hard to imagine that the stuffed antelope would have felt too confined with a bit less space.

Please check which type of membership below

Individual / \$50

One year free admission to Museum Grounds, Exhibits, Mansion Tours and regularly scheduled Sky and Laser Light Shows. Reduced fees on most special events and programs. 10% Discount at Gift Shop. Invitation to Special Member-Only Events.

Senior or Student / \$35

All Individual benefits (see above) for individuals over 60 years of age or registered students under age 25. Proof of age or school registration required.

Dual / \$60

All individual benefits (see above) for two adults in the same household. Proof of residency required.

Family / \$75

All individual benefits (see above) for two adults and up to four children under age 18 in the same household. Proof of residency and age required.

Gold Circle / \$300

All individual benefits (see above) for two adults and all children under age 18 in the same household plus two free Guest Passes per visit. Proof of residency and age required. Invitation for two to Annual Private Reception and Guided Tour with Curator and Museum Director.

Director's Circle / \$500

All individual benefits (see above) for two adults and all children under age 18 in the same household plus two free Guest Passes per visit. Proof of residency and age required. Invitation for four to Annual Private Reception and Guided Tour with Curator and Museum Director.

Credit Card:

____ American Express ____ Master Card ____ VISA

Card Number:

Expiration: ____ / ____

Name on Card:

Address:

City

State

Zip Code

Phone:

Day: _____ **Night:** _____

Email Address:

Name of Membership
(if different from above)

Signature:

Date:

**SUFFOLK COUNTY VANDERBILT MUSEUM
TREASURER REPORT FOR THE YEAR ENDING 2009**

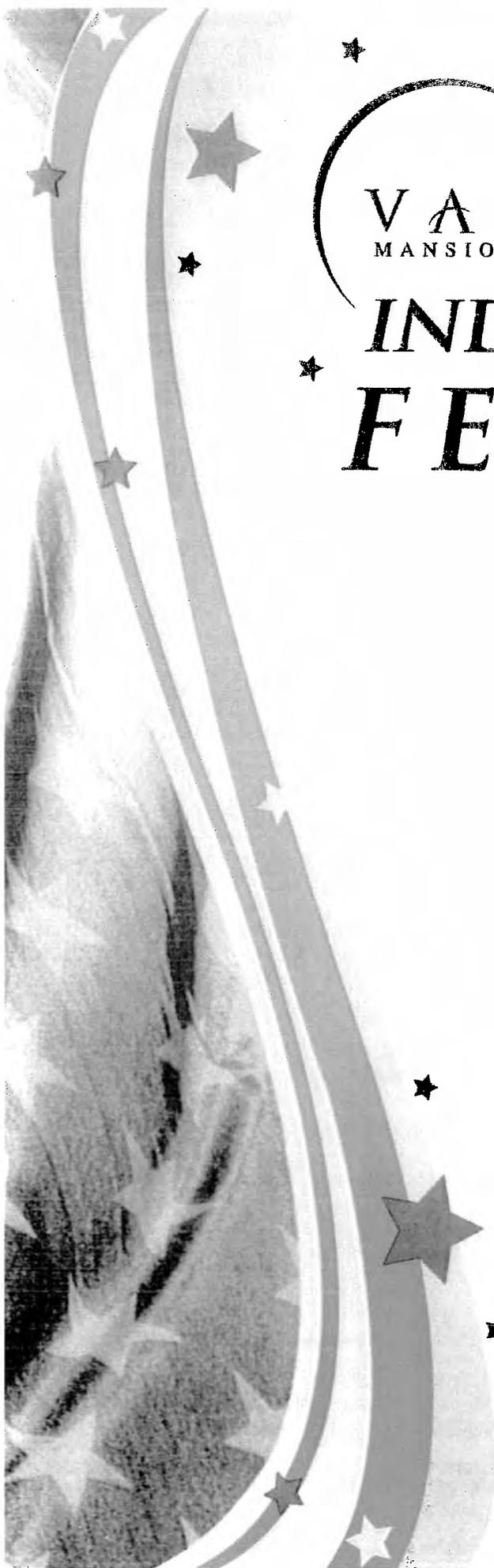
	Actual January	Actual February	Actual March	Actual April	Budget May	Budget June	Budget July	Budget August	Budget September	Budget October	Budget November	Budget December	Project Year End	Business Plan	Dollar Variance
REVENUE															
EARNED INCOME															
Admissions	37,753	53,540	43,355	66,987	67,500	51,500	73,500	74,500	35,500	49,500	55,500	34,500	654,635	700,000	(45,365)
Membership	2,180	4,892	668	1,375	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,337	35,783	40,000	(4,217)
Museum Store	1,646	5,528	4,738	4,344	10,000	5,800	4,500	4,400	3,500	2,800	4,000	3,000	54,256	70,000	(15,744)
Special Events	356	19,087	2,073	2,309	6,000	6,000	6,000	8,000	45,000	5,000	8,000	14,000	121,825	120,000	1,825
Suffolk County Funds	0	0	10,000	79,835	66,666	66,666	66,666	66,666	66,666	66,666	66,666	66,674	623,171	800,000	(176,829)
Endowment	0	45,500	0	0	0	0	0	0	0	0	0	0	45,500	45,500	0
Site Use	5,585	6,555	4,652	6,100	17,000	5,000	12,000	12,000	12,000	6,000	8,000	17,500	112,392	100,500	11,892
Donations & Gifts	7,384	10,147	15	2	6,666	6,666	6,666	6,666	6,666	6,666	6,666	6,674	70,884	80,000	(9,116)
Other General	45	233	341	149											768
Total Earned Income	54,949	151,482	70,842	161,101	177,165	144,965	172,665	175,565	172,665	139,965	152,165	145,685	1,719,214	1,956,000	(236,786)
EXPENSES															
Salaries & Wages	73,493	66,678	64,142	67,475	81,666	81,666	81,666	81,666	81,666	81,666	81,666	81,674	925,124	980,000	(54,876)
Benefits	23,900	16,576	29,272	18,076	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	287,824	300,000	(12,176)
Maintenance & Equip.	2,069	3,888	3,678	3,746	9,166	9,166	9,166	9,166	9,166	9,166	9,166	9,174	86,717	110,000	(23,283)
Insurance	6,800	6,971	8,337	6,919	6,250	6,250	6,250	6,250	6,250	6,250	6,250	6,250	79,027	75,000	4,027
Professional	17,357	23,084	16,310	24,427	21,666	21,666	21,666	21,666	21,666	21,666	21,666	21,674	254,514	260,000	(5,486)
Museum Store	2,725	1,229	3,146	2,493	3,950	2,950	2,750	2,450	1,100	2,775	2,400	1,400	29,368	35,000	(5,632)
Telephone Communic.	2,891	2,264	2,276	2,371	2,333	2,333	2,333	2,333	2,333	2,333	2,333	2,337	28,470	28,000	470
Utilities	17,249	12,624	15,273	13,854	14,000	15,000	19,000	18,000	19,000	19,000	15,000	17,000	195,000	200,000	(5,000)
Supplies, Prgm., Bail	2,473	7,541	5,149	2,571	8,000	8,000	8,000	12,000	23,000	9,000	8,500	9,000	103,234	110,000	(6,766)
General Expenses	757	2,130	1,491	9,359	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	53,737	60,000	(6,263)
Total Expenses	149,714	142,985	149,074	151,291	177,031	177,031	180,831	183,531	194,181	181,856	176,981	178,509	2,043,015	2,158,000	(114,985)
Excess / Deficiency of Revenue	(94,765)	8,497	(78,232)	9,810	134	(32,066)	(8,166)	(7,966)	(21,516)	(41,891)	(24,816)	(32,824)	(323,801)	(202,000)	(121,801)



thomas h. curran, jr.
president

curran corporate design, inc.

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phone: 631-286-1979 fax: 631-286-4046
email: tomc@currancorporate.com
www.currancorporate.com



SUFFOLK COUNTY
VANDERBILT
MANSION • PLANETARIUM • MUSEUM

**INDEPENDENCE
FESTIVAL**

The Suffolk County Vanderbilt Museum & Planetarium
celebrates Independence Day with its first annual
Independence Festival

**FUN FOR EVERYONE
THAT INCLUDES:**

**LASER ROCK SHOWS
PLANETARIUM SHOWS
CHILDREN'S THEATER
REPTILE SHOWS
...AND MORE**

COME JOIN IN THE FUN

JULY 4th & 5th

12 noon - 5 pm RAIN OR SHINE

Suffolk County Vanderbilt Museum
180 Little Neck Road, Centerport, NY 11721

For more information please visit
us at www.vanderbiltmuseum.org
or call **631.854.5579**

Agenda
Suffolk County Vanderbilt Museum
Board of Trustees
June 24, 2009

- 1- Introduction of Guests
- 2- Approval of Minutes
- 3- Suffolk County Oversight Committee—comments/concerns
- 4- Committee reports
 - A-Education and Exhibits---Gretchen Oldrin-Mones
 - B- Finance—Michael DeLuise
 - C- Development – Ron Beattie/ Lynn Dwyer
 - D- Building and Grounds- Ron Beattie
 - E- Public Relations-Sarah Anker
 - E- Ad Hoc –Audit—Thomas Glascock
 - F- Ad Hoc –Cell Tower—July 8---Noel Gish
- 5-Executive Director's Report
 - A- Audio tour update
 - B -scheduled events
 - C- Catering RFP
 - D- Development position RFP
 - D- View Space—NASA
 - E- Star projector
 - F- Business Plan
- 6-Presidents Report
 - A- Committee assignments for 2009-2010
 - B- Letter for membership
 - C- Veterans Day and Gala committee
 - D- Major contributions ---if not now—when
- 7_ Old Business
- 8_ New Business
- 9- Adjourn

SUFFOLK COUNTY VANDERBILT MUSEUM

CASH FLOW PROJECTIONS THRU July 31, 2009

PROJECTED REVENUE

Education	\$ 14,000.00
Planetarium	\$ 15,000.00
Events	\$ 9,000.00
Grounds/tours	\$ 30,000.00
membership	\$ 1,000.00
Gifts & Grants	\$ 30,000.00
Gift Shop	\$ 8,000.00
Site use	\$ 10,000.00
SC Distribution	\$ 68,980.00
Cash on 6/12/09	\$ 25,529.00

Total Projected Revenue & Cash

\$ 211,509.00

PROJECTED EXPENSES

Salaries	\$ 140,000.00
Benefits	\$ 12,900.00
Outside Prof	\$ 8,000.00
Gift shop resale	\$ 1,500.00
Ops supplies/repairs	\$ 4,500.00
Ad & marketing	\$ 3,000.00
General office	\$ 1,000.00
Printing	\$ 700.00
Postage	\$ 400.00
Insurance	\$ 3,700.00
Event expense	\$ 4,000.00
Utilities	\$ 28,000.00
Telephone/net	\$ 2,500.00
Travel	\$ -
Program Edu	\$ 6,000.00
Security	\$ 14,000.00
Audio Tours	\$ 40,000.00
A/P 6/12/09 *	\$ 12,788.00

6/18,7/2,7/16,7/30
health,pension,life,benefit fund
Simplex, ADP,CPA Electrician,
Vendors
Home Depot, Npt Hdw,Tractor,T
Newsday
copier,supplies

D&O,Crime,Fiduiary,Workers co
Performer
electric, heat,water,cartage
Verizon. Cablevision

Planet equip,show,edu supplies

Antenna Audio

Total Projected Expense & A/P

\$ 282,988.00

Net gain/loss

(\$71,479.00)

***AP does not include liability insurance to County**