

Suffolk County Vanderbilt Museum

Board of Trustees

Minutes

A regular meeting of the Suffolk County Vanderbilt Museum Board of Trustees was held at the Planetarium, Centerport, New York, on September 19, 2012.

The following were in attendance:

Ronald A Beattie - President
Gretchen Oldrin Mones - 2nd Vice President
Betsy Cambria - Treasurer
Kevin Peterman - Secretary
Thomas Glascock - Trustee
Peter Gunther - Trustee
Michelle Gegwich - Trustee
Dr. Steven Gittelman - Trustee
Anthony Guarnishelli - Trustee
Michael Mule - Trustee
Stephen F. Melore - Trustee
Lance Reinheimer - Interim Executive Director
Lorraine Vernola – Staff
Robert Pilnick – Resident
Caroline Mule – Resident
Ann Marie Pastore – Stenographer

ABSENT:

Joseph Dujmic - 1st Vice President
Duncan Armstrong - Trustee
William Rogers - Trustee

(Mr. Ron Beattie called the meeting to order at 7:10 p.m.)

MR. BEATTIE:

Good evening. We will begin the meeting with the Pledge of a Allegiance.

(SALUTE TO THE FLAG)

Did anyone from the audience wish to speak? Come on up, Caroline.

MS. MULE:

Caroline Mule, at your service. Okay, what I have to give to Mr. Beattie is I have collected a whole bunch of fundraising ideas that are doable and local, all from Long Island, from being a Program Director at Camp Alvernia for the last couple of years. I go to Tri-State County Camp Conferences, which are chock full of ideas to help kids enrich their lives through different mediums of entertainment and learning. You name it.

My life is wrapped around Camp Alvernia and educating and helping children playing from the ages of four to fourteen. Plus we have all college and teachers that work over the summer to fill in the summer hours.

I'm going to hand this to you. It is filled with fundraising ideas. It is filled with things that you can do here at the planetarium that would directly connect and be appropriate for the Vanderbilt's 43 acre site. I'm talking about things from cars to science to rocketry to models to you name it. I tried to put all those things in here.

There are a couple of things a library is doing that maybe you can connect as well and partner up with. I think you already do that. Also, I have things that are green. I've also put in here some pamphlets from what New York City boating sites do on the Hudson, how they take the ferries and the public and they take them to the mansions up the Hudson River, which if you haven't done it, is a phenomenal thing to do. If you could bring that right here to Little Centerport, let me tell you, you'll have a booming business.

I'm just going to hand that to Ron. You can have that.

MR. BEATTIE:

Very good; thank you.

MS. MULE:

I'm trying to give as much energy and possible ways to have sustainable revenue. Hopefully, something is in here that you haven't already seen. If you have seen it, maybe it's another competitor who can shed light on something that you haven't seen yet. It has prices; you name it.

The other thing that I have here is that I went through everything on the Vanderbilt website, and I looked at what you were doing. I applaud you all. You guys are doing amazing things. I don't think people really know how much you're doing. People in the community say, "They should do this. They should do that." I tell them, "If you go on the website, they're already doing it." People need to be further educated. They need to be further knowledgeable of all the things you are doing because you are doing great things.

My key suggestion and my analysis – I used to be a financial analyst at Macy's Herald Square, which was 1,000,000 square selling feet. I used to be the Shortage Controller at Bergdorf Goodman in the City. I found ways they lost money.

In my analysis, I think you're charging a little too little, even though I appreciate the very economical prices, but compared to other people and museums and things that are synonymous with the Vanderbilt Mansion, I think you can up the prices a little bit and get away with it. I don't think anybody would say anything. That in itself, I think a dollar here or two dollars there could increase your revenue to boot. I will give you a copy of that.

On a less positive note, if you haven't seen this DVD called "Full Signal," it is all about cell towers. It's accounts of scientists, science writers, people in the know of the emissions and the electromagnetic radiation. It is founded from people all over the world with their opinions and scientific research of how cell tower emissions do affect your DNA, they do effect double DNA strands that cannot repair themselves and, therefore, do mutate yourself. It's the biggest human experiment that's going on right now. The FCC and Congress is bought out to get the ridiculous bill passed that no one has any say on where a cell tower goes due to health reasons. Are you kidding me?

I think when you're dealing with bus loads of children, which the cells get most effective with ages from zero to twenty-four, I think you really, really have to consider not just the adults who get affected but the children who get affected the most because they are actually

putting something up against their skull. It's actually very dangerous for a teenager to have a cell phone. It's dangerous for all of us.

The final thing I have to say on this, and then I'll drop it, is that every time you use a cell phone, it amps up and spikes the emissions that are everywhere. You have to see this. I'm not saying it's law. I don't know that everything is 1,000 percent true in here. I am not a scientist, but I am a parent and you are the parents of bus loads of children coming in from all over the place from New York City to Long Island. You are parents; you are stewards of protecting these kids, not just my house, not just my community.

As a parent, you're damn right, I'm doing my research, and there's enough here to prove that something is happening to us. Brain cancer is up in teenagers highest in history. There's something here. In the next five or ten years I think science is going to prove that more and more.

So please, please look at everything I've got here. I would much rather spend my energy and research giving you ways to pull in money instead of fighting you on this. Thanks.

MR. BEATTIE:

Thanks, Caroline. The previous meeting minutes, before we entertain a motion to accept them, I had one suggestion. I asked Ann Marie to look at on page 28. We had Betsy actually seconding her own motion. The tape shows that it was actually Gretchen that seconded that. With that modification, can I get a motion to accept the minutes?

MR. GUNTHER:

Motion.

MR. PETERMAN:

Second.

MR. BEATTIE:

Without objection? **Minutes are approved. (8/0/0/7 Not present: Mr. Glascock, Mr. Mule & Ms. Gegwich. Absent: Mr. Dujmic, Mr. Armstrong & Mr. Rogers. One vacant position.)**

Committee Reports, Treasurer's Report.

MS. CAMBRIA:

You all have the long sheet. I've just gone over with Lance a few of the items that are of interest. Under the "Actual June" Suffolk County funds, \$121,083, that is the first disbursement from the County to the Vanderbilt from the Hotel/Motel Tax. Right next to it under special events, those represent the gross profits from the clambake and the Tango Night. Those numbers are pretty good.

Under that same column for "Actual July," we have a figure of \$16,855 for site use. You should know that the site use consisted of two wedding ceremonies, six wedding picture events, one photo shoot for a national magazine, and one full-blown wedding reception, so that represents \$16,000 of income from there. Under the same column, "Other General," \$6,260, a large portion of that was the rental from Normandy Manor.

MR. BEATTIE:

Very good. Thank you, Betsy. Education and Exhibits, Gretchen.

MS. OLDRIN MONES:

As you probably read in one of Patrick's publicity releases, Stephanie's grant application to restore a 17th Century Dutch painting from Vanderbilt's original collection was successful. \$4,975 has been awarded from the Greater Hudson Heritage Network, which is a re-granting organization of NYSCA. Kudos to Stephanie for this latest contribution to benefit the collections.

(Mr. Michael Mule entered the meeting at 7:20 p.m.)

Alexander Katlan will be restoring the seascape which has been hanging next to Cornelius Vanderbilt.

There were a phenomenal number of mansion tours from August 15 to September 2, which was Labor Day. There were 1,305 tours. Attendance was boosted, no doubt, by weekend events such as the Car Show and Grateful Dead Concert. In 2011, from August 15 to September 5, there were 866 tours. Attendance that year was hurt by the hurricane that caused the museum to close for two days.

Living History Tours ended Labor Day weekend. During the summer there were several *Newsday* spots mentioning these entertaining and informative tours.

There will be some Un-Living History Tours as part of the Halloween Festivities, and that's always a hoot.

The Holiday Season will be even more decorative than usual this year. Claudia Dowling has assembled several independent interior designers who will be donating their services to decorate an area of the mansion for the holidays. This will be an addition to the garden clubs who decorate specific mansion rooms. So be prepared to be wowed this year with decorations in areas not ordinarily decorated, such as the arcade and Memorial Wing.

(Ms. Michelle Gegwich entered the meeting at 7:23 p.m.)

Stephanie reports a donation to the archives of a 1938 Social Register in good condition from Mrs. Elizabeth Hanse, otherwise known as Lance's mom.

Stephanie is obtaining estimates and prices for lighting and heating for the Stoll Wing. The first visit from taxidermist George Dante for August 24 was cancelled.

The Science Bus Grant is still pending. In the future, the bus outreach program as well as the renovated planetarium will require additional staffing.

Lorraine and Dave are happy so far with the training that they are receiving in the planetarium, very intensive. Most programs have been selected. Everything has been wrapped up. If you took a peak in there, you saw it's been double wrapped for protection against the carpet installation.

New and necessary work is scheduled to be done in the planetarium. This will push the opening back by six weeks to the beginning of the year. Lance will probably talk about this in much greater detail.

Some bookings are being taken and preparations are ongoing in advance of school visits which, of course, depend heavily on the actual opening of the planetarium.

(Mr. Thomas Glascock entered the meeting at 7:25 p.m.)

Lance is working with an ad company from out east. They are working on promoting the opening of the planetarium when that happens. They are also looking -- pro bono -- at our logos to try to consolidate

the two currently used labels into one that will reflect the many aspects of the Vanderbilt: the planetarium (now represented by a star,) the mansion (represented by the Yellin ironwork), weddings, etc.

Finally, this month's AAA Car and Travel Magazine mentioned the Vanderbilt as one of the most beautiful historic Gilded Age mansions in "Long Island Perfect Driving Loop." We already knew that. If you haven't seen the magazine, I will pass that around. It started on page 17. I have a little sticky there. We are mentioned on page 20. That's the end of the report, unless someone who was at the meeting has anything to add.

MR. BEATTIE:

Thank you, Gretchen. They are always the best committee meetings. She always brings the best snacks.

The Development Committee, I trust that you all received the Trustees Letters via email. If you don't yet have the stationery and/or envelopes so you can print them yourselves, please see Lance. He will give them to you at the end of the meeting.

I also would like to say that I had a very good demo on the Altru system this afternoon. That is going to change things so dramatically at the right time for us. With the planetarium reopening, I'm sure Lance will discuss that a little bit, too, but with that reopening we're perfectly positioned to be able to see things like what shows people go and see, how often they go and see it, who they are, so that we can better do our programs. We can make so much better decisions.

In terms of the pricing, that's the kind of thing that we will now be able to analyze a lot better in terms of how much is for shows that people go and see, how much are for mansion tours -- and not that we don't have that information now, but it's so much more dynamic, especially give the fact that we'd be able to run a report for specific periods of time. We will know how we did during Winter Break and that kind of thing. We will also have a very organized appeals program where we appeal for certain donations for certain things.

I have to tell you, Elizabeth, who is our grant writer, has been charged with implementing this for us. Kevin, I will put you on the spot. We would like to get some help with that and other things from Suffolk County Community College with interns.

MR. PETERMAN:

Okay.

MR. BEATTIE:

It certainly would help so that she could do a little bit more grant writing and a little bit less of implementing this system. I have to tell you that they have been doing such a great job on it. All the departments are on it now. Everybody is collaborating on this, and it's just going to get better and better.

That's it for the Development Committee. Does anybody have any Development questions?

Neighbor Relations Committee, we kind of had an impromptu conference call yesterday. We had some other discussions.

There's one thing I'm going to jump the gun on a little bit and steal some of Lance's thunder. I'm sure he would prefer if it came from me, but the planetarium is going to be delayed even more for a variety of reasons. I will let Lance get into that.

When it comes to the Neighbor Relations and Development Committees, one of the things I'd like to see if we can look into now, if we have a few more months to work on it, is if we can work out a Neighbor Committee to have a fundraiser specifically to renovate the lobby – something much better than what's been planned. We're going to make a little lemonade here out of lemons. We're going to be delayed. Let's see if we can take that time to raise some money and see if we can renovate the lobby better than we have planned right now, which is on a shoe string budget.

MR. REINHEIMER:

Ron, if I could add to that. The planetarium is progressing and things change daily. We had the carpet put in the other day for the theater. Public Works is working to do their best. There is some news that I have that will impact the lobby that really is developing as we speak. I met with Public Works today. They have programs where they get energy rebates for doing various projects at various County facilities. They re-roll that money into other projects.

What they're doing is they're going outside the planetarium budget now because they were very concerned about the lights in the ceiling in here. They are taking their energy efficient lighting programs and the funds they have there and rolling that into the lobby.

Within the past couple days, we have gone from really not having anything done with the ceiling and things like that to developing – today they came to start to develop a lighting plan, a ceiling plan, and taking it a little bit further. In talking about the delay of the planetarium and all that, that's connected to expanding the scope.

But you started on the lobby, so if I can respond. There are a number of ways and discussions on what to do with the ceiling. I know we talked about an open ceiling, ceiling tiles. When I talked to Public Works, and we have the fire inspector here today to go through preliminary investigations to make sure that when we're ready to open, that we have satisfied all the fire codes. There are a few odds and ends, nothing serious in terms of fire codes, but there are things that if we wanted to open next week, we couldn't. It's nice that they came here and did that and anticipated problems with fire codes and making sure that we meet all the codes.

This ceiling here, above the ceiling, there is no duct work for heat and air conditioning. This was built in the 1970's when energy was cheap. The air filters between the ceiling and the roof and these little slots that are in the tiles hot air is forced there. You have to heat that whole space before hot air comes through.

In the plan that they're doing now, they're still not putting duct work in because they don't have the funds for that. But they are redoing the ceiling, and they're using two by two ceiling squares and two by two venting squares. The energy efficiency or the energy distribution or heating and air condition distribution will certainly be better than what we have. The ideal is to have duct work, but they aren't doing that.

The logistics of having an open ceiling impacts the fire alarms and fire systems. You have to rewire the alarm systems. We have a whole bunch of spaghetti of cables in there. They're going toward redoing the ceiling.

The lobby, I think, will be done. We have the carpeting and the carpeting for the lobby and the rest of the building has been delivered and has been paid for.

The Vanderbilt staff is working – if you haven't been in here in a while, the orange fuzzy carpeting on the walls is gone in the foyer is gone and they're starting to sheetrock. We had a lot of discussions on what to do for soundproofing. We're looking into getting soundproof dry wall

for the outside wall here of the planetarium. That prevents the noise from the lobby drifting into the planetarium and vice versa.

We have a plan for the lobby based on what extra money Public Works came up with. This is all tied to – this all came up when we had a resolution to appropriate \$400,000 for roofing waterproofing. That money would be used for re-roofing the whole building including the dome. They discovered now they've gone up there and done some test and probes that the dome is leaking. It's impacting that area of the original dome construction. The plan is to re-roof that dome and to re-roof the flat portion.

After they had done the work here, we still have leaks. A lot of it has to do with flashing. A lot of it has to do with leaks that they didn't detect. So out of that \$400,000, a portion of that will be used for the roofing.

What that did is additional funds that they had for roofing that was in the planetarium project, it freed them up to expand into the lobby. All this comes together because of the \$400,000 that was appropriated. That money would be available in about six weeks. We assume the County Executive will sign it. We're going forward as if he is going to sign it. We have indications that he's going to sign it. He's not going to veto it.

It's about six weeks before those appropriations can become available to spend. Then they would start roofing. Once we do the roofing first, then you start working on the ceiling and then, of course, the carpeting. So you work down. We're looking at an opening date of the beginning of January. It's contingent on weather. It's contingent on how quickly these appropriations are available for spending, how quickly they can get the contractor here to start the work.

MR. BEATTIE:

A couple of comments on this. One of them is I'm sure you wouldn't mind if we had a fundraiser and raised some extra money for the lobby.

MR. REINHEIMER:

Of course, we can use some extra money.

MR. BEATTIE:

If we could get to the point where we could get the duct work in and work with the Board instead – I think this is so important. I think the

Board has to have a little bit more involvement when it comes to the choices that are being made and that we see what's going on. I think that it's just too darn important in terms of a major investment here and what this means for the future. We really want to make sure that this is done right.

MR. REINHEIMER:

Absolutely.

MR. BEATTIE:

Anybody else have anything else on Neighbor Relations? Okay, Buildings and Grounds.

MR. PETERMAN:

The good news is that there's no new damage. But I did want to report that the staff was really preemptive yesterday. We were very concerned about the storm that came in last night. The staff put sand bags down by where the garage is where the turntable is to prevent the water from rushing in, which helped. They put absorbing clothes around the perimeter of the Northport Porch, again, to stop the water from coming in. That really helped. As I said, no new damage. That's it.

MR. BEATTIE:

Very good. We can only hope. Hopefully we'll have another mild winter and we won't have a lot of freezing and thawing. Human Resources, Tom and I had a meeting about two weeks ago.

MR. GLASCOCK:

Yes, our committee met really informally for the first time about two weeks ago. We looked at the policies that are in place presently. We're in a good position. We have the right policies. They say the right things, frankly. We looked at the employee manual. There are two tweaks we're working on right now. We hope to have that ready for our next meeting, which will be in October and then to bring the suggested pages to the Board.

We talked about a variety of employee related issues and had the benefit of the HR Director with us. It was a good first meeting, a good building block to do our work going forward and to try to be responsive to the needs of the museum and the needs of the staff. It was a good meeting, and I think the first one of many to come.

MR. BEATTIE:

Very good. Thanks, Tom. Any questions for Tom?

Okay, the Executive Director's Report.

MR. REINHEIMER:

Well, I gave half the report a second ago. We had a good run for special events. Good weather equals good attendance. This past Sunday we had the Jaguar/MG Auto Show. That also got publicity in *Newsday*. It was number seven out of the top ten things to do this week. There were about 800 people who took advantage of that number seven position.

We netted about or grossed about \$4,000 on Sunday. This is the largest preponderance of car shows in the past two years. I think it was a combination of good weather and good publicity. That was a wonderful day.

That event followed the week before with the Grateful Dead. We had 1,500 deadheads strolling through our property. They were very mellow people, a lot of tie dyed tee-shirts, a lot of beards and a couple motorcycles. But for having 1,500 people here it was a really wonderful day. We took in about \$8,000. When everybody left, they must have taken their garbage with them because the grounds were left spotless, and there were a lot of people here.

It was really a wonderful day. It's nice to be here and see a lot of people leaving with smiles on their faces. A lot of people came here, obviously, that had never been here before. They discovered the museum. That's the nice thing about events like that. It brings people here that wouldn't normally come here. They discover the wonders of the Vanderbilt, and they do come back.

Another special event that we had over the summer was Mid Summer Night Dances every Thursday night in the tent. We had somewhere around 45 to 55 people every night. We netted or grossed about \$2,000 over the eight weeks we that had it. I think it was successful for the first year, and I think if we do this next year, we have to guarantee food. We didn't have that this year. We managed to have food at every event, because we were able to find sponsors on a week-by-week basis, but we had a core of people that came week after week. We had some new people each week. Everybody loved it. The weather was great, nice music, so it was a fun time.

Another thing we got going was that I spoke to Public Works yesterday about paving. We have funds in our capital program for paving. We have been having a dialogue with Public Works for quite a while now on paving actually starting over a year ago. It looks like something could be happening in the next 30 days. We will be paving the lower parking lot down to the Curator's Cottage. We will be paving the two parking lots to the left when you come into the Gate House on the left hand side. They will be doing all the blacktop that hasn't been done. The blacktop down to the boathouse has been done, so that won't be touched. I'm real excited about that because it's going to really dress up the entrance and dress up the parking lots. We will get the parking lot – the two top parking lots we'll get those re-stripped. It will be a nice first impression for people.

In addition to that, the road going down to the seaplane hangar is starting to fail to the point where it's almost impassible. They are going to work on that, too. That's important from a public safety perspective. We have to keep that passable so that in the event that any public safety vehicles have to get down to the waterfront, they have access. Right now it's a challenge. There's a part of the road that the rate it's going will actually fail and will be impassible. I hope the next 30 days when you come back, the place will look newly paved.

Ron and I went to the Oversight Committee at the Legislature.

MR. BEATTIE:

I was a potted plant.

MR. REINHEIMER:

I wouldn't go that far.

MR. BEATTIE:

I was going Ollie North on them.

MR. REIMHEIMER:

It was about an hour and a half meeting. I commented to Ron that I didn't expect it to go that long. He said, "Well, you kept talking." I guess it's my fault. But the last meeting they had was last October. Everything that we have done between last October and today is a lot. I wanted to impress upon the Legislature that we're making great strides. We're going in the right direction.

We have had some new events. This has been a phenomenal year. It's important to get that across to the Legislature. A lot of them know

that, but it always helps to get it on the record and to repeat what's been said fragmented throughout the year in one meeting. They were very receptive. It was a good meeting. Basically we just went over what we've done this year. We sold the car, did fundraising, updated them on we are with the planetarium, new events, and all the things that we're looking forward to do in the future, on-line ticketing and Altru membership management. The list is huge. If we keep going in this direction, we're going to do well.

MR. BEATTIE:

Any questions for Lance? Peter?

MR. GUNTHER:

Lance, for the approximate last two years we have been working on a catering contract with the gentleman from the Thatched Cottage. Where are we with that?

MR. REINHEIMER:

I didn't get involved too much with that until after Noel Gish left. Basically I've been facilitating going back and forth between the County Attorney and Thatched Cottage. Any time that minor changes are made in the language, it goes back to the County Attorney. It's taken a lot longer than I would have liked.

It's to the point where as of last week, there were some minor changes that I requested in the contract to reflect the business for site use that we're doing today and how we're conducting our business today. For instance, there was nothing in there that said music should stop by ten o'clock. That was the concession we made to the neighbors and that events should stop at eleven. That wasn't in the contract. A couple of the fees were wrong for, I think, it was the courtyard.

I looked at the contract from a perspective of how we're doing business today and asked those changes of the County Attorney. She emailed me back and said she would be out until the 25th. I sent the draft contract as it is today with the coversheet outlining the lists of changes to Ron. I did that probably two or three days ago tops. That's where that is.

MR. BEATTIE:

Yes, Michael.

MR. MULE:

Lance, you just had the car show. I was a little confused with what you said. There were 4,000 attendees?

MR. REINHEIMER:

No, \$4,000.

MR. MULE:

Gross or net that we received?

MR. REINHEIMER:

That's gross revenue from admissions. Car shows and the same with our music events, we charge our normal site fee for that. There's no additional charge for car shows, and there's no additional charge for the music festivals. The reason why there's no additional charge for the music festivals is that the bands that are playing are not charging us. They came here as a venue to play.

Actually for the car show, we will be getting an additional \$500 from the MG Club or the Jaguar Club. That reflects car registration. We received \$5 from each car registration. I think there were somewhere in the neighborhood of 80 cars. Then there was also a \$35 charge for the food vendor. We will almost get \$500 back in addition to that. We will gross about \$4,500. I estimate about 800 people were there.

MR. BEATTIE:

Very good. Any other questions for Lance?

MS. CAMBRIA:

I have a question. If you had 1,500 people attending the Grateful Dead Tribute Concert, how did the parking go? How does that work?

MR. REINHEIMER:

I should ask Michael Mule to comment on that. I'm sure they were walking by his house. The good thing is that we took the storage containers out of the lower parking lot for the tent. We removed those as soon as the tent was set up. The lower parking lot was as empty as it's been in a long time. We filled the two upper parking lots. We filled the lower parking lot, and then as people left, we had cars come in.

We put on extra security people so we had at least three security people directing traffic and also patrolling. They keep track of any open spaces in the parking lot. We tried to have as many cars park on the property as possible. They did spill out into the street.

Even with the car show last week, I think they spilled out into the street, too. Our parking lots, I guess, hold somewhere around 600 to 700 people tops.

MS. CAMBRIA:

You means cars.

MR. REINHEIMER:

Cars, yes, but cars meaning people.

MS. CAMBRIA:

My next question is, when you referred to the new pavement, it must have gotten by me, but did you mean as you go down to the powerhouse where your offices are, and there's a big dip. Are you going to do anything about that?

MR. REINHEIMER:

Well, we thought of using that for tobogganing next year. No, not really.

{LAUGHTER}

Yes, that's going to be done. They are doing that – actually we were told to repave that a year ago. Workers Comp. came through here and said that has to be done. They informed the County, and they didn't do anything. They are going to go down that road. They're going to repave the whole maintenance area and even back around behind the planetarium.

I just want to make it clear that the cobblestone is not being paved or any areas like in front of the education building. They were paved a few years ago. The couple areas that were paved within the past five to seven years are not being paved, but everything else is being done.

MS. CAMBRIA:

My third question is, you said there was a food vendor at the car show. Who is that? Do they contract with their food vendors separately?

MR. REINHEIMER:

History and tradition with car shows is that they bring in a vendor. We charge the vendor \$35. I personally think that's a little undercharging, but that's been the tradition and the way we have worked with car shows before. I didn't check the prices on the vendor, but I know they

were selling water for \$1 a bottle, so I felt that they were at least charging fair prices and were not overcharging.

MS. CAMBRIA:

But we basically have nothing to do with that vendor?

MR. REINHEIMER:

In this case, we did not, no. We didn't obtain them. We were just getting the \$35.

MR. MULE:

If I just may add a comment regarding the Grateful Dead show. Just to point out, I basically live next door. The traffic on the Grateful Dead concert, there was definitely more traffic than the traffic for the car show. There was just overflow traffic. There was some parking on the street on Little Neck, as is expected at those events. There was some parking on the front of my property and other properties. That's the usual expectation of what we have on those events.

MR. REINHEIMER:

We try our best to keep as many cars in the parking lot as possible and to accommodate as many as we can. When we have a good day, we're going to spill out on the street.

MS. CAMBRIA:

That comes with success.

MR. BEATTIE:

Yes, the old real estate adage is a full parking lot is a good thing. That's great. Does anybody else have questions for Lance?

We'll move on to the President's Report. You guys have heard me before talk about public/private partnerships and economic sustainability. For a variety of reasons recently, most of which have been discussions that I've had with Legislators and every one of the Legislators that have spoken to me said basically the same thing, especially in this climate.

In fact, it just happened a couple of weeks ago. We were asking for \$400,000 to redo the roof. Each one of them had said to me, "We are tired of being asked for money without having a plan." We don't have an economic sustainability plan. It was required of us when we got the first cash infusion of \$800,000 before the Hotel/Motel Tax. We still have never come up with a plan to them.

That's the topic of my President's Report today. What I put together, and Gretchen was so nice to hand them out, is a vision plan for economic sustainability for the Vanderbilt.

The idea here is we haven't produced a plan for sustainability, but this is where we are. We can't sugarcoat it. We are a crumbling, dependent entity. We hear in all our meetings about the infrastructure problems that we have. We have pieces of the façade that fall off and could injure people. I don't think it's any surprise to anybody that our infrastructure is in disrepair.

Some of it is good news, but none of the things are long-term solutions that are good news. The planetarium, obviously, is good news.

The lease on the Normandy is good news. Sale of non-accessioned items was certainly good news. We have had grants awarded, certainly some really spectacular ones recently.

What is our greatest asset? It's the prime waterfront that we have here in real estate. The Hotel/Motel Tax, the elephant in the room, it's expiring in December of 2014. At the same time, we haven't produced a plan. All this time we're \$800,000 to \$1 million in the hole. That's only going to get worse. We don't have a plan that we sent to the Legislature for how we're going to deal with it in two years.

Where do we want to be? We want to be economically sustainable in the long term. We want to be independent from the goals of Suffolk County. We know they're half a billion dollars in the hole. We can't keep depending on them and asking them to cut checks. They're just not going to do it anymore. That's just the reality of what we face.

What we need to do is we need to create conditions not only for us to survive but to thrive. In doing so, restore the Vanderbilt to the past grandeur. We need to be a vibrant and independent jewel of Suffolk County.

Big problems require big solutions. The only way that I can see in my vision for where we need to be and how we need to get there is we need to create new venues through a public/private partnership. Obviously, revenue goes with the venue.

Each venue that we will be talking about creates synergies with the other ones. Remember, I'm saying big problem require big solutions, everybody.

We need to do this being sensitive to the historic nature of the property. We have to be very careful of that because we are a park and this is a jewel that we want to preserve in terms of the historic nature of the property.

What we also want to do there is through share costs. If we had new venues, we can share the costs, not only of the infrastructure improvements that we would need to put in new venues but also the ongoing maintenance cost.

I'm looking at this whole thing, basically, as a mall. I hate to say this because it's a park, but in a mall everybody pays their fair share on a pro rata basis for the infrastructure and ongoing maintenance.

This is what I'm talking about. How do we want to get there in the new venues? The new venues that I'm talking about is obviously a lot more in scope than the last presentation I made for this for a pretty simple reason. The last presentation I made on this we were counting on \$25 million of previously capitalized money and bonded money that was supposed to go to specific projects of the Vanderbilt.

We know we're not going to get that \$25 million anymore. What we need to do is we need to think bigger, and we need to create even more venues in order to just get to that same level.

The types of things I'm talking about is a full-time, full-year round catering facility. I'm going to go into detail on each one of these in a bit. Also, included is an amphitheater that is built into the gully behind the columns, a conference center/resort, seaplane hangar destination restaurant, waterfront esplanade and redoing the grounds.

Another inclusion would be the creation of a Suffolk County Automotive Museum, very much like the old Suffolk County Automotive Museum out in Southampton. There is a huge market for that here. We have the space, and we have the talent where we can put together a new venue like that.

To me, the most exciting part is that we can develop an educational and arts center just on the other side of this wall here where we can have classroom space and temporary exhibit space. We need to do

these things to make the Vanderbilt a destination, a multi-faceted destination with synergies.

The synergies are pretty much this. If we have a catering facility, obviously, that's going to feed the conference center and the seaplane hangar. We could look at all these lines over here. All these things – the beauty of a plan like this is each one of them feed off each other and make it more and more viable.

Other benefits would be creating jobs in this economic climate, creating tax revenues for local governments that otherwise wouldn't be here. I mean, if you have a catering facility, you have a seaplane hangar destination restaurant, you have a conference center ironically – the Hotel/Motel Tax -- the conference center – those are generating more revenue for our local government.

We can have other potential partners. I have outlined some of them in the plan that you've been handed. There could be others. Those are just examples of the things that we can do.

In coming up with a plan like this, we have to do so in the recognition of the potential problems, such as septic system. Obviously, we know that's going to be a huge area, but again the solutions there are going to be varied depending on the final plan that's accepted here.

Parking could be another problem. We just talked about an event of 1,500 people and the problems we had with parking and the road access. These are things that -- I haven't developed this plan ignoring these types of things, but these are things that there will be answers to, but it's a matter of getting the ball rolling and then starting to figure out what the solutions would be.

Let's talk about each venue specifically. The year-round catering facility would be built into the hillside under the lawn where Mike Mule cashed in all that money with the closest-to-the-pin at our clambake.

MR. MULE:

Please note that I donated that back to the museum.

MR. BEATTIE:

And he donated it back, yes, absolutely, on the record, he donated all that money back to us. This view that you would see there would essentially be the view with a full-time year-round catering facility so

that it would be sensitive to the historic nature. You would see it from the water, but you wouldn't see it from the mansion.

The synergies with other revenues are pretty obvious. These would include some restoration and maintenance of the mansion. We know we have to improve the infrastructure, so each one of these venues would have some contribution to the restoration and maintenance of our historic structures.

The amphitheater built into the nature gully behind the columns at the entrance, everybody knows where that is. It's a beautiful gully that would be a natural for having an amphitheater. Obviously, those would be seasonal events. You're not going to have an event in the winter time for that, but this would include some restoration or maintenance of the boathouse.

The conference center/resort, this view would look exactly the same – actually not exactly the same because it would extend the rose garden out but this venue would be terraced into the hillside all the way down to the waterfront.

This could serve as corporate retreats. We are less than an hour away from the financial capital of the world. It's a perfect venue to have corporations, board meetings and off-site meetings come to the Vanderbilt. We have a planetarium where they can do full-dome video of their presentations. Again, the synergy is there. This would also include the creation of a galleria right on the other side of this wall. Over here that would serve as the focal point of where people come in, get their tickets, go to see special exhibits, etc.

The seaplane hangar, it's there. We have been looking at it for the last – I've been looking at it for the last six years. We would have the opportunity to preserve a historic structure, to create a two-deck restaurant with stunning views of the harbor. That hangar door is 100 feet by 30 feet high. Stunning views. We'd have outdoor dining with boat access and the obvious synergies with other venues.

The waterfront esplanade and the grounds tie everything together down at the waterfront. It's mostly designed already, as Steve knows. It was the Bill and Mollie Rogers Waterfront Project that was supposed to be built. They could include ferry and water taxi service.

In my vision, I would hope that the grounds, after we improve them and make hiking trails, would be open to the public. We wouldn't

charge a site fee, but people would be here. To come to the Vanderbilt with the beauty of the place and while they're here, they might go down to the seaplane hangar and have a cocktail or dinner. Or they may come to a planetarium show. There are plenty of synergies there of making it open to the public and drawing people here, so that we can maximize our use of the property.

The educational arts center, again, to me this is one of the more exciting possibilities here that would be built into the hillside to the south of the planetarium just on the other side of a wall, but that hillside steeply goes down toward the seaplane hangar. So we could create an education arts center with the revenue that we get from these new venues. We would have a welcoming center for the museum, ticket kiosks, I'm calling the Willie K. Cosmic Café, some kind of food venue in here for the planetarium, classroom space, exhibit space and NASA space lab camp.

Remember we had that when we were doing the strategic plan, we had a young educator from, I believe, East Islip who knows of a program through NASA where you can take an existing classroom and make it into a space lab camp. We have another educational facility for kids to come in and learn science and, obviously, the kids and their parents will be exposed here.

It also would have the museum administrative offices and a climate control curatorial lab, which would also free up mansion space. If you look at the second floor of where the mummy is, that is all curatorial space and storage for really some gems of exhibits that we could have here.

Suffolk County Automotive Museum, I spoke about that a little bit, but we could build that by connecting the generator tool and work buildings just south of here. Live auto restoration exhibits, I'm hoping that we could have where people are actually working on restoring automobiles where people can actually come in and watch that happen.

Hopefully we can get the Vanderbilt Cup back. If we build a facility like this, it's sitting in storage at the Smithsonian Museum. If we build a facility like this and we can show them that it's secure, we can get that on loan from them.

In conclusion, the Legislature has been waiting for a plan from us. We all know that. This plan requires no investment by the Vanderbilt. It

requires no capital from Suffolk County, but we need to start the ball rolling. The possible end of the Hotel/Motel Tax is around the corner.

With that, I'd like to ask for a motion to authorize the Vanderbilt Executive Board to pursue any and all elements of the vision plan for economic sustainability and bring it to the Suffolk County Legislature.

MR. PETERMAN:

Motion.

MS. OLDRIN MONES:

I'll second it.

MR. GUNTHER:

On the motion, I think this is a vision that we definitely need to do. I'm in favor of it. But there's one thing that I have a problem with. For almost two years, we've been talking to a caterer to be able to cater events here. Correct me if I'm wrong, this will lock him out of being able to do that. The contract that we're almost done with would be set aside and maybe open us up to a law suit not only here but the County for not going through with that contract.

MR. BEATTIE:

Well, this is a vision plan for economic sustainability for the Vanderbilt. I understand your concerns, but we have to move forward with something that's going to save it overall.

Everything is on the table when it comes to participation by anybody for any of these other venues. We have no choice to save this place than to develop a plan for long-term economic sustainability. It's been motioned and seconded. I'd like to call for a vote.

MR. GUNTHER:

If I could continue. Again, we legitimately had somebody and giving good faith to that person at the Thatched Cottage to be able to give them a catering contract there and for almost two years go through this and tell that guy no good? I couldn't do that to anybody. I don't think it's appropriate. I don't think contractually – I mean, I hope that it wouldn't open us up to a lawsuit by throwing this guy away, but I would like to see approving him as the caterer to start now because I don't think this will be immediate. This will be five years down the road before we start getting anything done. I would like to see the motion to include that caterer also.

MR. BEATTIE:

Steve.

DR. GITTELMAN:

I oppose any consideration to encumber this plan with a smaller contract even if it exposes us to litigation. We have to think in a broader sense for the future of the museum and not tie us to a catering contract. If this is the plan, if this is what we have to do, I don't want to be tied down to anything. I want to be free to move, and I don't want to see the museum – maybe the caterer doesn't fit this plan. Maybe he does, but that's not the deciding point, and I don't want to see the two tied together at all.

MR. BEATTIE:

We spoke about it a little bit before, Peter, that there is a clear distinction between the two plans. The catering contract has been under negotiation for a long time. I wasn't involved in the portion of that. But it's a separate issue that comes up through a separate vote. It can't be tied directly to this, but I can tell you that every opportunity, if we move forward with this plan, every opportunity would be afforded to that vendor for all the different venues that are out there, for whichever one he or she wants to do. Again, there's been a motion –

MR. MULE:

Mr. President, may I be recognized?

MR. BEATTIE:

Yes.

MR. MULE:

I'd just like to mention two caveats. One, the plan which was submitted to us and perhaps it's – I haven't looked at every word and I don't think everyone here has either. I just want to make clear that there's a note concerning cell tower at the Vanderbilt that's a proposal concerning construction that is not included in the plan. The language that is in there says that an initiative is underway to construct – as I understand, it's a proposal concerning construction. That's one caveat.

The second caveat is – and you alluded to this – that the motion authorizing the Executive Board to enter into and pursue any and all elements of this plan is certainly subject to acknowledged obstacles that will have to be dealt with, such as scope, traffic, parking, sewage treatment, and so forth.

I would expect that all these things would have to, down the road, be addressed through public comment incorporation of those comments into the ultimate plan. So I just wanted to include those comments as part of the record. I think it's an ambitious plan and something that has to be done. I commend you and the Executive Board for putting forward a vision for the future.

MR. BEATTIE:

Thank you. There are a thousand things that are going to be changed here. We could look at every detail of things that would affect this. The point is, we have to go to the Legislature with a long-term plan for economic sustainability. This is the only way I could see to do it. I've been around here for a long time. I haven't seen any other ideas that have been floated.

Again, it's been motioned and seconded. Peter?

MR. GUNTHER:

I agree with what Michael said. I agree that this is definitely a vision and something that we should do. I'm in favor of it. What I'm not in favor of is taking somebody and setting them aside after all their effort and good faith to be able to go into a contract with us for catering. I don't think that's appropriate.

Again, I would rather see us vote on two things. We could vote on this under the conceptual idea and then also make a separate motion to be able to get the catering bill up and running.

First of all, we haven't talked about anybody with any money. Nobody here is committed to giving any money for this or saying, "I'm going to throw the money up there." There have been no cost estimate, no nothing. I'm definitely in favor of this, but I'm not going to throw somebody under the bus at all because of good faith and working with us to get a contract for catering here. I would like to see a separate motion for that to make sure that that caterer gets this up and running from now until whenever we do this plan.

MR. BEATTIE:

You can make a motion on that after this. There's been a motion and a second. All in favor?

DR. GITTELMAN:

Ron, please, this is a very important motion. A little discussion won't kill us. The wording of your motion, which I support the concept, but

it almost seems to take the Board out of the play in the motion. I'm not sure you intended it that way. Certainly we want you to pursue your vision but certainly the Board, as a whole, could be called to act on the elements of the plan as they occur.

MR. BEATTIE:

And they would be. I mean, I'm not coming up with the fact that I'm authorizing the Executive Board to pursue any and all elements for this plan and bring it to the Suffolk County Legislature. We're going to have a thousand more requirements for us. We're going to have to have SEQRA review. We're going to have to have all those things –

DR. GITTELMAN:

But I'm just suggesting to you that the way that's written, it implies that you have the right to act on the plan and the elements of the plan. What I'm suggesting is that you not be allowed to sign contracts before approving, for example, that you'd have to bring that to the Board.

MR. BEATTIE:

Oh, I don't think it says that.

DR. GITTELMAN:

I just want to make it clear.

MR. BEATTIE:

Okay, that's fine.

DR. GITTELMAN:

I'm not trying to undermine you. This plan has most of the key elements that existed in the prior plan, which was in 2000. In that plan, we were using the waterfront as the key to bring the museum around, as a sustainability plan. In that sense, this has some key elements that have been brought forward in the past. I certainly support it.

MR. BEATTIE:

When I'm saying that we have been asked to do a plan and we haven't done one, since that \$800,000 –

DR. GITTELMAN:

I see what you're saying, absolutely.

MR. BEATTIE:

And that's what they keep asking for. It didn't mean to say that there wasn't a plan forever.

MR. GUARNISCHELLI:

My question with the catering is, what does that entitle him to do? In other words, if he's entitled to do affairs under the tent and we decided to open a hot dog stand down on the water, is he involved in that, or is that a separate deal altogether? This all came about before I came along. I'm confused as to what he is entitled to do here, if the catering deal goes through.

MR. BEATTIE:

And that's why it's a completely separate contract issue that we're not ready to discuss because it's not finalized yet. I know what a lot of the elements are, and if you guys want to have a motion on that, we will be discussing that, most likely, in the next –

MR. GUARNISCHELLI:

I was just trying to get on track with where Pete was going. I don't know what Ralph agreed to or what.

MR. GUNTHER:

There's a contract.

MR. BEATTIE:

Well, no, there's not a contract. If there was a contract, it would be signed already, and we would have approved it.

MR. GUNTHER:

Lance, is there a contract?

MR. REINHEIMER:

No –

MR. BEATTIE:

Until it's signed, it is not a contract.

MR. REINHEIMER:

I'm not an attorney, so all I can say is we're working on a document that is a contract, but it is not signed.

DR. GITTELMAN:

And the current contract does call to give him all catering on the premises. That could be a conflict with what we're planning here. We must move carefully. We don't want to encumber this plan with that potential contract.

MR GUNTHER:

I agree with you, Steve, but follow my point. This is going to take a couple of years to get going. It's not going to happen tomorrow. It's not going to happen next week. We're going to have to find somebody with millions of dollars that's going to do this. I am in complete support of this plan, completely. My only problem is we're in negotiations with a contract with somebody to do the catering here. I still would like to see that person approved. If we have to change the contract to say that it's only good for a certain amount, we can do that, but I don't think we should throw that person under the bus.

DR. GITTELMAN:

Nobody is throwing him under the bus. We're just saying that that has to follow after this.

MR. GUNTHER:

But you are. You could take that negotiation that they have been doing now for almost two years, throw it in the garbage, it's no good.

DR. GITTELMAN:

Maybe that will be the case, and maybe that's what has to happen, if it becomes an encumbrance on a bigger and more important plan.

MR. GUNTHER:

But trying to raise money –

DR. GITTELMAN:

I'm not going to act or I don't think this Board should act to favor a potential vendor who's been in negotiations. We have an obligation to the institution which rises above our potential obligation to Ralph.

MR. GUNTHER:

There's no question. I don't have a problem with that at all. My problem is this will not take place for five years before you put the shovel into the ground.

DR. GITTELMAN:

I don't want to be bound to a caterer and have him hold the keys to these grounds –

MR. GUNTHER:

That's why I'm asking you, is there some happy medium here?

DR. GITTELMAN:

The medium is that this comes first, that comes second and in no other order.

MR. BEATTIE:

And the consideration of that contract when it's finalized is going to be discussed by this Board. It's just not going to be tonight, because the contract is not finalized.

MR. GUNTHER:

Lance, you can't do something that you don't have. I understand that.

MR. GUARNISCHELLI:

Usually the contract has a timeframe involved.

DR. GITTELMAN:

This one has like 20 years in it.

MR. BEATTIE:

I don't think in this open meeting we need to be discussing the contract particulars. I don't think we need to go into executive session on that either because we're not ready to consider that. But when we do consider it, all those elements will be discussed in executive session.

MR. MULE:

Mr. President, should we have the motion amended to include the comments of Mr. Gittelman? I have a proposed amendment just to clarify what was said. It would be a motion to authorize the Vanderbilt Executive Board to pursue any and all elements of this vision plan for economic sustainability and to bring it to the Suffolk County Legislature with the understanding that the Board has ultimate authority to approve any and all elements of the plan.

MR. BEATTIE:

Okay. That motion has been made. Do we have a second?

DR. GITTELMAN:

Second.

MR. BEATTIE:

All in favor? Opposed?

MR. GUNTHER:

I abstain.

MR. BEATTIE:

Motion is approved. (Vote: 10/0/1/3 Abstained: Mr. Gunther. Absent: Mr. Dujmic, Mr. Armstrong & Mr. Rogers. One vacant position.)

MR. GUNTHER:

The reason why I abstain from voting is because, again, I don't think that when you're dealing with somebody in good faith, that you can take that and just throw them under the bus. I don't think it's appropriate. I really don't. I tell you what, one year, two years, three years, four years down the road, it's going to bite you in the ass. It will come back to haunt you.

MR. BEATTIE:

Okay. Old business? The Conflict of Interest questionnaire, if anybody has it, can you please get that to our Secretary, Kevin?

In terms of new business, we have a little complicating thing in terms of we were trying to organize the Staff and Volunteer Appreciation Day. We thought it would be great – the Executive Board met on this – but we thought it would be great if we could have it here in the planetarium because a lot of the staff really hasn't been able to see what's going on here. They know all the excitement. We were hoping to do that November 15. We would cook the burgers and clam chowder –

MS. OLDRIN MONES:

November 12.

MR. BEATTIE:

Yes, November 12, but that, obviously, has to change now because the planetarium is not going to be open until January at best. We now have to pick a date. I don't think we're going to be able to have it here. We're going to have to pick a date to use the tent. The tent

needs to come down on or about November. Does anybody have any ideas when we can have it?

We have new Board Members here. The Staff and Volunteer Appreciation Day is something where the Board Members come. We initially just started slinging hot dogs and burgers, and it's grown into any Trustee that wants to bring their specialty – along with flipping the burgers and dogs, I bring jambalaya. It's been growing into something bigger. The Trustees go and really show our appreciation for the staff and the volunteers who are just absolutely phenomenal here. It goes a long way for their morale. Let's think about a date that we can do this.

MS. CAMBRIA:

We usually each contribute some money toward that, don't we?

MR. BEATTIE:

That's part of what we have to talk about. The Trustees usually donate about \$20 for beverages, hot dogs, buns and all that stuff. Betsy volunteered to collect that for the Board.

MS. OLDRIN MONES:

Ron, traditionally we've met on a Monday.

MR. BEATTIE:

Yes, it's usually on a Monday because the museum is closed.

MR. REINHEIMER:

We're also closed, though, now on Wednesdays and Thursdays.

MR. BEATTIE:

So we have a little bit of flexibility there. Anybody have any suggestion?

MR. PETERMAN:

The tent goes down November 1?

MR. BEATTIE:

Around November 1.

MR. REINHEIMER:

Actually, we have an event scheduled for the 21st of October, so it would either be that following week. It's six months – it went up the

end of May, so we've got time, but we try to take it down as soon as possible before bad weather comes in.

MS. CAMBRIA:

What is the Wednesday before that?

MR. REINHEIMER:

It can be any Wednesday in October. It could be any time. I don't think we have any conflicting dates during the week, but if you pick a date I will check to see to make sure there isn't an event in there. Generally, there are no events during the day during the week. We should be okay with any date you pick between now and the last week of October.

MR. BEATTIE:

How about the 17th? We have a Board Meeting on October 17. We could do it prior to the Board Meeting. We're all going to be here anyway.

MS. CAMBRIA:

No, I'm not.

MR. BEATTIE:

You're not?

MS. CAMBRIA:

No, I told you I'm not.

MR. BEATTIE:

Betsy can't make it.

MR. GUNTHER:

I'll have a hot dog for you.

MR. BEATTIE:

October 17, if that's good with everybody, we're going to be here anyway. We generally do it around two or three o'clock.

MS. OLDRIN MONES:

It's usually twelve to three.

MR. BEATTIE:

Did we do it twelve to three?

MS. OLDRIN MONES:

Yes.

MR. PETERMAN:

If we're going to have the Board Meeting that day, we might want to start it a little later.

MR. BEATTIE:

Either that or we start the Board Meeting earlier. Maybe we'll do two o'clock and have the Board Meeting at five while we're cleaning up. Does that sound good?

MS. CAMBRIA:

Well, it's lunch, so we have to have it at a time when people would eat lunch.

MR. BEATTIE:

Okay, how about one o'clock, and the meeting could be four o'clock? Does that sound good to everybody? It would be one o'clock on the 17th –

MS. CAMBRIA:

One to three –

MR. BEATTIE:

Yes, and then we'll do the Board Meeting at four o'clock. Does that sound good to everybody?

MS. MULE:

How many people are you talking about feeding?

MR. BEATTIE:

It's generally in the neighborhood of 50 people.

MS. MULE:

Would it be here?

MR. BEATTIE:

Yes, in the tent.

MS. MULE:

Okay.

MR. BEATTIE:

All right. Is everyone on for that? Okay, great. Then it's October 17, one o'clock in the tent and four o'clock for the Board Meeting.

MR. PETERMAN:

Would you at least alert the Legislature that we changed the time because I know on the Legislative website, it lists us as seven o'clock meetings. I just think we should probably let them know.

MR. BEATTIE:

Okay. Betsy is collecting money. Peter?

MR. GUNTHER:

I'd like to make a motion under new business to allow Lance to continue to negotiate a short-term catering contract to include three years with the person we're in negotiations with now.

MR. REINHEIMER:

I'd like to say that it's an awkward position for me to negotiate as a Director. I don't set policy. In the past, Ron and Noel worked on the contract. Noel was almost there when he left the Board. I just want to make it clear that I worked with different language and try to reflect how business is conducted here.

I think if you want to change the parameters of the contract, and I'm not going to talk about the contract on the record, but any changes in the parameter of the contract I think we need Board input and the Board to negotiate.

You're the official policy makers. I carry out your policy. I can't set policy. I will work and assist whoever works on the contract, but I think it's almost a conflict for me to negotiate. I am not a policy maker. I'm an administrator. I'm facilitating the contract, since Noel left. I don't negotiate. It's a basic outline and criteria for the contract was already set before I even came on to this position.

MR. GLASCOCK:

Also, frankly, we may need to look at the language in the resolution authorizing the RFP and the RFP itself because potentially a change like that would require a new RFP.

MR. REINHEIMER:

The County Attorney is coming back on the 25th. The changes that were requested, which reflects business today, are minor in nature.

My feeling is that once that's done, I'll pass that on to the President and then he can distribute as he feels necessary.

MR. BEATTIE:

I think it's something that's going to be the subject of next month's meeting, but you have a motion.

MR. GUNTHER:

Yes, that I would just like to see that re-negotiate for a short-term catering contract.

MS. CAMBRIA:

I'll second that.

MR. BEATTIE:

All in favor? Opposed? Abstained? **(Vote: 4/2/4/5 In favor: Mr. Gunther, Ms. Cambria, Mr. Guarnischelli & Dr. Gittelman. Opposed: Mr. Beattie & Ms. Oldrin Mones. Abstained: Mr. Mule, Mr. Glascock, Mr. Melore & Mr. Peterman. Not Present: Ms. Gegwich. Absent: Mr. Dujmic, Mr. Armstrong & Mr. Rogers. One vacant position.)**

MR. GUNTHER:

I really don't know exactly what the contract says, but all I'm saying is that I trust Ron to sit down with whoever did the contract for the other person and look at it and see if there's some sort of medium they can come up with for a short-term contract. If it works, okay. If it doesn't at that point, then it's up to Ron to tell us no good.

MR. BEATTIE:

It's not up to me. By the way, on the record, when Lance said that I was involved in the negotiation, I was not involved in the negotiations for that. I was on the initial RFP Committee for the catering contract. I did not negotiate that deal. That's number one.

Number two is I think your motion is premature because we don't have the existing one finalized that we can go into executive session and we can discuss the issues that have come up here. The term of that particular contract and any of the other things that might impede anything else that we want to do, those are all valid issues that need to be addressed, but I don't think that we have the information to vote on that here right now. If my math is correct, that motion did not succeed on that note. Is that correct?

DR. GITTELMAN:

I don't know what the count was. We had some abstentions.

MR. GLASCOCK:

But abstains are counted as no votes.

DR. GITTELMAN:

They don't constitute a vote. You still have the majority of those voting.

MR. GLASCOCK:

I think under bylaws an abstention counts as a no vote.

MR. GUNTHER:

To abstain is not a vote.

MR. GLASCOCK:

Under Robert Rules –

DR. GITTELMAN:

Under Roberts Rules, it doesn't count as a vote.

MR. MELORE:

But you need an affirmative vote of the folks voting, which includes abstentions, the number of votes cast –

MR. GLASCOCK:

Mathematically it ends up being effective –

MR. MELORE:

Yes, effectively, exactly.

MR. PETERMAN:

You need eight positive votes.

MR. BEATTIE:

Did it or did it not count?

DR. GITTELMAN:

We have to look at the count to determine –

MR. BEATTIE:

Who is in favor of that motion? Four in favor. Who is against? Two against.

MR. MULE:

Can we have a restatement of what this motion was?

MR. GLASCOCK:

We don't have to have copies of –

MR. MULE:

The rule is that it's the majority of Board Member voting. Robert's Rules says that the majority of Board Members voting –

MR. GLASCOCK:

I think it was the majority of – what you do is you pool everyone that is either voting yes or against or abstaining and come up with a number. Then you need to have a majority of people that are –

MR. GUNTHER:

A super majority of the vote.

MR. MULE:

A simple majority.

MR. GLASCOCK:

I could be wrong, but I don't think that's the –

MR. MELORE:

My recollection is the same as Tom's. Very often it's not that way, but I believe in Robert's Rules –

MS. CAMBRIA:

If we don't know –

MR. MELORE:

We can check it.

MR. BEATTIE:

So we can get some clarification on that for the next meeting. By that time, it's going to be moot because we're actually going to have a contract that we can consider. That's my point.

The only other point that I wanted to clarify here, Peter, is you said you're leaving it up to me. You're not leaving anything up to me. This Board is going to consider that entire contract, as we were going to do anyway.

MR. GUNTHER:

Maybe I said that wrong.

MR. BEATTIE:

I think we're all on the same page in that no matter what happens, there is going to be an agreement that will be considered by this Board at the next meeting. Kevin?

MR. PETERMAN:

If you're done with that, I just wanted to say something. When I was elected Secretary, I got conflicting information about what constituted a quorum. There were some people that told me it was the number of the majority of the people that were here. Some people said, no, we needed eight because we had fifteen Trustees.

In January, I did have a conversation with George Nolan, who is the Counsel to the Legislature. He advised me that because we have fifteen Trustees, no matter how many vacancies we have, we still needed eight positive votes to pass a motion. What I am willing to do is contact George again and ask him this question about abstentions because I think as a Board we need to know what the rules are. It would seem to me that if he's the person we rely on for that legal opinion, if you don't mind, I'd like to contact him again to find out.

MR. GLASCOCK:

A quorum is the number of people from an entire Board that you need to have at a meeting to be able to transact business, which is different than what the voting requirements are. What you could often have is a majority quorum requirements. If you have fifteen people, you need to have eight people there. Then it's a majority of people voting that –

MR. MELORE:

A duly constituted meeting.

MR. GLASCOCK:

And the reason I'm disagreeing so vehemently is because I always thought of it as an abstaining vote not counting, but then when you emailed out what Robert's Rules were, my recollection is that's not what it meant. I don't remember the wording specifically but my recollection was that you took everyone – abstentions, voting, nay, yea and then you needed to have a majority of that pool of people. But, look, we can check –

MR. GUNTHER:

It's a simple majority of the votes cast.

MR. PETERMAN:

As Trustees, I don't think we should make that decision. I think we should rely on the Counsel for the Legislature.

MR. MELORE:

The answer is out there. It's Robert's Rules. We just need to refer to it.

MR. PETERMAN:

Can we get the answer and –

MR. GLASCOCK:

If you could, please. We recorded the votes from tonight, then we could just draw on what Robert's Rule say.

MR. BEATTIE:

And then we'll amend the minutes accordingly. Is there any other new business? Can I get a motion to adjourn?

MS. OLDRIN MONES:

Motion.

MR. PETERMAN:

Second.

MR. BEATTIE:

Without objection, we stand adjourned. **(Vote 10/0/0/5 Not Present: Ms. Gegwich. Absent: Mr. Dujmic, Mr. Armstrong & Mr. Rogers. One vacant position.)**

(Mr. Ron Beattie adjourned the meeting at 8:45 p.m.)

Attachments

RB/ap

Suffolk County Vanderbilt Museum

August Meeting Agenda

September 19th, 2012 / Planetarium / 7:00 PM

***PLEASE NOTE THAT THE PROPOSED CELL TOWER IS NOT
ON THE AGENDA FOR THIS MEETING***

- I. Pledge of Allegiance**
- II. Public Address to the Board**
- III. Previous Meeting Minutes**
- IV. Committee Reports**
 - A. Treasurer's Report**
 - B. Education & Exhibit**
 - C. Development**
 - D. Neighbor Relations Committee**
 - E. Operations**
 - 1. Buildings and Grounds**
 - 2. Human Resources**
- V. Executive Director Report**
- VI. President's Report**
- VII. Old Business**
- VIII. New Business**
- IX. Adjournment**

SUFFOLK COUNTY VANDERBILT MUSEUM

Treasurer Report

July 2012

	Actual	Budget	Variance
	July	July	
Revenue			
Admission	\$ 19,865	\$ 54,500	\$ (34,635)
Membership	\$ 610	\$ 4,500	\$ (3,890)
Museum Store	\$ 512	\$ 5,000	\$ (4,488)
Special Events	\$ 24,332	\$ 10,000	\$ 14,332
Suffolk County Funds	\$ -	\$ 60,542	\$ (60,542)
Endowment	60,000	16,666	\$ 43,334
Site Use	\$ 16,855	\$ 13,500	\$ 3,355
Donations & Gifts	\$ 73	\$ 833	\$ (760)
Other General	\$ 6,260	9,425	\$ (3,165)
Total Revenue	\$ 128,507	\$ 174,966	\$ (46,459)
Expenses			
Salaries & Wages	\$ 61,921	\$ 53,250	\$ 8,671
Benefits	\$ 30,559	\$ 26,500	\$ 4,059
Maintenance & Equipment	\$ 2,498	\$ 3,292	\$ (794)
Insurance	\$ 5,863	\$ 5,858	\$ 5
Professional	\$ 13,851	\$ 10,416	\$ 3,435
Museum Store	\$ 358	-	\$ 358
Telephone	\$ 2,602	\$ 958	\$ 1,644
Utilities	\$ 4,096	\$ 15,470	\$ (11,374)
Supplies, Programs, Gala	\$ 12,371	\$ 3,458	\$ 8,913
General Expenses	\$ 3,567	\$ 2,322	\$ 1,245
Total Expenses	\$ 137,686	\$ 121,524	\$ 16,162
Excess / Deficiency	\$ (9,179)	\$ 53,442	\$ (62,621)



Polishing the Jewel of Suffolk County

Public-Private Partnership: the path to achieve economic sustainability

Executive Summary: A Vision for the Vanderbilt

To ensure its survival, the Vanderbilt Museum needs to immediately create new revenues by creating new venues through a public-private partnership. The simple fact is this: our problems are big so our solutions need to be big. The Vanderbilt needs to become a multi-faceted destination for a variety of audiences. The following plan outlines how this could be achieved with each venue creating synergies for each other that will enable the Vanderbilt not only to survive but to thrive.

Where We Are: a Crumbling and Dependent Entity

The Vanderbilt Museum has struggled like so many other not-for-profit entities in the recent economic downturn. The effect of the downturn on the endowment bequeathed to the museum by William K. Vanderbilt II was that it very nearly reached the corpus which would have resulted in the property reverting to the Vanderbilt heirs. Suffolk County stepped in with much needed (and appreciated) financial assistance first through a direct infusion of operating capital and next through proceeds from a new Hotel Motel tax which expires in December of 2014.

Not all Vanderbilt news is bad news. The re-opening of the Planetarium with a state-of-the art projector is scheduled for January 2013. Considering that the Planetarium is the primary revenue producer at the Vanderbilt, this is very welcome news. There have been other successes in the recent months from cost cutting measures, sale of non-accessioned assets and significant gifts to improve some collections.

The reality is, however, that none of these successes will save the Vanderbilt from its \$800,000 plus annual structural deficit. Even if this structural deficit was met, there has been long standing deferment of maintenance leading to crumbling historic infrastructure that will take years and tens of millions of dollars to correct. Furthermore, Suffolk County is facing its own deficit of half a billion dollars or more. The Vanderbilt is rapidly approaching the “perfect storm” of the expiration of the Hotel/Motel tax revenue and the certainty that the Suffolk County government will be unable to help.

Where We Want To Be: Vibrant and Independent Jewel of Suffolk County

Given the historical significance of the Vanderbilt which was bequeathed for the “enjoyment and education” of the people of Suffolk County, failure is not an option. This plan is designed to:

- Establish independent economic sustainability for the Vanderbilt Museum
- Remove the Vanderbilt Museum from “the doles” of Suffolk County
- Create the conditions for the Vanderbilt to thrive for generations to come
- Restore the property to its past grandeur

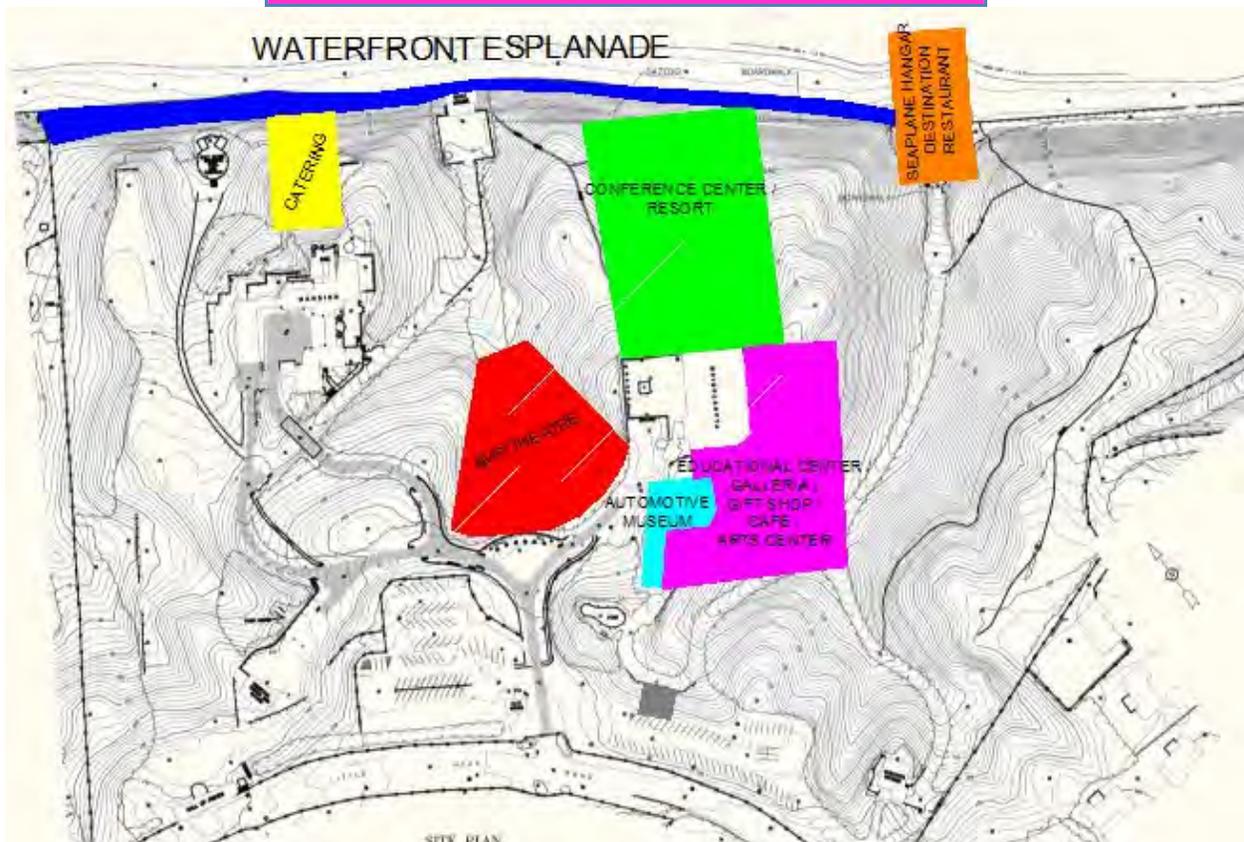
How We Want to Get There: Create Multiple Venues for Synergistic Revenue Production

Through a Public-Private Partnership, the Vanderbilt will enter into a long-term lease/license in order to create new venues that synergistically improve revenue production for the museum and each respective venue. Each new venue would also be responsible to contribute to the restoration of some of the historic structures. In addition, each new venue would be built into existing hillsides so as to blend in with the historic estate as well as with an eye for having

sufficient visual and sound buffers with our neighbors. Together, these co-located entities would share the costs of developing needed infrastructure (i.e. parking, sewage treatment, etc.) as well as sharing the costs to develop the Waterfront Esplanade. Going forward, they would all contribute to the operating costs on a pro rata basis.

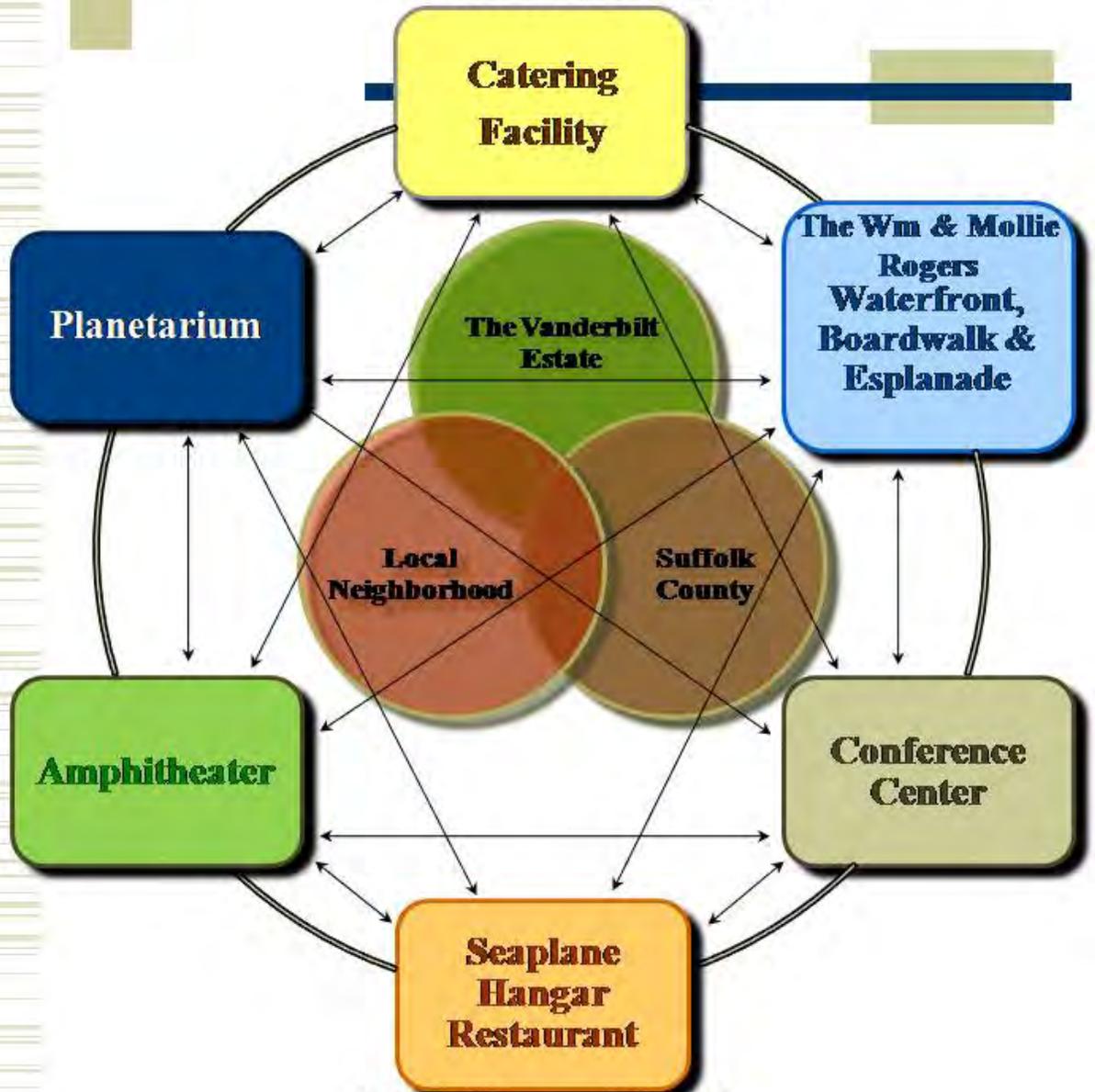
Following is a list of each of the new proposed venues:

Venue
Catering Facility
Amphitheatre
Conference Center / Resort
Seaplane Hangar Destination Restaurant
Waterfront Esplanade & Grounds
Suffolk County Automotive Museum
Educational & Arts Center



Please note that an initiative is underway to construct a cell tower at the Vanderbilt but his initiative is not included in this plan due to the fact that it would not be built into the topography of the property.

Synergistic Relationships
VANDERBILT ESTATE AND CULTURAL CENTER
AT
EAGLES NEST



The Vanderbilt Conservancy Vision Plan[®]
The Vanderbilt Conservancy, LLC

Other Benefits

In addition to saving the Vanderbilt for future generations of Suffolk County residents, a project of this magnitude would:

- Create much-needed jobs in this economy
- Remove the Museum from its dependency on Suffolk County
- Create tax revenues for the local municipalities, Suffolk County and New York State
- Enhance local property values (see Appendix)

Other Initiatives

To be clear, this plan does not preclude the Vanderbilt from pursuing other sources of revenue. In fact, it will enhance our ability to achieve success in that area by increasing the exposure of the Vanderbilt by providing the revenue to pursue additional sources of revenue including:

- Grants
- Naming Rights
- Corporate Donations
- Membership Revenue
- Re-build Endowment

Other Potential Partners

The Education, Cultural & Arts Center can also have other partners to co-locate and to share the costs associated with building and maintaining it. Some examples are:

- Long Island Philharmonic
- Long Island Music Hall of Fame
- Suffolk County Community College
- SUNY

Recognition of Potential Problems

The development of this plan does not ignore potential problems, not the least of which is the limited access via Little Neck Road. Following are potential solutions to this:

- Establish off-site parking where visitors can be bused to the Vanderbilt
- Group visitors can be required to arrive by bus
- Establish ferry access via the proposed Waterfront Esplanade
- Staggered scheduling of events

Year-Round Catering Facility

The Vanderbilt Museum has benefitted marginally from site use revenue associated with special events such as weddings, corporate events, etc. This has not been without problems, however. The fact that the events are held in a tent make it seasonable revenue and more difficult to sell to people who don't want their event to be vulnerable to bad weather. It has also been a source of friction to the neighbors who adjoin the tent area.

Venue Description

This venue would create a year-round facility with panoramic views of Northport Harbor and offer high-end catering for events of all types.

Location

Essentially, the location for this venue would be built into the hillside under the lawn area behind the mansion where Mr. Vanderbilt had a putting green for one of the holes on his small private golf course. The "Roof" to this venue will be landscaped to blend in with the garden terrace of the Mansion so the facility will not be seen from the Mansion above.

Synergies

Having a full-year catering facility would increase use of the Planetarium for special events as well as renting rooms at the proposed Conference Center / Resort.

Restoration of Historic Structures

A portion of the funds from this venue would be allocated to help fund the exterior renovation and maintenance of the mansion including the Clock Tower and the downstairs interior utility areas to expand exhibit space in that location.



Amphitheatre

Venue Description

With a dramatic backdrop of Northport Harbor, a great new venue to draw people to the Vanderbilt would be an amphitheater.

Location

Behind the columns that visitors see upon arriving at the Vanderbilt is a natural gully that is perfectly situated for an amphitheater. A covered stage would be built in the clearing at the bottom of the gully.

Synergies

The Seaplane Hangar Destination Restaurant would certainly benefit from an Amphitheatre at the Vanderbilt as would the rental of rooms at the Conference Center / Resort. This could also be a Conference Center venue as well.

Restoration of Historic Structures

A portion of the funds from this venue would help fund the restoration of the Boat House which could be used for visiting celebrities performing at the Amphitheatre.



Conference Center / Resort

Venue Description

Being an hour away from the Financial Capitol of the world and being the summer home of one of the magnate families that helped build the country, the Vanderbilt is a perfect location for a Conference Center / Resort that primarily serves as a corporate retreat.

Location

The Conference Center / Resort would be built into the side of the hill below the Planetarium with the upper-floor's roof becoming a landscaped terrace off of the Rose Garden. The upper floor would be a conference center with resort rooms which would be terraced into the side of the hill going down to the waterfront. Each room would have a private view of Northport Harbor reminiscent of Gurney's Resort in Montauk, Long Island. The bottom floor would open to the Waterfront Esplanade and include an indoor pool with glass doors, a spa and a fitness facility.

Synergies

The Conference Center / Resort would increase attendance at the Museum and Planetarium, but the main synergy would be with the Catering Facility as well as the Seaplane Hangar Destination Restaurant.

Creation of the Galleria at the Educational Center

Funds from this venue would be allocated to help fund the creation of the Galleria at the Educational Center which would house a Café, gift shop and serve as main entrance facility to the Museum and Planetarium.



Seaplane Hangar: Destination Restaurant

Venue Description

One of the most neglected buildings on the property is that of Mr. Vanderbilt's Seaplane Hangar. With the opening for the hangar doors being nearly 100' and nearly 30' high, having a two-deck restaurant location in this cavernous structure would easily become a major destination restaurant.

Location

Located near the southeast corner of the property, the Seaplane Hangar

Synergies

The Seaplane Hangar Destination Restaurant would serve guests at the Conference Center / Resort, visitors to the Museum and Planetarium as well as being a "draw" for visitors in-and-of-itself.

Restoration of Historic Structures

Funds from this venue would be allocated to help fund the restoration of the "Hall of Fishes" as well as the Duck Pond.

Waterfront Esplanade & Grounds

Venue Description

Tying everything together would be the long-planned William and Mollie Rogers Waterfront Esplanade in addition to the redevelopment of the long-neglected grounds of the Museum. Most important to this effort will be the waterfront access to the Vanderbilt by rebuilding the docks and seaplane ramps that Mr. Vanderbilt created. Waterfront access will include ferry and water taxi service, as well as transient boat slips.

Location

Primarily the waterfront of the property but this initiative will also include many areas currently inaccessible including the southeast promontory with hiking trails.

Synergies

People will be encouraged to tour the grounds of the museum at no charge knowing that the Museum, Planetarium and the other venues will benefit from these visitors.

Restoration of Historic Structures

Nature trails will be established and reestablished for visitor's enjoyment and consideration will be made to turn the property into an Arboretum.

Educational & Arts Center

Venue Description

Most exciting to this proposal is the expansion of the educational mission of the Vanderbilt Museum and Planetarium. Towards that end, we will create an Educational & Arts Center which includes:

- Welcome Center in a Galleria
- Tickets kiosks
- Gift shop
- “Willie K Café” where visitors can snack
- Classroom Space (which can also be used for SCCC)
- Exhibit Space (for travelling exhibits)
- NASA Space Lab Camp
- Observatory
- Museum Administration Offices
- Climate-Controlled Curatorial Lab
- LEED-certified building

Location

The Galleria would be located on the southeast wall of the Planetarium building and the Educational Center would be built into the side of the hill adjacent to this. Please note that this building would stand one story above the Planetarium building and floors terraced in the hill below.

Revenue Production

The Museum’s ticket admissions revenue will be greatly enhanced by this facility through increased visitorship, school trips as well as foreign visitor trips.

Synergies

The hub of this proposal is the Educational & Arts Center as this will be the primary welcome center to the Museum and Planetarium. In addition, the Planetarium will be used for corporate conferences, special events, etc. Some visitors will stay in the resort in order to leisurely enjoy the Museum and Planetarium. Many visitors will visit the Seaplane Hangar Restaurant and/or the Willie K Café, buy gifts at the Gift Shop, etc.

Restoration of Historic Structures

n/a

Suffolk County Automotive Museum

William K. Vanderbilt II was a pioneer in the emergence of automobiles in the United States and the world. He was an avid participant and promoter of auto racing and was the founder of the Automobile Club of America. He founded the most prestigious auto racing event whose award was: The Vanderbilt Cup.



Venue Description

After the closing of the Suffolk County Automotive Museum in Southampton, NY decades ago, the Vanderbilt Museum would be a perfect venue to create this based on Mr. Vanderbilt's lifetime contributions. The Suffolk County Automotive Museum would create a prominent display of the actual Vanderbilt Cup (now in storage by the Smithsonian Institute) and house exhibits of the Vanderbilt Cup race as well as vintage motorcars.

Location

Mr. Vanderbilt's generator, tool and work buildings located to the southwest of the Planetarium would be the location of this venue. Extending the peaks of the tool and work buildings and creating a structure southwest of the generator building would complete this venue.

Synergies

With the increased interest in vintage automobiles, this venue alone would be a draw to the Vanderbilt. The proximity of the Educational & Arts Center would certainly be benefitted by this new venue. Seaplane Hangar Restaurant, resort rooms and even Conference Center visitors would all likely visit this new venue.

Restoration of Historic Structure

n/a

Appendix



How cities use parks for...

Economic Development

Executive Summary

Parks provide intrinsic environmental, aesthetic, and recreation benefits to our cities. They are also a source of positive economic benefits. They enhance property values, increase municipal revenue, bring in homebuyers and workers, and attract retirees.

At the bottom line, parks are a good financial investment for a community. Understanding the economic impacts of parks can help decision makers better evaluate the creation and maintenance of urban parks.

Key Point #1

Real property values are positively affected.

Key Point #2

Municipal revenues are increased.

Key Point #3

Affluent retirees are attracted and retained.

Key Point #4

Knowledge workers and talent are attracted to live and work.

Key Point #5

Homebuyers are attracted to purchase homes.

KEY POINT #1:

Real property values are positively affected.

More than 100 years ago, Frederick Law Olmsted conducted a study of how parks help property values. From 1856 to 1873 he tracked the value of property immediately adjacent to Central Park, in order to justify the \$13 million spent on its creation. He found that over the 17-year period there was a \$209 million increase in the value of the property impacted by the park.

As early as the 19th century the positive connection between parks and property values was being made. Olmsted's analysis shows the real dollar amount impact of parks. His study was not a unique situation, however. Several studies conducted over the last 20 years reaffirm his findings, in cities across the country. Below are more examples of how proximity to a park setting is connected to property values.

Chattanooga, Tennessee: In the early 1980s this city was facing rising unemployment and crime, polluted air, and a deteriorating quality of life. To lure middle-class residents back, local government, businesses, and community groups decided to improve the quality of life by cleaning the air, acquiring open space, and creating parks and trails. As a result, property values rose more than \$11 million, an increase of 127.5 percent.

Atlanta: After Centennial Olympic Park was built, adjacent condominium prices rose from \$115 to \$250 a square foot. As noted on the Centennial Olympic Park website, "Thousands of people who have made the move to downtown Atlanta have chosen Centennial Olympic Park as their front yard." www.centennialpark.com.

Amherst, Massachusetts: Cluster housing with dedicated open space was found to appreciate at an annual rate of 22 percent, compared to a comparable conventional subdivision's rate of 19.5 percent. This translated in 1989 dollars to a difference of \$17,100.

KEY POINT #2:

Municipal revenues are increased.

Another component of the Central Park study was an assessment of increased tax revenue as a result of the park. The annual excess of increase in tax from the \$209 million in property value was \$4 million more than the increase in annual debt payments for the land and improvement. As a result of building Central Park, New York City made a profit.

Increased property values and increased municipal revenues go hand in hand. Property tax is one of the most important revenue streams for cities. By creating a positive climate for increased property values, the tax rolls will benefit in turn. As shown with Central Park, parks can both pay for themselves and generate extra revenue. In addition, tax revenues from increased retail activity and tourism-related expenditures further increase municipal monies.

Property Tax Benefits

Chattanooga: Improvements in Chattanooga resulted in an increase in annual combined city and county property tax revenues of \$592,000 from 1988 to 1996, an increase of 99 percent. (Lerner and Poole, 1999).

Boulder: The presence of a greenbelt in a Boulder neighborhood was found to add approximately \$500,000 in property tax revenue annually.

Sales Tax Benefits

Oakland, California: The presence of the East Bay Regional Park District is estimated to stimulate about \$254 million annually in park-related purchases, of which \$74 million is spent in the local East Bay economy.

Shopping Districts: Surveys indicate that prices for products in districts with trees were on average about 11 percent greater than in no-tree districts; the quality of products were rated 30 percent higher than in areas with no sidewalk landscaping.

Tourism-Related Benefits

Atlanta: Centennial Olympic Park has an estimated 1.5 million visitors each year, attending 175 public events.

San Antonio, Texas: Riverwalk Park, created for \$425,000, is lined with outdoor cafes, shops, bars, art galleries, and hotels, and has overtaken the Alamo as the most popular attraction for the city's \$3.5-billion tourism industry.

KEY POINT #3:*Affluent retirees are attracted and retained.*

"There is a new, clean growth industry in America today—The industry is retirement migration" (Foreward in Longino, 1995, 7).

By the year 2050, according to the U.S. Census Bureau, approximately 1 in every 4 Americans will be 65 years of age or older, creating an affluent group of retirees with financial benefits, including Social Security, military benefits, and pension plans. With an average life expectancy of between 75 and 83 years, this is a significant population group, both in size and affluence.

They are also mobile, moving to various locations across the country—places as diverse as northern Wisconsin and Michigan, the mountains of Colorado and Montana, and New England. Members of this mobile retiree cohort have been termed "GRAMPIES": (Growing [number of] Retired Active Monied People In Excellent Shape).

GRAMPIES want communities that provide leisure and recreation amenities. In a study by Miller et al. (1994), a retiree sample was asked to review 14 features and indicate their importance in the decision to move. The first three in rank order were scenic beauty, recreational opportunities, and mild climate.

Retirees bring expendable income into their communities. If 100 retired households come to a community in a year, each with a retirement income of \$40,000, their impact is similar to that of a new business spending \$4 million annually in the community. (Crompton, p. 65).

They increase the tax base and are "positive" taxpayers, using fewer services than they pay for through taxes. For example, they pay taxes to school districts but do not send children there.

Retirees transfer significant assets into local investment and banking institutions, expanding the local deposit base that can be used for commercial and industrial financing.

KEY POINT #4:*Knowledge workers and talent are attracted to live and work.*

"...cities are characterized by a sense of place, beauty in the natural environment, a mixed-use transportation system and a 24-hour lifestyle. These are the characteristics that will attract the creativity and brainpower that undergird the new economy." Steven Roulac, futurist, The Roulac Group.

A significant change has occurred in the American economy. Industry today is composed of smokeless industries, high technology, and service-sector businesses, collectively referred to as the "New Economy." The workers in the New Economy are selling their knowledge, as opposed to physical labor; as the main source of wealth creation and economic growth. These employees, referred to in studies as "knowledge workers" or "talent," work in a "footloose" sector—companies are not tied to a certain location in order to achieve a competitive advantage.

What the companies are attached to is retaining their talent and attracting more talent. As a result, several studies have been conducted to determine what factors are important to talent when they are making employment decisions.

A survey of 1,200 high technology workers in 1998 by KPMG found that quality of life in a community increases the attractiveness of a job by 33 percent.

Knowledge workers prefer places with a diverse range of outdoor recreational activities, from walking trails to rock climbing. Portland, Seattle, Austin, Denver, and San Francisco are among the top cycling cities; they also are among the leaders in knowledge workers.

Workers attracted to an area are then positioned to put money back into the local economy through jobs, housing, and taxes, which then contribute to parks.

KEY POINT #5:*Homebuyers are attracted to purchase homes.*

"Parks, ponds, bike paths." "Nearly five acres of woodland protected as a nature sanctuary" "My lake...my park...my home."

All around the U.S. real estate brokers and homebuilders are advocating parks as one of the top residential selling points. The desire to live near parks also translates into real dollars.

A 2001 survey by the National Association of Realtors (NAR) revealed that 57 percent of voters would choose a home close to parks and open space over one that was not.

In addition, the NAR survey found that 50 percent of voters would be willing to pay 10 percent more for a house located near a park or protected open space.

The National Association of Home Builders found that 65 percent of home shoppers surveyed felt that parks would seriously influence them to move to a community.

According to Economics Research Associates (ERA), a 1991 survey in Denver found that 48 percent of residents would pay more to live in a neighborhood near a park or greenway.

One of the most popular planned community models today is golf-course residential development. However, surveys have shown that the majority of people who live in golf course communities don't play golf regularly—as many as two-thirds, according to ERA. They are attracted to the dedicated open space, the expansive views, and the guarantee that both elements will stay the same. By promoting, supporting, and revitalizing urban parks, cities can help attract a significant portion of the homebuying community.

Resources

Association of Foreign Investors in Real Estate. December 11, 2000. "Ten U.S. Cities Among 20 in the World Poised to Reap Benefits of New Economy." Press Release: The Roulac Group.

Center for Urban Horticulture. November 1998. "Trees in Business Districts: Positive Effects on Consumer Behavior!" Seattle, Wash.: University of Washington.

Crompton, John L. November 2001. *Parks and Economic Development*. PAS Report No. 502. Chicago: APA.

Florida, Richard. January 2000. "Competing in the Age of Talent: Quality of Place and the New Economy." Prepared for the R.K. Mellon Foundation, Heinz Endowments, and Sustainable Pittsburgh.

Foster, Mary. November 6, 1999. "Better homes have gardens, parks." *New Orleans Times-Picayune*.

Handley, John. September 5, 1999. "Gold Medal." *Chicago Tribune*, Section 16, Real Estate.

Harnik, Peter. 2000. *Inside City Parks*. Washington, D.C.: Urban Land Institute.

Lerner, Steve and William Poole. 1999. *The Economic Benefits of Parks and Open Space: How Land Conservation Helps Communities Grow and Protect the Bottom Line*. The Trust for Public Land.

Longino, C.F. Jr. 1995. *Retirement Migration in America*. Houston: Vacation Publications.

MacKay, Ned. December 21, 2000. "Putting a price on the value of open space." *Contra Costa Times*, Oakland, Cal.

Miller, W., et al. 1994. *Retirement In-Migration Study*. Mississippi State, Miss.: Southern Rural Development Center.

National Park Service. 1995. *Economic Impacts of Protecting Rivers, Trails, and Greenway Corridors: A Resource Book*. Washington, D.C.: NPS Rivers, Trails and Conservation Assistance. Fourth Edition.

Phillips, Patrick L. n.d. *ERA Issue Paper: Real Estate Impacts of Urban Parks*. Los Angeles: Economics Research Associates.

Urban Land Institute. 1994. *Golf Course Development and Real Estate*. Washington, D.C.: Urban Land Institute.

For further information on this paper, please contact the author, Megan Lewis, AICP, Assistant Director of The City Parks Forum, 312-786-6363; mlewis@planning.org

Cover photo: San Antonio Riverwalk, courtesy of Alexander Garvin

**City Parks Forum Briefing Papers**

This is one in a continuing series of briefing papers on how cities can use parks to address urban challenges. We hope the information here helps you to create great urban parks in your city.

Please visit our website at www.planning.org/cpf to learn more about The City Parks Forum.

APA Copyright © 2002 by American Planning Association
122 S. Michigan Ave, Suite 1600, Chicago, IL 60603;
www.planning.org

**SUFFOLK COUNTY VANDERBILT MUSEUM
TREASURER REPORT FOR THE YEAR ENDING 2012**

	Actual January	Actual February	Actual March	Actual April	Actual May	Actual June	Actual July	Budget August	Budget September	Budget October	Budget November	Budget December	Project Year End	Adopted Budget	Dollar Variance
REVENUE															
EARNED INCOME															
Admissions	6,018	11,922	7,313	11,623	20,232	18,486	19,865	32,900	27,900	34,900	27,900	33,900	252,959	425,000	(172,041)
Membership	35	500	1,260	1,000	1,300	1,610	610	2,900	1,350	760	1,000	590	12,915	35,000	(22,085)
Museum Store	69	93	15	91	296	1,792	512	7,500	5,500	5,500	6,000	6,000	33,368	50,000	(16,632)
Special Events	5,890	8,697	3,024	987	2,486	5,536	24,332	10,000	3,000	4,000	5,000	3,000	75,952	65,000	10,952
Suffolk County Funds	0	0	0	0	0	121,083	0	60,541	60,541	60,541	60,541	60,541	423,788	726,499	(302,711)
Endowment	60,000	60,000	60,000	65,000	60,000	60,000	60,000	16,666	16,666	16,666	16,666	16,674	508,338	200,000	308,338
Site Use	4,975	5,420	2,275	1,925	10,205	12,285	16,855	13,500	13,500	13,500	5,500	3,500	103,440	125,000	(21,560)
Donations & Gifts	0	0	0	360	1,875	102,211	73	833	833	833	833	837	108,688	10,000	98,688
Other General	5,592	82,613	310	198,310	7,243	4,579	6,260	9,425	9,425	9,425	9,425	9,426	352,033	113,100	238,933
Total Earned Income	82,579	169,245	74,197	279,296	103,637	327,582	128,507	154,265	138,715	146,125	132,865	134,468	1,871,481	1,749,599	121,882
EXPENSES															
Salaries & Wages	57,988	58,967	55,499	54,231	59,170	60,151	61,921	53,250	46,150	46,150	46,150	50,266	649,893	564,306	85,587
Benefits	23,454	17,250	20,147	18,344	20,434	17,249	30,559	26,500	24,000	24,000	23,119	23,443	268,499	281,562	(13,063)
Maintenance & Equip.	1,589	1,035	1,555	2,435	2,738	4,603	2,498	3,292	3,292	3,292	3,292	3,292	32,913	39,500	(6,587)
Insurance	6,000	5,881	5,800	5,400	5,800	5,800	5,863	5,858	5,858	5,858	5,858	5,862	69,838	70,300	(462)
Professional	13,900	16,388	21,672	18,984	14,928	14,223	13,851	10,416	10,416	10,416	10,416	10,424	166,034	125,000	41,034
Museum Store	0	385	124	0	328	1,901	358	0	0	0	0	0	3,096	0	3,096
Telephone Communic.	4,235	409	521	4,238	2,195	2,421	2,602	958	959	959	959	959	21,415	11,500	9,915
Utilities	14,660	15,979	10,682	11,493	5,633	9,822	4,096	15,470	11,830	12,960	12,960	12,960	138,545	160,000	(21,455)
Supplies, Prgrm., Ball	19,322	10,471	2,721	1,925	7,561	4,307	12,371	3,458	3,459	3,459	3,459	3,459	75,972	41,500	34,472
General Expenses	4,532	10,560	10,283	1,479	3,550	2,737	3,567	2,322	2,322	2,322	2,322	2,322	48,318	27,863	20,455
Total Expenses	145,680	137,325	129,004	118,529	122,337	123,214	137,686	121,524	108,286	109,416	108,535	112,987	1,474,523	1,321,531	152,992
Excess / Deficiency of Revenue	(63,101)	31,920	(54,807)	160,767	(18,700)	204,368	(9,179)	32,741	30,429	36,709	24,330	21,481	396,958	428,068	(31,110)