

SUFFOLK COUNTY VANDERBILT MUSEUM

BOARD OF TRUSTEES

MINUTES

A regular meeting of the Suffolk County Vanderbilt Museum Board of Trustees was held on April 21, 2010, in the Planetarium Lobby, Centerport, New York.

The following were in attendance:

Noel Gish – President
Michael B. DeLuise – 1st Vice President
Gretchen Oldrin Mones – 2nd Vice President
Ronald A. Beattie – Treasurer
Donald B. McKay – Secretary
Sarah Anker – Trustee
Thomas D. Glascock – Trustee
Dan Olivieri - Trustee
Arthur M. Sillman – Trustee
Carol Ghiorso-Hart – Executive Director
John Pokorny – Staff
Patrick Keefe - Communications & Public Relations Consultant
Peter Newman – Staff
Lance Reinheimer – Budget Review Office
Lora Gellerstein – Aide to Legislator Cooper
Terry Pearsall – Presiding Officer Lindsay's Chief of Staff
Ann Marie Pastore – Stenographer

Absent:

Matthew Swinson – Trustee
Dr. Steve Gittelman – Trustee
Dr. William Rogers – Trustee

(Mr. Noel Gish called the meeting to order at 7:10 p.m.)

MR. GISH:

Good evening, everybody. Welcome to the Suffolk County Vanderbilt Museum and Planetarium Board of Trustees meeting for April. I ask you to rise for the pledge to the flag.

(Pledge to the Flag)

MR. GISH:

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

MS. PASTORE:

Yes.

MR. GISH:

Did everybody get a chance to look at the minutes from the last meeting from March 17? Can I have a motion to approve the minutes from March?

MR. BEATTIE:

Motion.

MS. OLDRIN MONES:

Second.

MR. GISH:

All in favor? Opposed? **Carries. (Vote: 7/0/0/8 Not Present: Ms. Anker & Mr. Glascock. Absent: Dr. Gittelman, Dr. Rogers & Mr. Swinson. Three vacant positions.)**

Is there anyone in attendance who wishes to address the Board of Trustees at this time? Treasurer's Report, Ron.

(Ms. Anker entered the meeting at 7:13 p.m.)

MR. BEATTIE:

Everybody has a copy. Nothing special to report. If anybody has a question, please feel free to ask.

MR. GISH:

Are there any questions on the Treasurer's Report?

MR. MCKAY:

Is this the right time to ask for an update on the money from the hotel/motel tax?

MS. GHIORSI-HART:

Well, as of three o'clock today it's still in progress. Things are moving along. We are hopeful that maybe by the end of next week or the beginning of May our check will be cut. I think it's in the Department of Law. Of course, this is being handled through the County Executive's Office and the financial people there.

We have not received any money from the hotel/motel tax. It's created a big burden for us, as far as paying our bills. Our priority has always been paying our staff first. In order to make that commitment, we have delayed payment of other bills. We have payables of about \$100,000, maybe a little bit over \$100,000 right now. About \$50,000 of that is pretty urgent. We had discussions with Legislative BRO about helping us meet payroll, and they have given us some money in the past from our endowment. We requested some money now to help us through the end of the month. So we're in constant contact over that.

MR. MCKAY:

Do we know if the County has received money from the State?

MS. GHIORSI-HART:

I am not aware of that. I don't know.

MR. MCKAY:

My concern is that Mr. Levy is taking this money from the State and he's working on an arrangement with I don't know who but this money could be gaining interest for the County, and we're getting stuck holding the bag.

MR. GISH:

Maybe we could get a response from Lance.

MR. REINHEIMER:

Sure. The hotel/motel tax is generally remitted quarterly. We have checked, and there really hasn't been much money that has come in yet. It should start to come in by the end of March. People will send in money in dribs and drabs, but generally it's

quarterly. I don't think that's the case where the County Executive is sitting on the money. As a matter of fact, I'm sure that's not the case.

It's more of a legal issue getting the contract through the County Attorney and having everything in place before they remit the check. It's not only you but also the Walt Whitman Museum who are experiencing the same thing. It's not that he's sitting on the cash. Sitting on \$400,000 is not going to make a difference in the County. I'm sure that's not the case.

MR. GISH:

Any other questions on the Treasurer's Report or on hotel/motel tax? Ron, do you want to handle the catering or do you want to wait until later?

MR. BEATTIE:

I could do both because that will give me something to report. In terms of the Development and Strategic Planning Committee, we were supposed to meet last week. There was a chance to play golf in North Carolina for a week, or the meeting, and knowing how important everything was, I tossed a coin and it turned up North Carolina golf.

We didn't get together. I apologize for that. We will be meeting in the next week or so. We have been communicating via email in terms of who should be on the Strategic Planning Committee in terms of outside representation. We're continuing to work on that. Hopefully within the next week or so, we will continue with that.

When it comes to the catering, we have a meeting set up with Thatched Cottage. Don and I are going to be on the committee for the catering. That's set up for Thursday at two o'clock. Noel and Carol will also be there.

MS. GHIORSI-HART:

This coming Thursday, tomorrow?

MR. BEATTIE:

No, next Thursday. We will start negotiations with them at that point.

MR. GISH:

Just to add a few things to that comment on the Development and Strategic Planning, that's going to be an essential ongoing committee that we will have more than likely for about a year. As Ron pointed out, there will be some involvement by staff on the Strategic Planning Committee. There will also be some involvement by the community. So we'd like to sort of round up some of those friends that were initially on the agenda earlier in the year and see whether they would like to sit in on the Strategic Planning Committee to development some long-range plans.

The object of that Strategic and Long-Range Planning Committee will be to make us better able to apply for and gain grants. One of the things that they want to see when you apply for grants is that they want to see where this fits into your long-range plan. Unless we have an ongoing long-range plan that's current, something that we have gone through – it is a long process. It is not something that's done in a week. It's a long process for us to complete, a long-range plan.

We will attempt to do that. We're going to get involved, so that our grant gaining ability will be increased. That should make Elizabeth's job and Carol's job a little bit easier. Just to talk about that strategic planning, it will involve not just the Trustees but will involve the staff, the community, and possibly the County. They will all be involved in that Strategic Long-Range Planning Committee.

MR. BEATTIE:

There's one other thing with that, Noel. It's also going to be very, very important in three or so years for reaccreditation.

MR. GISH:

That's why we want to get started now and avoid the holiday rush. Any questions on either the Strategic Plan or the Thatched Cottage? Is there anyone else on the Board who would like to sit in on that one? I would be happy to see you there. Your input is always appreciated.

Gretchen, Education and Exhibits Report.

(Ms. Oldrin Mones read the following report.)

April continues to be a busy month for Education and Exhibits. This Saturday we celebrate Earth Day/Astronomy Day from 11am to midnight. If you look over this promotional card, you'll see that the day's activities include model rocket demonstrations by members of the LI Advanced Rocketry Society, and planetarium astronomy shows, including the live sky talks "Secrets of the Sun," and "LI Skies." ASLI will set up their scopes on the golf course from 8:30 PM- 12. The star of these telescope demonstrations will be the giant 32" Dobsonian, which I'm told is so big, one needs a ladder to climb to view.

The Vanderbilt Gardeners, who do so much to make the grounds spectacular, will be selling perennials, shrubs and trees, from 8-5. There will be Children's crafts, Children's theater, and a Coloring Book Contest open to children ages 3-14. Participants can download the Coloring Book pages of their choice and color or decorate to match their unique vision; or, kids can participate by making a poster to compete in a separate "freeform" category. Either way, participants win free admission to this special day. Check the website to see the names of the local artists who created these original coloring pages, and to see that this is the first annual Earth Month Coloring Book Contest and Family Day, sponsored by Suffolk County Vanderbilt Museum, Spa Adriana and the Huntington Chamber of Commerce. This event has been heavily promoted, and a big turn out is expected. If Trustee's could volunteer some time, that would help make this day a big success. If you can help, please add your name to this sign up sheet. 12:30 - 2:30 is the busiest time, slot, but there's a need for people all day, and even into the evening.

Registration has begun for summer programs that can be found on our website. The cottage is available again for additional children's programs. Camps have begun to book, and it's clear there's a need for additional summer staff.

The 2010-2011 Ed brochure will build on last year's, which was wonderful & well-thought out. Updating can be completed by the end of May, with distribution expected in August. A donor or sponsor for the printing of this crucial brochure would be a wonderful thing.

Staff is looking into the logistics of displaying Steven Schrier's "Diversity Exhibit" from the Suffolk Center on the Holocaust, Diversity and Human Understanding.

On March 10th, Stephanie gave a talk to the DAR in Huntington. Not only does the Vanderbilt get paid for this, but it gets our collection out there to a wider audience.

The Gold Coast Mansion Alliance Society has declared May "History Month". Events will occur at various sites including the Vanderbilt.

March 20th was "Obscura Day" where people in search of unconventional curatorial experiences visit things or places off the beaten path. The Vanderbilt Museum Hall of Fishes, and the Whale Shark were on the list which was promoted in The New Yorker. Lots of people signed up for the tour, and Stephanie must have outdone herself, as the comments on the blogs are positive and wonderful, and make this place seem very intriguing.

Melissa Milgrom has written a book entitled Still Life: Adventures in Taxidermy that mentions Willie the Whale Shark. She has visited here, and will return for a book signing.

The May, 2010 Hemmings Magazine has a very favorable review of Howard Kroplick's last book entitled Vanderbilt Cup Races of Long Island.

Nassau County has committed funding for the restoration of part of Motor Pkwy for hiking and trail biking, maintaining the historic nature. The Centennial of the last Motor Pkwy Race will be celebrated. Permission has been given for archival photos for use in the front of their brochure and in publicity. We have aided them in every way, and hope to be in the loop for future events as they develop.

Stephanie is working with a potential donor whose great grandfather worked here as a gardener. In his collection he has silver buttons with the Vanderbilt logo, and pictures of the flowers and gardens.

George Dante has put his portfolio called "Wildlife Preservation" online. There are very positive and artistic pictures and text of our WhaleShark. George has been hired by virtually every museum in the world. It's good publicity for us, and a nice reminder of how fortunate it was that we had the very best people tackling the difficult task of the restoring the largest piece of fish taxidermy in the world.

The "Our Night Out" program just keeps getting better and better. May's theme is baseball and features a book by author Rudy Saviano. Ed Kranepool will be here signing autographs, and memorabilia. The lobby will be decorated as a ballpark, posters will be sold, and participants will sing during the 7th inning stretch. There will be two shows. In June, the "Our Night Out" show theme will be "Flat Stanley." Staff is working on offering this successful and very popular event to a wider audience as a special event, for instance pre-K, or Kindergarten graduation celebrations.

Dave continues to offer the ^{new} LI SKIES live talk on Friday Nights where people see planets and deep sky objects in the observatory after learning about them in the planetarium. This is a 2-3 hour experience where theater is used to its best advantage. To promote this fantastic and flexible program, there are plans to put a video of Dave doing ^{presenting} a live show on our website.

In a world of canned programs and endless loops, it's the human touch, and these interactive, personalized programs that makes us so special. There's been lots of positive feedback, and I'll close by reading two thank you notes:

MS. OLDRIN MONES:

This one says, "Dear All, Don, Lorraine, Miriam, and Paul, with sincere gratitude and warmest thanks. Thank you all so much for making memories for my groups of students. Everyone has been extremely helpful and accommodating. I know how busy you all are, but you have always taken special care of my groups. I am hoping that my program will be remaining intact, but with budget cuts you never know. Let's hope that we may continue to work together in the years to come. I truly appreciate all that you do. Our students have gotten so much from the programs and tours." That's from Paul Zering from Great Neck Public Schools. He's a special education teacher.

This one says, "Dear Lorraine, thank you for inviting us for a special tour of the planetarium. We had so much fun. Also, thank you so much for letting us go back stage to see how you do the show. It was so cool to see a show about planets in the planetarium. We had never seen one before but we are going to ask our mom to take us back soon. My favorite part was learning about all the planets. We can't wait to come back and see another show. We have a lot of fun. It seems as though your job is difficult and complicated, but you look like you love it. I think it's because you get to be around kids so much and teach them a lot. Thanks again for making our day so special. Sincerely, Kayla, Allie, Vicky and Janet Goldstein."

That's the end of the report.

MR. GISH:

I have a question. What was the – you mentioned something about the sponsor.

MS. OLDRIN MONES:

We need a sponsor for printing for our education brochure.

MR. GISH:

Last year the printing and the mailing I think ran about \$6,000. That was about our run last year. We did have a sponsor last year. We would love to be able to get the same sponsor back. If we don't, we will probably have to come up with another \$6,000 to get that out.

Last year that education brochure mailing was really well received. We have had a good number of school groups, and

that's what we depend on to bring them into to the planetarium and into the museum.

Thank you, Gretchen.

MR. BEATTIE:

Can I ask a question?

MR. GISH:

Sure.

MR. BEATTIE:

I just wanted to point out that in terms of the coloring contest, I have been getting involved. Tomorrow is the ribbon cutting for the Seatuck, which I'm sure the County knows about. I have been getting involved with him with another project. One of the gals there told me that she got something about the coloring competition for her daughter's school. They're very excited to do it. We're getting the word out, obviously.

MS. OLDRIN MONES:

Great.

MS. GHIORSI-HART:

That was a wonderful collaboration with Huntington Chamber of Commerce, particularly Spa Adrianna, John Vater. They helped with their PR people. We had PR coming from a lot of different areas. It's been really nice.

This competition the prize is a family membership for a year. We got a school from Island Park. Francis Haggerty School sent a whole bunch in, which we were so excited to see.

Families who bring one of the pages or their own creative work on Saturday will get free admission for the day. It's another opportunity for people who might not have been able to come here otherwise to come and enjoy what will really be a very special day with a lot of extra things going on.

One of the reasons John Vater is so excited about this is the partnership since he has a particular love for whale-sharks. Of course, we have our whale-shark. We have so many different facets of the museum. This day is going to highlight quite a few of them. We have some wonderful submissions.

MR. GISH:

The winner of the art contest gets –

MS. GHIORSI-HART:

A family membership for a year.

MR. GISH:

So we're hoping that not only will they bring their artwork with them and hopefully none of the fourth graders will be driving, so they will have a parent coming with them. The parent will pay the admission, much to the County's happiness, and then the child will get in for free.

We are still aiming, by the way, to get the whale-shark listed in the *Guinness Book of Records*. It is still the world's largest taxidermy fish. So if anybody has any contact with the *Guinness Book of Records* they refuse to take my calls anymore. So if anybody else wants to give it a shot, that would be great.

If you have been to the Museum of Natural History in New York, you'll see that great blue whale that's hanging above it. That's actually a fiberglass model. It's not a taxidermied specimen. We still hold that record, and since it was Long Island caught – not caught by Vanderbilt, but caught off Fire Island in the 1930's--

MS. GHIORSI-HART:

I believe it was 1935.

MR. GISH:

But Mr. Vanderbilt thought it would be a good idea, and he purchased the little sucker. He had him mounted up, and it's been a part of the exhibits and was part of the Save America's Treasures Grant. That was completed just last May, if I remember correctly and finished up probably in December. That was one of the reasons that that Save America's Grant – we received that. That was a really good element for having that thing closed. By the way, does anybody know who Ed Cranepool is?

MR. OLIVIERI:

God, yes.

MS. GHIORSI-HART:

We were all so excited.

MR. GISH:

Before people can meet with him, maybe afterwards we will talk about—

MR. BEATTIE:

You can ask Pete Rose.

MR. OLIVIERI:

If you want some trivia, than who is Larry Bearnarth?

MR. GISH:

Yes, that's very, very true.

I would just like to comment. Gretchen does such a great job in doing the Education Report every month, but Education is the main mission that we have here in the Vanderbilt. As she goes through that list of all the things that we're doing, whether it's astronomy day or the telescope, or all the activities that we're involved in, understand that the aim is to bring young people in here and have it be an educational experience, whether it's during the day with a school group or like a Saturday family outing. It's someplace where people in Suffolk County can go and enjoy the day, whether it's just a walk on the grounds, or a tour of the mansion, or just staying in the planetarium. All of those things, as far as our educational mission, should be noted.

Don, do you have anything on Buildings and Grounds?

MR. MCKAY:

I didn't get a chance to meet with Peter. I will have a more comprehensive report at the next meeting. I did observe, and Carol can give a lot more information, regarding Suffolk County. I don't know who those people are yet, but they –

MS. GHIORSI-HART:

It's through the Department of Labor.

MR. MCKAY:

The gates out by Normandy are being sanded and scraped, so I guess that's being prepared to be painted. That's a good thing.

I did get some answers on the vending machines. At the last meeting we discussed the idea of enhancing some cash flow. I think we're going to pull the trigger on the agreement with Coca Cola. I believe they're going to give us three or four machines. The machines are free. We pay for the product. Our staff will be responsible for putting the product in the machines, but the gentleman who came over and gave us some advice is in the concession business. He believes that we can greatly enhance the revenue that we're making right now.

The good news/bad news is the vending machine you see over there we receive I believe it's 20 percent. Is that what we get paid with the existing contract?

MS. GHIORSI-HART:

I believe it's 25 percent.

MR. MCKAY:

We're trying to get – I found a vendor where we can purchase a vending machine. The bad news is that it costs about \$3,000. The good news is we can pay it off quickly because we will sell the product. Again, we would buy the product. We would put the stuff in the machines. We're not talking, obviously, tens of thousands of dollars here, but we're talking – when we're trying to get by with nickels and dimes, it's going to generate a couple thousand more dollars per year. As this machine is paid off, we own it.

MR. OLIVIERI:

Who maintains it?

MR. MCKAY:

We'd have an agreement with the company, but if it breaks down we can get it paid for to get fixed. The biggest thing that breaks most is the coin thing. That's what the guy said. We would purchase the machine, own it outright, and then generate more profit than what we have right now.

The Coca Cola machines are free. We don't pay for the machines. If they're damaged or vandalized, that's Coca Cola's responsibility. They would come and fix them. Basically the caveat is we have to buy the product from Coca Cola, and our staff would put the beverages in the machine.

MS. GHIORSI-HART:

They did give advice. They think we should charge more, put in bottles and charge more.

MR. MCKAY:

The industry now is – they used to be 12 ounce cans and bottles, but that’s a thing of the past. It’s now 20 ounce. That’s what Coca Cola and everyone is doing now. The industry can generate profit. You can get – you might still be able to get but you’re not going to be able to get a 12 ounce can of soda much longer, unless you go to Pathmark or something like that.

MS. GHIORSI-HART:

We’re also looking at putting one in the parking lot by the security booth where the restrooms are. We used to have one there, but it would always break. The newer machines, apparently are more –

MR. MCKAY:

They have outdoor machines that will withstand the weather and so forth. We have security there, so that’s not an issue with vandalism.

MS. ANKER:

How much are the bottles, the 20 ounce bottles?

MS. GHIORSI-HART:

I think they said \$2.

MR. MCKAY:

I think he said \$2. I don’t have the all the information on me. It’s the industry norm that they recommend. You buy the product and get more profit.

MS. ANKER:

But if we use them as a vendor, I think we should really pursue Coca Cola as a larger sponsor.

MR. GISH:

We’ll have to get their machines in first, and then we will pursue them.

MR. MCKAY:

The industry is – I went through this with the town. In the old days Coca Cola used to give score boards, and they would buy stuff. Now it's all based on – the only thing the industry is going to do right now is based on the product you sell, and based on the cases you sell, the cash, and that's it. They don't do score boards and capital projects. It's all based on how much product we can move. How much product you can move here isn't substantial compared to Shea Stadium.

MR. GISH:

We would be more – understand that what Don is talking about is the fact that they would normally give concession for you outright for you selling their product. It doesn't mean that we cannot apply to Coca Cola. They have a division that will back your grants and will give education grants and things. So we produce a good grant whether we're using Coca Cola or not, they'll review it. I think if we're using Coca Cola, and we have a good grant, and we have a strategic plan, I think we'd have a much better shot at being able to do that.

MS. ANKER:

What about – again, with the idea that having Coke available at maybe some of the catered events. Is that something that might also be a plus for us?

MR. GISH:

I don't know about that. That is actually one thing we have to talk about, the relationship to the catering and if we bring in an exclusive caterer, exactly what that entails and whether – discussions even with whether we can have a pizza party or a birthday party or whether something could be brought in outside of that catering. That all has to be discussed. Obviously that's going to be part of the meeting that we're going to have on Thursday night.

MS. ANKER:

Right because again if you're a corporate Coke business person, and you see the Vanderbilt Museum has three or four vending machines, it's not so big. But if they see us as a caterer, a large corporation that promotes fundraising, that would be more of an eye opening reason why they might want to sponsor large \$100,000 projects.

MR. GISH:

Maybe Thatched Cottage will switch exclusively to Coca Cola.

MR. MCKAY:

It all depends on if the Thatched Cottage's beverage guys Coke, then it's easy. We could piggyback on that.

(Mr. Glascock entered the meeting at 7:45 p.m.)

MR. BEATTIE:

Any chance on the snack vending that we could do a similar deal? I think Frito Lay is actually Pepsi, right?

MR. MCKAY:

I'm not sure.

MR. PEARSALL:

Yes, it is.

MR. GISH:

I believe it is.

MR. BEATTIE:

But I don't know if Coca Cola has –

MR. MCKAY:

They don't have vending –

MR. BEATTIE:

Okay.

MR. MCKAY:

Apparently the guy I deal with in the industry said that we don't have – you have to basically buy your own machines. You don't lease them. We can get a cheaper machine or a less expensive one, I should say, that's been "used," that's been repossessed or whatever. But for the money the difference is not really substantial.

MR. BEATTIE:

Who owns our machine here?

MR. GISH:

We get a percentage. It's a company that was brought in. We get a percentage of it. I believe it comes out to about \$100 every –

MS. GHIORSI-HART:

It's about \$2,000 for the year.

MR. GISH:

Yes, \$2,000 for the year or \$150 a month, whatever that works out to be.

MR. BEATTIE:

Okay.

MR. GISH:

But it would be considerably more if we owned the machines. Of course, we're going to have to stock them. We're going to have to every day go through that, but let's be more specific. Peter will have to stock the machines every day.

MR. BEATTIE:

Obviously, he has a lot of time on his hands, especially if he's showing up tonight.

MS. ANKER:

One last question. I guess the sales person you spoke with gave their perspective, but have you checked with other businesses around here that are using the vending machines and seeing if it's really making a profit?

MR. MCKAY:

Yes, the guy who helped us kind of came over here and consulted with us. He didn't charge us. He's a big concession guy in Nassau County. I deal with him in the Town of Huntington. I asked him to come over here and give us some advice. All the product that they recommended that he sells -- if there's a product that doesn't move, then he'll just tell us we don't want that. Gatorade, bottled water, orange soda or root beer, it doesn't move.

MS. ANKER:

That's great, though, that you got that information.

MS. GHIORSI-HART:

It's wonderful to have Don here and these experts.

MR. DELUISE:

Don, the machines that we're going to have, are they going to have a self-reporting on sales and stuff? I know a lot of the Coke machines are all automated, so you know how many are sold. If the machine breaks down it gives you the computerized report.

MR. MCKAY:

I can check. I'm not sure if it does or not, but I can check.

MR. GISH:

The caveat there is the fact that we're going to be putting in the machines, so we're going to know exactly how much product we're buying. We'll know how many cases –

MR. DELUISE:

But it's good to have that back-up that goes in. it's a check and balance situation. You need to keep –

MR. GISH:

Correct. We are going to be responsible for not only buying it but putting it in, so Peter should keep a good tally.

MR. BEATTIE:

We're keeping an eye on you.

MR. GISH:

If he starts gaining weight, we'll have to switch to diet soda.

MS. GHIORSI-HART:

As Don mentioned, we have had a crew from the Department of Labor coming in. Peter, how many weeks ago did they start.

MR. NEWMAN:

April 9.

MS. GHIORSI-HART:

And they have already completed a couple of projects. One of the first projects was drainage. They assisted in freeing up a lot of our drains and actually rebuilding. The project that they're currently working on is the iron gates. We have a lot of projects.

The longer they're here, we start to get comfortable with what they can do. I think they're enjoying our location. They're going to take a week or two off, but then we expect them back. We have a long list of projects for them. It's a nice program, and it's working out well for us.

MR. GISH:

Carol, your report?

MS. GHIORSI-HART:

Okay, just to recap some of the highlights since the last Board Meeting, we did have the Easter break during that time, which was a very nice week for us. The beginning was very rainy, so it was slow, but it picked up as we got closer to Easter.

Our Bunny Breakfast was a big success. We sold out. Thanks, again, to Lance, the bunny and Meredith who volunteered their time to come in. The kids have such a wonderful time taking their photographs with the bunny and chicks. It was a very nice event. Again, thank you.

As you went through, we have a lot of upcoming events. This Saturday particularly is the very big one between the plant sale, the Earth Day partnership, the coloring contest, as well as Astronomy Day. We have a lot of things we're trying to do to take advantage of the huge numbers that we expect. We hope to really push membership that day. We have ordered special things for the gift shop, like rockets and foam rockets that go up.

Dave and Lorraine have been very involved – as all our staff is – in all different areas. Dave and Lorraine don't have the luxury of just worrying about putting the programs on. They're thinking about what to sell in the gift shop. They're telling Barbara to order these things, and what about bumper stickers. David suggested, "I'd rather be star gazing at the Vanderbilt." We had our graphic designer design that. Then while we were at it, I said, "I'd rather be with my mummy at the Vanderbilt."

We're trying different kinds of things to push that day, as well. We have a lot of arts and crafts going on. We'll be promoting our own programs, such as Wizard University. We have slides going up in the dome that day to sell the rockets. We're going to take advantage of that.

We had an opportunity to get 65 percent off on-line from someplace in Idaho to get some of the brochures that we've been photocopying. We had some nice full-color ones made for both Wizard University and our brick campaign.

One of the reasons I wanted some nice full color is that on May 20, there's a wonderful opportunity to promote the Vanderbilt Museum. The Gold Coast Mansion Alliance is having a kick-off press conference at Oheka Castle. Oheka Castle is having a cake made in the shape of Oheka Castle, so we have to do better than that. I think we'll probably get some of our wonderful guides there in costume and do some Living History, but I wanted some really nice promotional material.

We have our summer camp and our brick campaign. I'm also having printed a beta version of a brochure promoting the whole Vanderbilt Museum and group tours. They should be coming in any day now. We will have these kinds of things available for hand-outs. We have posters and our bumper stickers. We'll have a lot for the press to walk away with.

Because our cash flow is so severely impeded right now, we don't have the money to do too much, but we're trying to do just enough to get through the next month or so to do what we need to do. We really just need one person to sign up here, and we've paid for the 1,000 that I printed up. We think that will work.

We have been heavily promoting all our events, with the addition of Pat as our consultant. He is coming to the museum three days a week. He's on the spot. As things happen, he can get it out. He's built a wonderful media list. He's entering things. I'm seeing from my Google alerts that we're popping up all over the place. Hopefully we'll start to see that in our admissions, but we're certainly making the effort to do that.

We're getting very involved with the North Shore Promotion Alliance. That organization had sort of taken a breather for about five years, but it's coming back strong. We're being promoted through that Alliance, through the Gold Coast Mansion Alliance also. We're really hoping that by museums, non-profits, municipalities banding together, we'll get a lot more visibility. In these tough economic times, that's what we have to do because one of us can't afford a *New York Times* ad, but if the five

mansions get together, we can. We're really looking and developing those kinds of relationships and meeting a lot of wonderful people.

In addition to some of the initiatives that we are always familiar with or talk about, there are a few coming up. I don't have firm plans in place, but just to let you know these are the kinds of proposal that come in.

We're negotiating with a woman about doing a decorator showcase here. Potentially, the cottage is now empty. The cottage could be taken over. I'm throwing that suggestion out there for them to maybe use the first floor of Normandy. It would be a little bit inconvenient, but we could make it work for four to five weeks. We're also including a few rooms in the mansion area, with a lot of restrictions, maybe like the Lancaster Room where the guides' office is. The woman thinks that's enough interest that she could really make it work. I don't know if any of you have been involved, but that could really bring in a lot of revenue.

It would be a very inconvenient four or five weeks, but it's only four or five weeks. The month that she's most interested in is September, which is our slowest month. It looks like it really could be a good fit. We have a lot more to negotiate with her. She has experience doing this, but she also expects to get a big percentage of the profits, but we could be talking in the \$50,000 and up range on our take. That's the one thing that we're negotiating.

Another thing we're looking at, as you all know, we do car shows here. I think there are six car shows set up for this year. We have Buick, Porsche, Jaguar, Corvette, and an antique car show. We have another – I won't say which one – but we have gotten a proposal from an organization for next June for a National Green Day Car Show. We're looking at that. There are other things that we're looking at, as far as revenue generation. I just wanted to get that out there. In addition to things like our depression glass show in the summer.

For the 4th of July we have already gotten some checks from the vendors. Emily Gittelman will be heading this up again. It will be one day because we have a wedding on that Saturday, so we're just going to concentrate on Sunday, the 4th of July. We

expect that to be a big event here. There is a lot happening, a lot going on. You'll be hearing a lot more at the next meeting about some of our other projects.

MR. GISH:

Everyone should have gotten flyers regarding the buying a brick and the Wizard University. I will be dropping a few of these off in a number of places, but if you've got a little deli that's willing to take them from you or drop off the brick campaign at a store or a front desk, that would be greatly appreciated.

MR. GLASCOCK:

The Huntington Chamber of Commerce had a reception to kick off for their golf outing here on Monday night. Everyone that I talked to unprompted has just very effusively gushed about how wonderful the Vanderbilt was, what a beautiful venue it was, what a beautiful evening. People were walking and milling around, talking, drinking wine, looking out at the water. They were commenting on what a great place it was. To me, that's an example of people's feelings when they come here.

MS. GHIORSI-HART:

I forgot to mention that. It was just this past Monday night. There were about 60 people. It was a kick-off for the golf outing. Again, that was a little bit of an experiment. We haven't in the past used the Northport Porch area of the mansion and the tea-pool for these kinds of events, but it's worked out so nicely for our holiday dinner, that we thought we should try it.

We got an absolutely perfect night. Most of the time, people were in the tea-pool area. Dusk at the Vanderbilt Museum is magical. When you're looking out at that view and you have the feel of the mansion, it is special. It was wonderful to see how excited people were and how happy people were to be here. We have another event, actually.

The Salvation Army is going to do a similar event here next month. In both cases, we do have a fee coming. At that time, we're going to determine for a private person what the fee would be that would make it worthwhile. It puts a little bit of a stress on our museum. At certain times of the year it might not be that good because we have climate control issues because the doors are open, but it does work out very nicely this time of year. We had curators there, and we had a lot staff there. It was a nice

opportunity for staff to interact with the local business community.

MR. GLASCOCK:

It certainly creates visibility for the Vanderbilt. Another good thing about it is one of the people that was there, one of the honorees is a CEO of a major, global corporation. Just exposing someone like that who could have corporate functions, who could make significant donations potentially, I think it only benefits the Vanderbilt.

MS. GHIORSI-HART:

Absolutely, and he went on a mansion tour and had nothing but great things to say about the staff that he met and the museum.

MS. ANKER:

I think that deserves a follow-up.

MS. GHIORSI-HART:

Stephanie, our Curator, was there. Elizabeth, our Grant Writer, was there. We got invitations to the golf outing to sit at the table to further interact.

MR. GLASCOCK:

What I think, following on what you said, a letter or a phone call to his office thanking him for coming, saying, "We'd love to have you back. Please consider us for any future corporate events like that."

MS. ANKER:

What kind of product does he sell?

MR. GLASCOCK:

They're in construction type -

MR. MCKAY:

Electronic components. It's like Underwriters Laboratory, but it's a little different. It's a huge company.

MS. ANKER:

The corporate brochure, how is that going? I was going to say that that would be great if you sent out a letter. Do we have a brochure yet?

MR. GISH:

The next one is – and Carol should talk about that also – we have another one coming out. We're doing it as the money is available, to be very honest with you. In fact, money is not available. In fact, it has not been paid for by the Vanderbilt.

MS. GHIORSI-HART:

We have some beta versions, and that's certainly something but to follow up is great. This is part of being more involved with the Huntington Chamber, and Don, and Tom are helping to introduce us. Michael is helping with the Melville Chamber of Commerce. We're getting very involved with them.

As we get a few more people on staff who can get out there to mingle and even at social events, as you know, we have been so small and shut down and focused that we haven't been able to do that kind of networking. That's why the Board is so important, too. Hopefully as we expand and get our Board numbers back to be ambassadors to go out into the community and also have opportunities.

I know Mike – almost everyone here has said, "Here's a group that maybe can come." The Presiding Officer, in fact, has given me a group that would be good to come for everybody. It's good for them to come to you. If good for you to have them coming, in addition to the little site fee, it's the bigger issues of having those kinds of people learn about who we are.

MS. ANKER:

The beta version, in other words, that's a copy that's been produced but not printed? Is that what you mean?

MS. GHIORSI-HART:

Yes, we have things like this because I just need things to give to people, so we photocopy and we use –

MR. GISH:

We have a general brochure coming out after this.

MS. GHIORSI-HART:

That should be done in about two days.

MR. GISH:

This just didn't come with these, but there will be a general handout for the Vanderbilt coming. Again, we tried to increase our exposure. If you watch the year go by, you've watched a number of things take place, whether it's the brick campaign, whether it's the involvement in Chamber, or whether it's involvement in the Gold Coast Mansion Alliance, we are attempting to go out and make people aware that we are here. We think that that's helped. That's a direction that we are intentionally taking.

MS. GHIORSI-HART:

I think in looking at our numbers, hopefully we'll get big donations. We have special events, but really we have, as you all know, this wonderful facility, this jewel. We need to bring people every week, every Saturday. We have to push this. That's where we're not going to be as dependent on the economy and other things because people will come to museums – studies have shown that museum visitation, by and large, has increased over the last year because the seven to ten dollars it takes to come here is within a family's budget.

If we can just get the visibility out and drive those numbers up. We did have numbers at one time. The numbers have been going down for a number of reasons, not just with us, but all museums. Anything we can do to bring in another 100 or 200 or 300 people a week, that's something that's just really critical in addition, of course, to the big gala.

Before I forget, one of our partnerships with Huntington Chamber was a gala. May 22 was a tentative date. It was cleared pretty quickly that that was too short notice to get together a committee. That's been cancelled. Take that off your calendars. We're now looking at September. We're going to have Huntington Chamber volunteers join our committee and be part of our committee and really make the kind of fundraiser gala that we have not had in ten years. I think with outside people on the committee, not just our staff and a couple of Board Members, I think we have a chance to do something special. I know John Vater is on board and the President of the Huntington Chamber, so I'd like to get a Gala Committee or a couple of people involved here. We're in contact with Chambers.

MS. ANKER:

I'm still stuck on the beta version of the corporate brochure. Can you print it out? Can you print a few out? Maybe the County can actually take over some of the printing? Maybe they can do this in color.

MS. GHIORSI-HART:

I like a color brochure. The County doesn't do four colors. They can do two colors. We can do something like that.

MS. ANKER:

Do you guys know about the color printer where you can do a PDF and they can – maybe we can print 30 or 40 out.

MS. GHIORSI-HART:

That we can do. It only costs –

MR. GISH:

These were done in the thousands of –

MS. ANKER:

I think the corporate brochure right now is, as far as I'm concerned, is the most important thing. We need big money. Like you said, this company, tomorrow if you send out a version of the corporate with a letter -- right now it's in his head. He's thinking about the Vanderbilt.

MS. GHIORSI-HART:

Yes, for that a letter – it's the personal contact. A fancy brochure isn't even going to matter. Our Educational Brochure is what's going to matter to someone like that. We're good to go with our education brochure for large companies. We have another poster. We have about 100 of these. If anyone has a place you think would be a nice place for it, there are some in the back, just take some and put them out.

MR. GISH:

On your way out, just take some. If you have somewhere that's very visual, just take some and get them out there.

MS. ANKER:

Who designed these brochures?

MS. GHIORSI-HART:

I've been working with Mike. He's a part-time person. He comes about two times a week. We do a lot of back and forth. He brings ideas. It's very exciting. We have someone right there that I can go back and forth with. He's done some great work.

MR. GLASCOCK:

To me you've been successful at the Vanderbilt. One of the reasons I was late in addition to bad traffic was someone contacted me as I was about ready to head out to the Vanderbilt. It was someone that is involved in public relations and whatnot. They were asking about Vanderbilt activities and initiatives and things of that nature. I think that those efforts--

MS. GHIORSI-HART:

I think we're on the cusp - Sarah, you weren't at the last meeting.

MS. ANKER:

No, I couldn't make it.

MS. GHIORSI-HART:

Pat is handling - he's our consultant. If you have any contacts, PR wise, you can email them to info@vanderbiltmuseum.org. Pat will pick that up. Again, any personal contacts, we're working really hard on grants right now, \$1,000 grants or \$2,000 grants.

Right now we just want to get the numbers. It really, really helps to have a personal contact and with corporate sponsorship, as well. You just can't cold call someone or send them a beautiful brochure; it's not going to go anywhere. That's why you're absolutely right to follow up on that personally - and I did spend some time with him and his son. He's really, really nice. He seemed to be interested. He didn't get to see the mummy, but he wants to come back to see the mummy. That would be the perfect invitation for him, so remind me.

MR. GLASCOCK:

Why don't you just call him up and schedule a personal viewing?

MS. ANKER:

A private tour that will allow them to go places that the public is not allowed to go to. He can bring his family and kids. I think he'd be very impressed.

MR. BEATTIE:

In terms of the exposure issue, too, have we sent out the RFP or the website?

MS. GHIORSI-HART:

The RFP went out to a few people, but I don't have – we have to talk about the money. The money is an issue. Again, we bit the bullet on some things, but we have literally \$14 in the bank, and we have payroll in two weeks. We owe \$100,000. If I was getting the \$100,000 for ten years that the Director was getting to operate with, we'd be doing all sorts of things. We delay a little bit –

MR. BEATTIE:

I understand that, but when it comes to just sending out the RFP to get the information in so that when we are in the position – the website is going to be one of those critical things short term in terms of making this a viable institution. It doesn't hurt to send the RFP out. It's not going to cost us any money.

MR. GISH:

I know. We have advances in nine different directions. It's going to fall to me. We're going in the PR direction and the grant direction. We're trying to keep the institution up and going. We're trying to produce programs. We're trying to make contacts. We're building osprey nests. We're doing everything we possibly can in this particular situation to try to make this a place that people want to come back to. We're going to be short on some of them. I know that's one that we've aimed for.

I'll be honest with you. Right now one of the things that I'm aiming for is getting right back to the educational brochure for 2010/2011. That's going to be high priority for me to get that out by August. I know it sounds odd, but August is far away, but it's not. By the time we get it out and try to get the thing printed – website will probably not be a high priority, although you're right. We should get the RFP out. We should get responses as soon as we can.

MS. ANKER:

Can I ask a question? I know we're focusing on sponsorship, but is there a way to use some type of sponsorship to help operational costs because that's what you're saying. Operational

costs is priority right now to keep the museum functioning. But is there a way to –

MR. GISH:

I'm open to – I emailed you, if you want to give me that one name that you have, I'd be happy to make a call.

MS. GHIORSI-HART:

We're constantly pursuing that, yes. That's what we pursue.

MR. GISH:

I spoke to a car dealer today. I'm not going to go through the whole thing, but I –

MS. ANKER:

Sponsorships don't necessarily have to be to do construction.

MR. GISH:

Right now I'm looking for a sponsor for the education brochure. I'm looking for a sponsor for Veteran's Day, November 11. I have attempted to contact Northrop Grumman. That has not been successful. I thought that was my best bet. I am attempting to find a sponsor for an outdoor sculpture show, which I hope to be able to have next year from May to October. I'm working on that now. That requires about a year's worth of work and will require a sponsorship for them to come in and do it.

This will be four women's sculptors come in and put sculptures around the property and have that be an element of interest. In fact, Carol is actually taking two of the sculptresses around the property on Saturday, a woman from Maine and a woman from Greenport, who will be here to tour the facility. They were going to use the collections of the Vanderbilt for them to produce sculptures using the Vanderbilt collection as the theme.

It's going to be a really Vanderbilt geared show, something different, something we haven't done before, something that's art but also education. That will require a year's worth of preparation. I'm looking for a sponsor under every rock I can.

MS. GHIORSI-HART:

There are hundreds of contacts I make and letters I wrote. I don't report everything. For example, through Don we have a

LIPA contact. I was looking for a sponsor. They were interested in sponsoring a particular event or project, and I thought Astronomy Day would be a good fit. We're looking to get a big map of the world at night, so you can see the light pollution, and it would be educational. I thought LIPA might be interested in that. I sent them a sponsorship – I had a whole sponsorship thing made for Astronomy Day and was hoping at some level –

MS. ANKER:

What day is that?

MS. GHIORSI-HART:

Saturday was Astronomy Day. We did a lot of emailing back and forth. We got kicked upstairs to another person beyond the person that I had contact with, which we hope is a good thing. Astronomy Day comes twice a year. It's a national day. It's too late for this day but hopefully for the October date.

MS. ANKER:

I'm working with LIPA right now through the town. Let me know and I could try to help you –

MS. GHIORSI-HART:

I don't know the woman's title or where it is in the process –

MR. MCKAY:

These big corporations are not just going to give you money. They want something in return. LIPA is going to want their name out there

MS. GHIORSI-HART:

Which is what they asked for. I told them what we offer companies more so than many non-profits is we have this wonderful facility. We will put their names up on the dome before every show for five seconds. They are promoted there. For some companies, that's a nice draw. In this case, they could put their name under an exhibit or on our literature as people come in. There are opportunities.

Again, as you probably know, there are two areas a company will have, which is their philanthropic arm, and they also have their marketing arm. We have both ends that we're dealing with. Sometimes just the marketing – like when we got Verizon and I guess it wasn't the philanthropic arm; that was the marketing to

promote themselves. We look at both. The grants through our Grant Officer we're dealing more with the philanthropic arm. Generally they want to support educational facilities.

MS. ANKER:

Just something that may connect with the Town of Huntington, I know Brookhaven Town I'm working on a special project called Green Homes. We get \$4 million from the federal government. We're having a meeting coming up in two weeks. Go Solar is another one.

You mentioned the cottage here. I wonder if LIPA and maybe the Town of Huntington would be able to create some type of – you could get hundreds of thousands of dollars in grants just to promote that. Again, that's just an idea.

MR. GISH:

If anybody is willing to run with that, I am more than willing to work with any Trustees on the Board. If you have an idea, please make the contact and I will go with you. Or if that's unacceptable to do that, I will go on my own. I'm using all the ones that I have, but cold calling has not worked. Again, Carol and I are not going to tell you all the times we have failed to get people. We're only going to tell you the times that we do, but we are trying.

MS. ANKER:

The designer that you said was going to possible – she's basically an interior design, right?

MS. GHIORSI-HART:

Yes. She's also interested in the landscaping as well.

MS. ANKER:

Because again the big thing is Go Green, that a physical structure.

MR. MCKAY:

Go Green as in money.

MR. GISH:

Any other questions on sponsorships? Again, if anybody has a name or a company or a contact that they think we should explore –

MS. GHIORSI-HART:

If there's anyone you want us to meet, have breakfast here, lunch here behind the scene tours, in the basement, in the attics, we're always up for it.

MR. GLASCOCK:

National Grid.

MS. GHIORSI-HART:

I haven't had any recent contact with National Grid.

MR. MCKAY:

They tightened up. Key Span was good. National Grid hasn't been –

MR. GISH:

I did initially get in touch with them when trying to get the power house restored. If you're looking for the things that I haven't succeeded in, that's one. A number of people have just said that this is a bad time for this. If you have somebody, let me know. We'll go and speak to them.

I'll make my report very, very quick. I'll do a little housekeeping first. I'd like to ask any members on the Board – Carol?

MS. GHIORSI-HART:

I'm sorry; I just wanted everyone to know – as we talked about last time, there's been an ongoing issue with our risk management bill. I did receive a letter from Risk Management with basically a proposal saying that we owe them a sum of money, and we're going to continue to owe them on the order of \$45,000 a year suggesting that if the money that we owe them, which is around \$200,000, could be paid off over ten years, that sum plus our ongoing would probably be – I forget the exact figures – about \$5,200 a month. They have put out that proposal. I have not responded because I think this clearly is not just my decision. It's the Board's decision. We need to talk about how to handle our risk management issues.

MR. GISH:

I will be contacting the Members of the Executive Board within the week for a meeting to discuss that specifically. We will address that before the next Board Meeting. The Executive

Board will meet shortly on that, so we can address that and have a response for that. Anything else, Carol?

MS. GHIORSI-HART:

That's it.

MR. GISH:

Very, very quickly, a little housekeeping issue. I'd just like to ask any Members on the Board if they have a conflict of interest with the Suffolk County Vanderbilt Museum and Planetarium? Dan?

MR. OLIVIERI:

I just wasn't sure what that meant.

MR. GISH:

Obviously, we're looking for a level of transparency, and one of the things that the auditors had requested was whether I have with some regularity, and they would like it done once a month. I'm not going to do it once a month. I will do it quarterly, however, to make a public statement to ask whether anybody if there is conflict of interest. Are you looking to answer a bid or answer an RFP that we have out or something like that? Or are you taking paintings off the wall for a party? They want us to make sure that publicly everybody is at least asked, and then you get to respond.

MR. OLIVIERI:

These are our new auditors, right?

MR. GISH:

Yes, and it's being done, by the way, at the Suffolk County Historical Society in Riverhead, and even in local historical societies.

MR. OLIVIERI:

Whatever makes them happy.

MR. GISH:

That's exactly why I wanted to get that housekeeping issue out of the way.

I'd like to thank a number of individuals, including Peter, Matt, Tim, Don, Ron and Chris who came in to help us put up our live ornithological display, which Ann Marie got a real close-up look

earlier this evening during the mating of the ospreys, but we put that up in March. It was the end of March, March 29.

We came in and luckily we did take ten feet off the bottom of that nesting platform, otherwise we would have been at the very end of getting that thing up and in position. It has been accomplished. Peter and Tim also did some landscaping outside to open up the area to make the view much better to see the Northport Harbor so the birds can actually see the water.

We have a nesting pair that are now actually in the nest. Kids will be able to view that. We're going to try to get a little educational placard outside that will sort of be for exterior use directing them, "Here's a nesting osprey. If you want to take a look at the old school of looking at birds, you can head over to the ornithological collection at the museum and see what Vanderbilt did in the 1920's and 1930's, but now a days we're using live birds. We let them fly away and go down to Brazil in October.

We hope that that's going to be a success and will draw some people back in. We are going to be working with Canon who has agreed to give us a camera to put on that nest. That's going to be their contribution. We hope to have that up on the side of the planetarium.

For those of you who really want a close up look, tonight is going to be tough, but if you came in during the week, our security camera, which is actually on the planetarium and that can be swung around and you can view the osprey nest from the security booth. Our security team is actually watching the nesting procedures taking place.

That's a plus. I'd like to thank everybody for helping us do that. By the way, that was not funded through the Vanderbilt but by private interests.

MR. MCKAY:

Most of the credit, just so everyone knows, Noel did 98 percent of the work. We had a bunch of knuckleheads who put this thing up but this is Noel's project and he should take some of the credit. This was an awesome idea for the Vanderbilt. It's a great addition. Osprey – kids love birds. These birds are beautiful creatures. This is his all the way. He built that thing.

MR. GISH:

If they leave, they'll blame me, so don't go there.

MS. GHIORSI-HART:

I have to say – Noel sort of stuck his neck out there because if they hadn't come, it would have been a little bit embarrassing. It's hard sometimes to take that leap, but he's a brave man.

MR. GISH:

We are moving ahead on both the cell tower and the catering. On the cell tower I'd like to thank Lance Reinheimer for doing some diligent work in helping to put that together. That should be up and running very, very shortly. At least the RFP will be out and be actively involved in that cell tower operation.

Catering, as I told you, we will pursue that on Thursday of next week, following the Thatched Cottage proposal, which they gave us.

I'd also like to tell you we have a new procedure for our Trustees that come to the Vanderbilt during the day. Everybody is going to carrying a little sticker. I decided to sort of wear this tonight for you. But if you're on the property and you come in and you're doing something here or you're taking a volunteer with you, we have little volunteer identification stickers.

I think this is good for two reasons. One is as you're walking around and people are seeing Trustees on the property, I think that's a good thing. They ask you a question. They may ask you how do you contribute or whatever it happens to be. Or you might be able to help them out. If you see a rich person in a silk suit, you follow them home. Just kidding.

It's also good for identification because a lot of the people on the grounds do not know who the Trustees are. That is important also. Volunteers will be wearing them. As you came in tonight, you saw the security in there, on their jackets, they are going to be very visible. So we're trying to make this, not only people friendly, but also safe. That's a key element on down the line also. Not tonight because we have a meeting now but when you're on the property and you come in for an event, or if you're coming in on Saturday and you signed up for 11:30 or 12:00 on Saturday night, you can take one of the trustee stickers.

MS. ANKER:

Are they at the booth?

MR. GISH:

Yes, they are at the security booth. If you're coming in with someone to help you, please ask them to pick up a volunteer tag. That will be on there, also. This way everybody knows who is on the property and if somebody doesn't – God forbid if somebody picks up a Trustee tag and doesn't show up, they'll at least look for you stretched out on a broken bench or something. Any old business? Any new business? Terry?

MR. PEARSALL:

Could I have five minutes?

MR. GISH:

Yes, sir. Terry Pearsall.

MR. PEARSALL:

The Presiding Officer wanted to join you this evening because, as Noel and Carol realize, there is a growing frustration at the Legislature with the lack of progress that's being made. I'm going to be pleased to be able to go back to the Presiding Officer and say that the catering is coming along finally. It's been 18 months since the Vanderbilt proposed enhancing the catering here.

Lance has done a great job with the RFP on the cell phone tower issue and hopefully in two months that may be breaking ground.

The Presiding Officer is very concerned that you get a steady flow of reoccurring revenue. Catering and the cell phone tower are two of the components there that you have to do.

As I said, he would have been here, but he's putting out a fire in his district tonight. If you have any questions, I'd be glad to answer them.

One of the things he has done is he has put in a resolution to waive this past due money on the liability insurance. Right now we can get the ten votes to pass it or the 12 votes in case there's a veto, and there very likely is going to be a veto of that. But we'll keep trying.

I think if we could go back and show the progress that's been made by the Vanderbilt to get some money coming in on a regular basis, that will go a long way.

MR. GISH:

We appreciate that. I hope you take back to the Presiding Officer the other elements that we talked about tonight.

MR. PEARSALL:

Absolutely. I think he's going to be very pleased to see the two brochures.

MR. GISH:

We're not sitting around just operating on catering and cell phone tower but the educational mission. If you took a peak at the grounds, because it was sunny when you came in before –

MR. PEARSALL:

Absolutely beautiful.

MR. GISH:

Peter, Tim and the crew are doing a great job. What they're doing is magical with a crew of three on 43 acres. What we've done with the staff having them do three jobs each, it's pretty amazing.

We appreciate what the Legislature has done, but we want you to know that we are all working as hard as we possibly can to make this work. Everybody tells me what to do. Everybody has a view of what I should be doing. There are just so many hours that we can pursue so many tasks. But we are making every effort we possibly can. As I said before, we're all going in about nine different directions. Some of them probably are not going to be good, but it's about 50 percent of the work and then we'll be batting 500. Don?

MR. MCKAY:

I just want to say something. Mr. Lindsay is a friend of the Vanderbilt. I've met him once or twice. He's a good man. But the Legislature – there are other people who aren't friends of the museum, including the County Executive. There is growing frustration here.

As a Trustee I'm frustrated, too, with the Legislature. If you could take back to Mr. Lindsay, due respect to him, but we need the Legislators to visit the museum to see what this staff is doing. They're busting their chops. They're working countless hours to keep this museum open and beautiful.

The frustration I have is – and Mr. Lindsay can ask Mr. Levy, where's the hotel money? Get that thing moving. What's with this agreement? They're working on this agreement with the County Attorney now? It's now April. This deal was cut by the State Legislature, thanks to Steve Englebright in November, about four or five months ago and we still don't have an agreement? It's money flow for us. That's substantial money flow. We're trying to keep these doors open. We're trying our best. That's my frustration.

MR. PEARSALL:

I will take that back, Don.

MR. MCKAY:

Again, don't misunderstand. Mr. Lindsay is a good man. I like him. He's been there for us, but, unfortunately, other Legislators haven't. The County Executive hasn't either. That's my frustration.

MR. PEARSALL:

This is for the record, if the County Executive has his way, the Vanderbilt would be closed and shuttered at this point.

MR. MCKAY:

Absolutely. Mr. Levy doesn't know this museum exists. He's too busy running off to Plattsburg to visit the airport trying to get –

MR. PEARSALL:

Waterville tonight.

MR. MCKAY:

That's my frustration. Bob Gaffney when he was here and he was County Executive, he was putting capital money into this museum to do really great things. That's my frustration. It's not Mr. Lindsay. It's Legislator Cooper who has also been a true friend of this museum. Unfortunately, he's getting termed out. Who knows what's going to happen next year when he moves on.

MR. PEARSALL:

And two years after that, Bill Lindsay is termed out.

MR. MCKAY:

So we have to find some new friends. This is a dynamite place. I would just encourage the Legislators to come over and visit. We'll give them a private VIP tour, show them this place, and show them how beautiful it is.

MS. ANKER:

I'm thinking about, again, I'm thinking Legislators like to see things on paper. I know everyone has put so much time and energy into so many projects, especially you guys. Maybe create some type of sheet showing the Legislators so that you can present them at the roundtable, "These are the things that we're doing." Give each one of them a brochure. Give them a packet. Give them a copy of your amazing description of what you've been doing just this past month or maybe for the past year. Show them all that stuff. Show all of them all the things we're doing. I think they'll get it because I don't think they're understanding how much work and time that everyone is putting in to make this work. Is that a possibility?

MR. GISH:

I've made personal invitations to members of the Legislature to come and visit. That's all I can do.

MR. PEARSALL:

Noel has often stopped by and dropped off the brochures for the Legislators and so forth. Whether they read them is another story. But we are getting them to them.

MS. ANKER:

Just to make sure it's in their face, that they can't say we're not doing things.

MR. GISH:

Carol and I are discussing a presentation before the Parks Committee, since the Parks Committee has changed, about the possibility of giving them a ten minute presentation.

MS. GHIORSI-HART:

Yes, we're talking about doing a power point presentation. I've had some very nice –

MR. MCKAY:

Why don't they have the Parks Committee here?

MR. PEARSALL:

I was just going to suggest that; it would not hurt to invite Lynn Nowick to hold the meeting here. Legislative Chairmen often do that. They will have a meeting at the college or other places.

MR. GISH:

Hopefully the osprey will be participating. I will follow up on that immediately. Thank you. Any other business or comments? Can I have a motion to adjourn?

MR. DELUISE:

Motion.

MS. ANKER:

Second.

MR. GISH:

All in favor? Opposed? **Carries. (Vote: 9/0/0/6 Absent: Dr. Gittelman, Dr. Rogers & Mr. Swinson. Three vacant positions.)**

(Mr. Gish adjourned the meeting at 8:35 p.m.)

NG:ap

Attachments



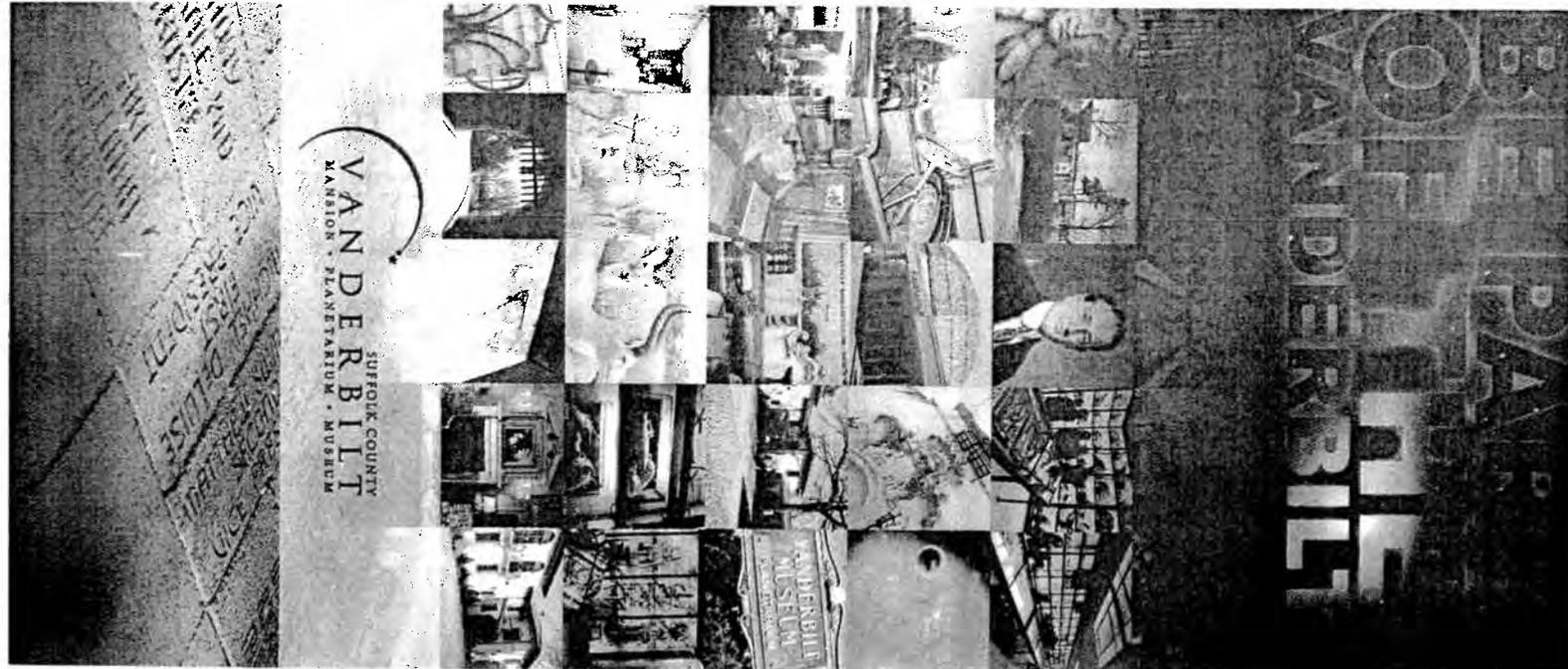
SUFFOLK COUNTY VANDERBILT MUSEUM
Board of Trustees Meeting
April 21, 2010
7:00 p.m.

AGENDA

- | | | |
|-------|--|-----------------|
| I. | Introduction of Guests | |
| II. | Approval of Minutes of Previous Meeting | |
| III. | Treasurer's Report | R. Beattie |
| IV. | Development/Strategic Planning Committee | R. Beattie |
| V. | Education Committee | G. Mones Oldrin |
| VI. | Buildings and Grounds | D. McKay |
| VII. | Executive Director's Report | C. Ghiorsi Hart |
| VIII. | President's Report | N. Gish |
| IX. | Old Business | |
| X. | New Business | |
| XI. | Adjourn | |

**SUFFOLK COUNTY VANDERBILT MUSEUM
TREASURER REPORT FOR THE YEAR ENDING 2010**

	Actual January	Actual February	Budget March	Budget 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	42,185	55,980	54,000	73,000	61,000	47,000	71,500	74,500	36,000	40,000	57,000	37,000	649,165	660,000	(10,835)
Membership	1,065	10,299	3,830	3,830	3,830	3,830	3,830	3,830	3,830	3,830	3,830	3,870	49,704	46,000	3,704
Museum Store	2,269	6,037	6,000	6,000	9,000	6,000	5,000	6,000	3,000	3,000	3,000	5,000	60,306	60,000	306
Special Events	1,403	18,376	7,000	7,000	8,000	8,000	20,000	20,000	50,000	4,000	8,000	8,000	159,779	150,000	9,779
Suffolk County Funds	0	0	57,791	57,791	57,791	57,791	57,791	57,791	57,791	57,791	57,791	57,799	577,918	693,500	(115,582)
Endowment	0	20,000	20,833	20,833	20,833	20,833	20,833	20,833	20,833	20,833	20,833	20,837	228,334	250,000	(21,666)
Site Use	6,520	6,947	6,000	8,000	33,000	15,000	15,000	14,000	18,000	6,000	8,000	5,000	141,467	140,000	1,467
Donations & Gifts	0	485	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	50,485	60,000	(9,515)
Other General	116	98	41	41	42	42	42	42	42	42	42	42	632	500	132
Total Earned Income	53,558	118,222	160,495	181,495	198,496	163,496	198,996	201,996	194,496	140,496	163,496	142,548	1,917,790	2,060,000	(142,210)
EXPENSES															
Salaries & Wages	67,211	60,571	77,333	77,333	77,333	77,333	77,333	77,333	77,333	77,333	77,333	77,337	901,116	928,000	(26,884)
Benefits	17,362	15,648	21,625	21,625	21,625	21,625	21,625	21,625	21,625	21,625	21,625	21,625	249,260	259,500	(10,240)
Maintenance & Equip.	4,987	2,523	8,583	8,583	8,583	8,583	8,583	8,583	8,583	8,583	8,583	8,587	93,344	103,000	(9,656)
Insurance	6,800	8,129	6,833	6,833	6,833	6,833	6,833	6,833	6,833	6,833	6,833	6,837	83,263	82,000	1,263
Professional	11,629	14,355	20,416	20,416	20,416	20,416	20,416	20,416	20,416	20,416	20,416	20,424	230,152	245,000	(14,848)
Museum Store	340	3,247	4,000	3,000	4,000	3,000	3,000	3,000	2,000	2,000	2,000	3,000	32,587	35,000	(2,413)
Telephone Communic.	2,883	2,386	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	30,269	30,000	269
Utilities	13,875	11,382	17,000	14,000	14,000	15,000	19,000	18,000	19,000	19,000	15,000	17,000	192,257	200,000	(7,743)
Supplies, Prgm., Ball	1,554	12,614	8,000	8,000	8,000	8,000	8,000	13,000	23,000	15,000	11,000	14,000	130,168	127,000	3,168
General Expenses	1,178	5,947	4,210	4,210	4,210	4,210	4,210	4,210	4,205	4,205	4,205	4,205	49,205	50,500	(1,295)
Total Expenses	127,819	136,802	170,500	166,500	167,500	167,500	171,500	175,500	185,495	177,495	169,495	175,515	1,991,621	2,060,000	(68,379)
Excess / Deficiency of Revenue	(74,261)	(18,580)	(10,005)	14,995	30,996	(4,004)	27,496	26,496	9,001	(36,999)	(5,999)	(32,967)	(73,831)	0	(73,831)

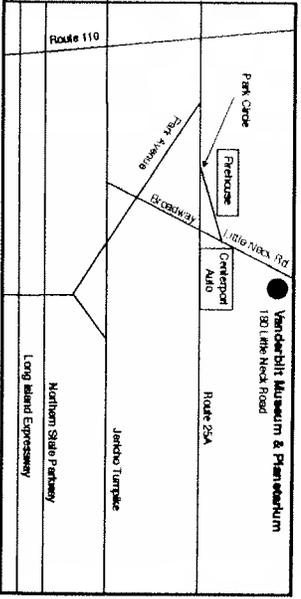


Suffolk County
Vanderbilt Museum

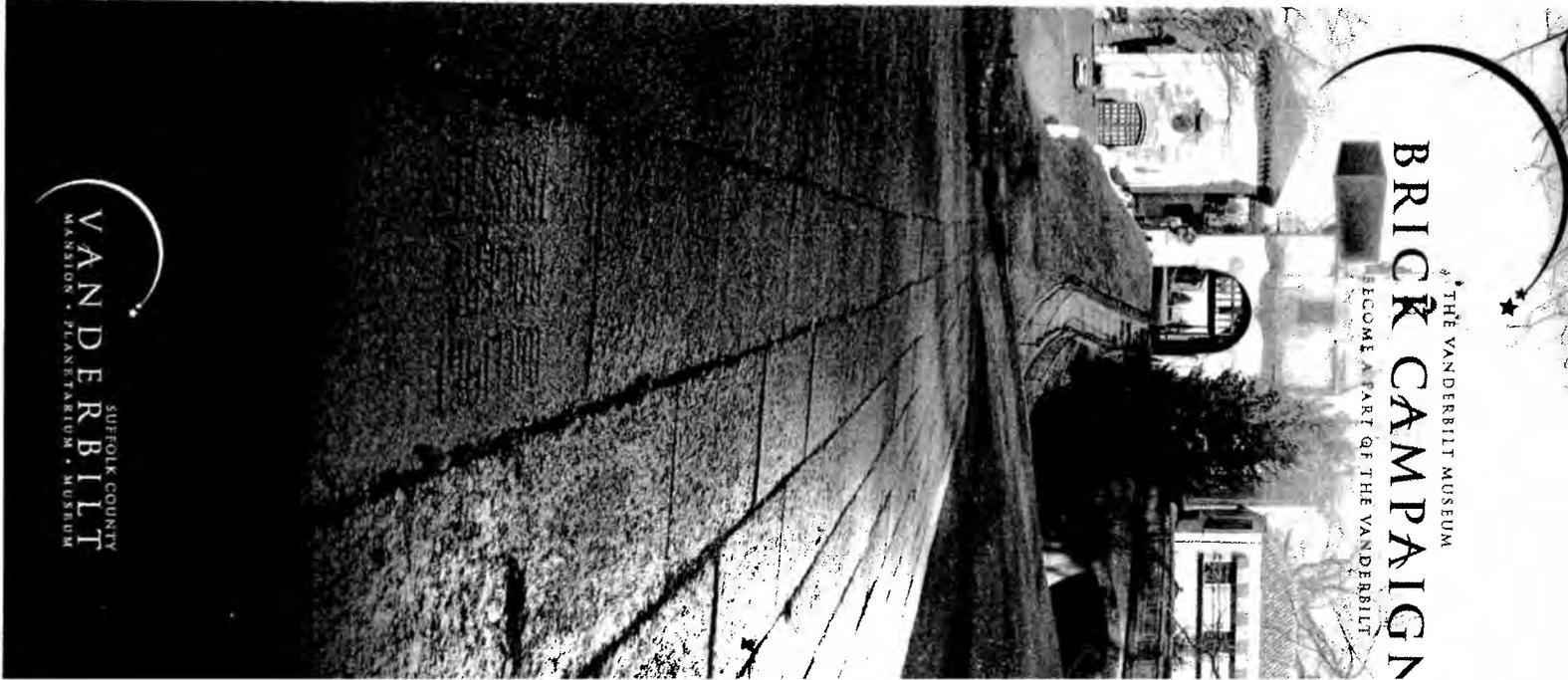
Mission Statement

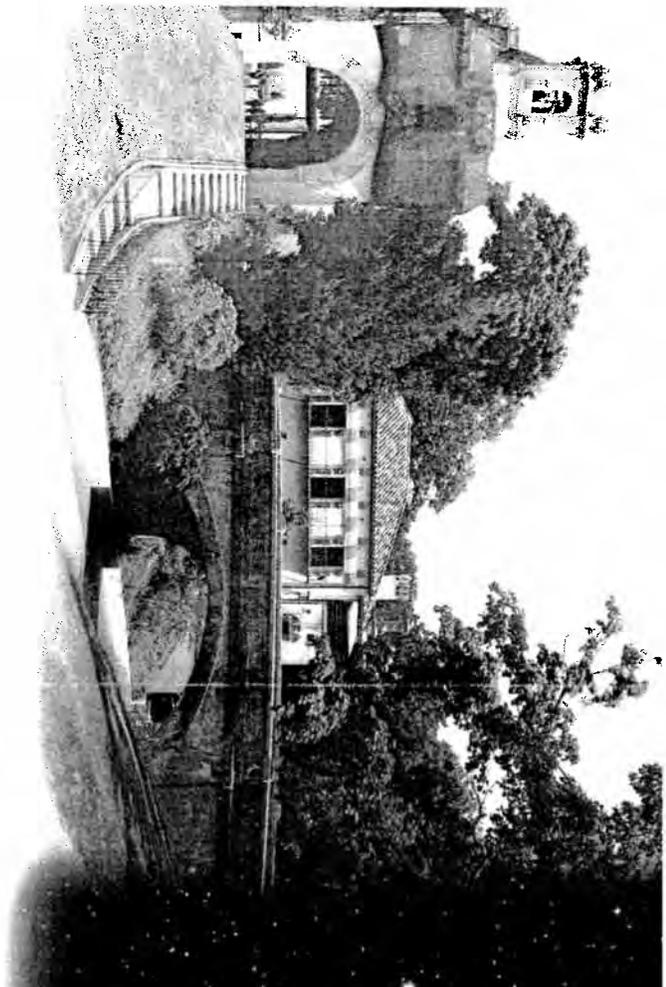
The Suffolk County Vanderbilt Museum -- a unique combination of mansion, marine and natural history museum, planetarium and park -- is dedicated to the education and enjoyment of the people of Long Island and beyond. This mission shall be achieved through the thoughtful preservation, interpretation and enhancement of the Eagle's Nest estate as an informal educational facility. Exhibition and program themes focus upon Long Island's Gold Coast Era and upon William K. Vanderbilt II's desire that his marine, natural history, and ethnographic collections promote appreciation and understanding of the marvelous diversity of life, other cultures, and scientific knowledge.

Adopted by the Board of Trustees
January 18, 1995



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





For \$100, you can

memorialize a person, a sentiment, or an idea at the Vanderbilt Museum in Centereport, NY. So, if you'd like to commemorate your wedding or other special event, memorialize a loved one, remember your class trip, celebrate your engagement or anniversary, recognize someone special, or for any other reason, simply fill out this form and within a few short weeks your brick will be installed at a location of your choice at the Suffolk County Vanderbilt Museum.



Please indicate the desired location of your brick:

- _____ Mansion Walkway
- _____ Marine Museum Walkway
- _____ Planetarium Walkway
- _____ Rose Garden

And remember your donation is tax deductible!
 The Suffolk County Vanderbilt Museum is a non-profit 501(c)3 institution.

Yes, I wish to take advantage of this valuable opportunity and buy a brick at the Suffolk County Vanderbilt Museum!

Credit Card: _____ AMEX _____ MC _____ VS

Card# _____ Exp. _____

_____ Check Enclosed

Checks made out to:
 Suffolk County Vanderbilt Museum
 P.O. Box 0605
 180 Little Neck Road, Centereport NY 11721

Name _____

Street Address _____

City _____ State _____ Zip _____

email _____

Home/Day Phone Number _____

Signature _____

Please fill out your message below. You can create three lines of a message with 14 characters per line:

*** The Suffolk County Vanderbilt Museum reserves the sole right to reject any message it deems inappropriate for public viewing.**

For further information, or to discuss sponsorship of specific museum programs or activities please call 631.854.5579, or check www.vanderbiltmuseum.org



WIZARD

Dear Student,

We are pleased to inform you that you have been invited to attend the Vanderbilt Museum's Wizard University.

You may begin your one-week summer session on July 6, 12, 19, or 26. Each day will begin at 9 am and end at 3 pm and will include classes in Astronomy, Potions, Almost Magical Creatures, History, and Ancient Worlds. You may also sign up for special extra-credit programs in August, where you can earn your badges.

Yours Sincerely,

Carol Ghiorso Hart

Carol Ghiorso Hart

Headmistress

(Order of Willie K)

First Class, Supreme Fearless Leader)



Please find the list of necessary Equipment on the back of this form

WIZARD

UNIVERSITY

Uniform

1. All students will require a large smock or old shirt
2. One t-shirt will be provided with your house colors.

Course Books

It's summer, this is a fun university. No homework EXCEPT: Check out the night sky for 30 minutes. No exceptions (unless you live in the rain forest)

Other Equipment

Water bottle and lunch. Cauldrons, telescope, snacks and art supplies will be provided. Students may not bring cars, toads or owls.

Parents are reminded that students May Not Bring Broomsticks of any kind. Travel will be by land only this semester.

Recommended for students ages 6 to 12. Student Interns 12 to 16 will be considered.

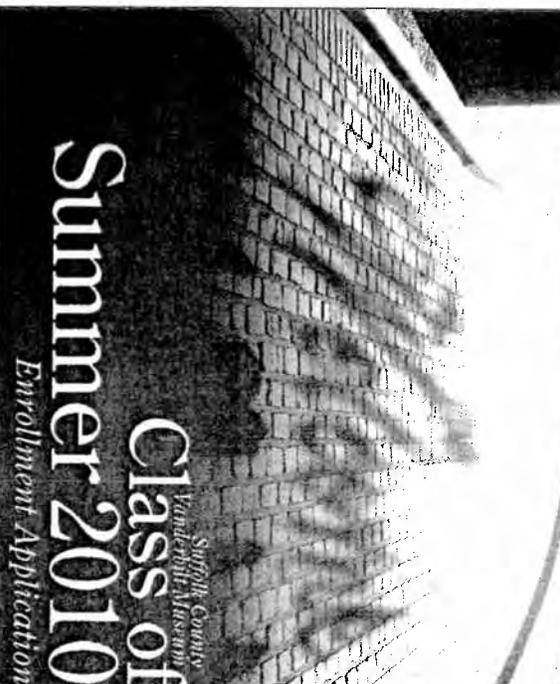


SUFFOLK COUNTY
VANDERBILT
MANSION • PLANETARIUM • MUSEUM



WIZARD

UNIVERSITY



Suffolk County
Vanderbilt Mansion
Class of
Summer 2010
Enrollment Application

WIZARD
UNIVERSITY



WIZARD
UNIVERSITY
Enrollment
Application
Class of Summer 20

Enroll at The Vanderbilt Museum's Wizard University

located on the historic grounds of William K. Vanderbilt II's Eagle's Nest Estate in Centerport. As our new students walk the cobblestones, cross the bridge, run under the iron gates and through the castle doors, they will be transported to another world of mystery, adventure and fun.

In July, the courses are one week long, from 9 am to 3 pm. Students from ages 6 to 12 will be divided into age groups and spend time in our planetarium, marine museum, bird and ethnographic room, habitat room, historic mansion and the grounds of the estate. Hands-on fun will include many crafts to take home, stories, music, slimy experiments and games. Choose one week starting July 6, 12, 19, or 26:
WEEK #1: July 6th-9th **WEEK #2: July 12th-16th** **WEEK #3: July 19th-23rd** **WEEK #4 July 26th-30th**

In August, we will be offering weekly half-day, three-hour programs from 9 to 12, and 1 to 4. Students can sign up for just a week of half-days, or stay for the day with a monitored lunch. Mix and Match if you like! Students who attended the week long university are welcome to come back and study in depth.

August Wizard Courses Include:

Astronomy: Peering Into the Past, Figuring the Future

WEEK #5 August 2nd-6th AM WEEK #7 August 16th-20th AM

Potions: Slimy Science

WEEK #5 August 2nd-6th PM WEEK #6 August 9th-13th AM

Almost Magical Creatures

WEEK #7 August 16th-20th PM WEEK #8 August 23rd-27th PM

Ancient Worlds: Mummies, Myths and Marvels

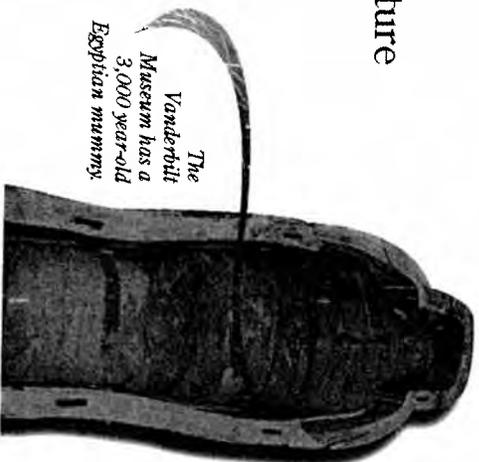
WEEK #6 August 9th-13th PM WEEK #8 August 23rd-27th AM

For more information

please call 631.854.5579



STUDENTS WILL BE DIVIDED INTO HOUSES REPRESENTING THE FOUR AREAS OF OUR WIZARD UNIVERSITY. NAMED AFTER THE MEN AND WOMEN WHO HELPED SHAPE THE VANDERBILT MUSEUM OF COURSE THEY CAN INFLUENCE WHICH HOUSE THEY JOIN!



The Vanderbilt Museum has a 3,000 year-old Egyptian mummy.

Wizard University Enrollment

I am applying for Week _____ 1st Choice _____ 2nd _____ 3rd _____

Special Wizard Classes (please check *You may enroll in AM or PM, \$150 per session, or full day \$300*)

Week 5	Astronomy	AM	Potions	PM
Week 6	Potions	AM	Mummies	PM
Week 7	Astronomy	AM	Creatures	PM
Week 8	Mummies	AM	Creatures	PM

Fees: Wizard University: \$300 (week 1: \$240)

Special Wizard Classes: \$150 x _____ = _____

Registration Fee (includes T-Shirt): _____ \$20

(Members Receive 10% Discount) _____ Total

(\$75 Deposit due with registration. Balance due June 15th.)

Please call or email soon to secure your place. (No Outs)

You may call 9-4 PM to pay by credit card at 631.854.5579

Please Charge \$ _____ to my MasterCard/Visa/AMEX

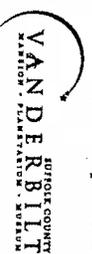
Name on Card _____

Address _____

Card Number _____ Exp. Date _____

Mail checks made out to Vanderbilt Museum and send to:

Wizard University, Suffolk County Vanderbilt Museum, PO Box 0605, 180 Little Neck Road, Centerport NY 11721.



William B. Rogers

Oyster Bay Cove, New York 11771

Bill and his wife Mollie, the parents of three daughters, and five grandchildren, reside in Oyster Bay Cove, Long Island.

Bill Rogers was born in Brooklyn, New York, where he studied Electrical Engineering. He founded and served as President of the Television Company of America and Tel-Rad Electronics Corporation. Subsequently, he founded and served as President of American Transcoil Corporation, manufacturing electronic modules for military communication equipment. During his career, he developed the application of conduction heating to degassification of elements during the vacuum process, making it possible for him to design and construct necessary equipment for the production of vacuum tubes, especially the cathode ray tube (forerunner of the television set).

He has received several awards, including one from Nassau County, for hosting the Handicapped Olympics at his horse farm in Brookville. Bill has provided college scholarships and grants for drug rehabilitation. He has also provided aid for the physically handicapped.

Bill has provided funding for Synagogue construction. He is also responsible for the construction of a church in Bimini. Bill founded the Liberal Jewish Day School, the first K-12 Reform Jewish Day School on Long Island, and proudly served as its President. He was recently given an honorary doctorate from the New York Institute of Technology in New York, where he has a building on campus named in his honor.