

## **Suffolk County Vanderbilt Museum**

### **Board of Trustees**

#### **Minutes**

A regular meeting of the Suffolk County Vanderbilt Museum Board of Trustees was held at the Lancaster Room, Centerport, New York, on November 28, 2012.

#### **The following were in attendance:**

Ronald A Beattie - President  
Gretchen Oldrin Mones - 2<sup>nd</sup> Vice President  
Betsy Cambria - Treasurer  
Kevin Peterman - Secretary  
Dr. Steven Gittelman - Trustee  
William Rogers - Trustee  
Michelle Gegwich - Trustee  
Michael Mule - Trustee  
Thomas Glascock - Trustee  
Anthony Guarnishelli - Trustee  
Lance Reinheimer - Interim Executive Director  
Lorraine Vernola – Staff  
Terry Pearsall – Chief of Staff, Presiding Officer Lindsay  
Ralph Colamussi – Thatched Cottage  
Lora Gellerstein - Aide to Legislator Spencer  
Michael Iadevaia – CPA  
Danny Schrafel – Long Islander News  
Ann Marie Pastore – Stenographer

#### **ABSENT:**

Joseph Dujmic - 1<sup>st</sup> Vice President  
Duncan Armstrong - Trustee  
Stephen F. Melore - Trustee

**(Mr. Ron Beattie called the meeting to order at 7:25 p.m.)**

**MR. BEATTIE:**

Welcome to the November Vanderbilt Museum Board of Trustees Meeting.

(SALUTE TO THE FLAG)

Thank you all for coming. Would anybody like to address the Board?

**MR. COLAMUSSI:**

I would.

**MR. BEATTIE:**

Okay, come on up to the table, please.

**MR. COLAMUSSI:**

I'd like to know the status of the catering contract since I was awarded the RFP. At the last meeting you called me a liar and told me I wasn't awarded it. It's on record that it was awarded to me. You were a member of the Catering Committee. Gretchen and Noel were on that committee. The County Executive knows I was awarded that contract. It's all on the record. At the last meeting you called me a liar.

**MR. BEATTIE:**

Actually, the record will show that you were the one who called me a liar. I did not call you a liar at all.

**MR. COLAMUSSI:**

If you read the minutes, you're wrong. I said you were misinformed, but I didn't say you were a liar.

**MR. BEATTIE:**

I'm not going to get into that with you. We are going to consider it. As I said, it was going to be on the agenda today, and it is on the agenda.

Can I have a motion to accept the previous meeting minutes?

**MS. OLDRIN MONES:**

Motion.

**MR. BEATTIE:**

Is there a second?

**MR. PETERMAN:**

Second.

**MR. BEATTIE:**

Without objection? Minutes are approved. **(Vote: 10/0/0/5 Not Present: Mr. Glascock. Absent: Mr. Dujmic, Mr. Armstrong & Mr. Melore. One Vacancy.)**

Committee Reports, Treasurer's Report.

**MS. CAMBRIA:**

We all have a copy of the Treasurer's Report. You have two pieces of paper. One is for the year. This was for September. The only thing worth noting is the fact that our admissions for the month of September has increased by a nice number. That's great. No specific reason. We did have a number of events –

**MR. REINHEIMER:**

Excuse me, but admissions was for the "Grateful Dead" and –

**MS. CAMBRIA:**

And "Hair." Yes, the two events.

As far as site use, \$23,585, there were a couple of weddings. There were some photo shoots. There were wedding pictures taken for which site fees were paid. Under "Donations and Gifts," Stephanie had indicated that there was a donation to be used for the restoration of one of our paintings. This reflects the transfer of the money into it to take care of the restoration. Those are the highlights of the Treasurer's Report.

**(Mr. Glascock entered the meeting at 7:35 p.m.)**

**MR. BEATTIE:**

Very good. Education and Exhibits Report, Gretchen.

**MS. OLDRIN MONES:**

Like everyone else, the Vanderbilt was impacted by Super Storm Sandy and its after effects. We were closed for two weeks because of the actual storm but the effects on the attendance continued into problems with gas distribution and people busy recovering their homes and lives. We re-opened Tuesday, November 13.

Although some things on the Planetarium timeline might be affected, for the most part, things are still on schedule. Lance will have a complete and accurate assessment of progress.

Luckily there was no substantial damage, largely due to precautions taken by staff at Lance's direction, such as placing the new chairs on pallets and covering them with tarps. In collections, however, Stephanie reports an entire jar shattered and the specimens were a total loss. However, she did discover that alcohol removes the wax on floors, in case you're interested in that tip.

All the Education Programs that were cancelled have been rescheduled, and 5,000 copies of the new education brochure have been sent out. I don't know if you have a copy near you, but here are some extras that I will pass around if you want to take a look.

Bookings are being taken now for programs starting March 1.

Another casualty of Sandy is the February Break Festival that has been so popular in past years. Many school districts have already cancelled the February vacation in order to make up days for instruction.

Progress on the science bus grant has been pushed back by the storm also.

Staff continues to work on the store and the lobby. Barbara is ordering stock for the store, and it will be the first location to be sheet rocked.

Dave has been researching exhibits and has compiled a list of loaner exhibits from NASA, JPL (Jet Propulsion Laboratories), Goddard and the Johnson Space Science Center. There will be something new and exciting for those lobby display cases.

Meanwhile outside of the planetarium, the grounds are being spruced up with dogwood trees donated by Steve Gittelman. Thanks, Steve.

Although the decorating for the holidays was delayed by two weeks, all is beautiful now. The Twilight Tours of the mansion are being offered December 26 through 28.

Right before the meeting began, Stephanie took people who were here and wanted to go on a tour of the mansion. The decorations seemed even better than ever. There were so many garden clubs involved

with decorating this year and some really unique displays that are very generous in that the designers and the clubs purchased the decorations, for the most part, and are donating them afterwards. Each year we have even more decorations, and they are really just very tasteful and beautiful.

Other holiday events are the December 1st Christmas Tree Lighting with the Northport Choral Society performing for the second year. Then there's the December 8 Holiday Dinner.

In addition, the Arena Players will present a special New Year's Eve performance that includes wine, champagne and dessert.

After the storm, we had a photo shoot for a clothing designer. They took a full day on Monday, November 12.

As you know, Kate Hudson was recently photographed here on the grounds. She's on the cover of October Harper's Bazaar. If you haven't gotten a copy of that magazine, I'll pass around some photos from that shoot.

That will end the report.

**MR. BEATTIE:**

Kevin?

**MR. PETERMAN:**

You mentioned that there were quite a few local groups that donated items. Will we be sending them letters thanking them?

**MR. REIHEIMER:**

Yes, Stephanie usually sends out a letter.

**MR. PETERMAN:**

Thanks, that's great.

**MR. BEATTIE:**

Thanks. For Development, because of the storm and the holidays, we haven't had a chance to get together, but right before our meeting here. I think the main thing that we want to do is get together as a group and really start planning campaigns for 2013.

With that -- I'm going to blame Sandy on this, but Mike sent me an email that wound up in my junk mail, so that has to be a Sandy thing.

But Mike brought up a very good point in terms of the Trustee letters and the timing of them going out right after Sandy and for the Trustees to go out and ask for money at that time. We might wait to do that. We should do it as an organized campaign and tracking Altru in terms of what the goals are for 2013. Hopefully at the next meeting, we'll have a more definitive plan toward that.

I'm not going to talk about the planetarium reopening until Lance does his report so we'll know what the status is with that.

That's it on Development. Does anybody have any questions on that?

Neighbor Relations, Michelle and I exchanged some emails. We will try to schedule a meeting with the Neighbor Relations Committee before the next meeting.

Let's go to Operations, Buildings and Grounds, unless anybody has any questions. I'm trying to make this a quick meeting.

**MR. PETERMAN:**

There are just a couple of things to report. The blacktopping of the parking lots has begun. It's going really well. I believe Lance said something about them coming here to start striping.

**MR. REINHEIMER:**

Yes, they will finish either tomorrow or Friday. Which ever day they come back, they will plan to do the striping. Part of the blacktopping is also including striping the parking lots.

**MR. PETERMAN:**

I just want to recognize JLC Landscaping. They donated the outdoor Christmas tree and will be installing it Friday just in time for our Saturday Tree Lighting.

The last thing I want to report is that roofing will begin very soon on the Planetarium and the Hall of Fishes. I want to thank you, Lance, for getting those funds appropriated and getting the people to do this. Things are starting to happen.

**MR. REINHEIMER:**

The planetarium work is going to start Monday. That's what I heard as of today.

**MR. PETERMAN:**

Thank you.

**MR. BEATTIE:**

Very good. Human Resources, that's another casualty of Sandy, but do you want to talk about that a little bit, Tom?

**MR. GLASCOCK:**

Sure. We were going to meet, and it turned out the Presidential Debate was the night of our meeting. Because of that, and I know for me the debate was across the street and there were closed roads. I believe one of our members was actually going, so we decided to postpone it. Since we're blaming Sandy, something called Sandy arrived. In any event, we had intended on meeting in October and instead we didn't meet in October or November. Therefore, we scheduled a meeting for December 11. Hopefully at the next Trustee meeting, I'll have a report.

**MR. BEATTIE:**

Okay, thanks, Tom.

Director's Report, Lance.

**MR. REINHEIMER:**

I've got a couple of things. First of all, I was at the Parks and Recreation meeting today at the Legislature. We have a resolution to appropriate \$100,000 for rewiring historic buildings.

I impressed upon them that this is part of a greater plan. We had the roofing appropriated earlier this year. Once that building – once the marine museum is roofed, our plan is to rewire that building, which opened in 1922. Whatever is left after they rewire that building can be used for other buildings to upgrade the wiring. So I impressed upon them from a public safety perspective, it's important, plus all the exhibits and the lights in those exhibits it's an energy efficient program, too, to replace those lights.

Based on their greased lightning decision to pass that out of committee, I hope that the Legislature follows suit on Tuesday. So that's good news.

A couple of things we already covered, such as paving and roofing.

The planetarium, we've got the seats. They were delivered. They were supposed to be installed two times. The installer came, and we've had problems translating the plan to the actual building. The manufacturer came today with a field rep to look at the plan and to weigh it out and to make modifications. The installer should be coming back in about three weeks to install. We will work on modifying the plan.

It just seems that finding a starting point in a round building is not easy. At least it isn't for the chair installing. As the chairs were being laid out and the lines were being chalked, I knew there was a problem when the chairs were facing the wall and not the front. Rather than install them, I decided to wait a couple of weeks and do this thing right.

But this doesn't hold up the project. The guys are starting the sheet rock. They continue – they did the sheet rocking yesterday because it was raining out after they put the decorations up in the morning. They started doing some sheet rocking. When we can, we do work on the planetarium.

The outside planetarium has been painted, landscaped, and is ready for being reroofed.

The Holiday Dinner on December 8 is a popular event. I'm happy to report that it's sold out. That sold out as of Monday. We had a lot of repeat customers. We sent out 100 letters to people that have previously gone to the event, with the exception of Trustees because I knew Trustees knew about it. So you didn't get a letter.

**MR. PETERMAN:**

You saved on postal expenses.

**MR. REINHEIMER:**

That's right. Good thinking. So we sent letters out to people that went to the Holiday Dinner and the Valentine's Dinner for the past two years and the Holiday Dinner in 2010, also, and the Clam Bake. That helped us sell out really fast. That's a popular event. People like it and continue to come back. I had a person call yesterday to bring a group of ten people.

The major part of this is opening up the planetarium in conjunction with the Engeman Theater in Northport. We put an ad in the *Playbill* for the holiday show on the main stage and also in the children's theater. So this is the *Playbill* for the main stage "A Christmas Carol,"

and this is our ad, which I will pass around. It's very simple, "We're Opening." We're getting a lot of calls. There's a lot of excitement on the planetarium opening.

Lastly, I didn't hand this out, but I will hand it out now. At the last meeting we talked about logos and the evolution of designing a new logo. I will pass this out. It's an interesting process because it's very discouraging in the beginning, like getting old. They kind of evolve.

We have logos here for the museum already. We have the Yellin logo, which was stately, traditional, and has a long history with the museum. Then we have the star, which represents the planetarium, which is simple, clean and modern.

Neither one of those logos covers the whole property and what we have to offer. What I included here is the front page, which is the really final logo that morphed. What I did is provide you with the last two iterations of logos to show you how we got there and what we discussed and what we looked at.

We wanted to represent the three areas of the museum, the museum and the exhibits, which is represented by Yellin Iron Work. We also wanted to represent the planetarium, the grounds, the stately manor and the Vanderbilt name, which is a good brand name, and to make that prominent.

The logo on the front page, there's a description of the logo. What we liked about this is that the colors -- first of all, the green represents the grounds, the grass and the 43 acres. The center blue is the water and then the dark blue sky of the night sky is for the planetarium.

We're using three stars. We're using the Yellin star. This is a representation of the arch that looks out from the courtyard over the water, that Yellin star.

We use a sea star to represent the major bulk of our collections, which is marine specimens.

The third star is a stylized star from the Spanish doors in the memorial wing. It was made to look like a shooting star. It's interesting to use three stars that have three different representations of the three major parts of this museum.

Then the overall dome represents the planetarium. What we're trying to do is to have a logo that represents the diverse offerings of the museum. How we got here was a long drawn out process. As you can see, there are logos in the back here. There's been a lot of discussion on it. This is where we ended up with this description.

**DR. GITTELMAN:**

Can I offer a suggestion?

**MR. REINHEIMER:**

Sure.

**DR. GITTELMAN:**

Logos are something that first you get engaged to and then you get married to. You don't want to change them. I'm not even offering an opinion on this one, but it might make sense to test it by, shall we say, showing it to a couple thousand people and doing a formal analysis of how they react to the logo.

**MR. REINHEIMER:**

It's a good point.

**DR. GITTELMAN:**

Now certainly if you give me a questionnaire, I can field this. I can get you the respondents. I can do it on-line and we can expose this logo and other choices. We could ask questions like, "What does this make you think of? What does this illicit from you? Is this what you would expect?" Whatever it is you want to know to test the logo.

I would be more than glad to get you a reasonable sample of, say, 300 people and test it on-line in a formal environment.

**MR. BEATTIE:**

Can we also include some of our members, now that we have this Altru system?

**DR. GITTELMAN:**

Yes, you're welcome to include that. I was actually going to obtain a sample of people who – invite demography. You can think of anything you want for a sample. I can get it. It doesn't matter. This is what I do for a living.

If you want, give me a questionnaire. I'll have somebody analyze it. I'll program it. You can then take it. Just before you launch into it, it makes sense to test it.

**MR. REINHEIMER:**

Absolutely.

**DR. GITTELMAN:**

And since I'll do it for free, you have nothing to lose.

**MR. BEATTIE:**

I would suggest also that we do it based on our current logo because we did spend a lot of time and effort branding ourselves over the past three or four years with that. Maybe it really doesn't warrant change. I understand why, but we did spend – branding is a time consuming thing.

**DR. GITTELMAN:**

Branding is a very important thing. Once you brand, you don't want to keep switching because you're going to spend a lot of time investing and building the brand.

If this is going to be a flagship for the brand, I'm offering the test. It will take some time. We will do a formal test with a significant enough sample. I'll get an arm's length – I won't do the analysis. I'll have one of my analysts do it for you. There will be cross tabs on whatever you put out. I don't care how long you make the questionnaire. Ask as many questions as you please, if you want. Before you launch into it, it's a good idea.

**MR. BEATTIE:**

Yes, absolutely. And we're in no rush on this.

**DR. GITTELMAN:**

By the way, now that I made that offer, I'll make another offer. If you have any other concepts that you want to test in this museum and being that we really are a national museum in the sense that we bring in people from all around the country, you might be interested in finding out how what we do resonates. I would be glad to do studies for the museum any time you want, as many as you want. That's an offer that you don't hear very often. If you want to do 10 studies, 300 people a study, that's 3,000 respondents, I'll do that for you. But you have to write the questionnaire. That's all I'm asking.

**MR. GLASCOCK:**

There's the concept not only with what the Vanderbilt is now but what we want in the future.

**DR. GITTELMAN:**

Try to find out what emotions this elicits from people. I may be able – I don't have them in my repertoire. I have a few colleagues who specialize in doing not-for-profit research. I might be able to reach out to them and see if they can beg, borrow a questionnaire, but that's a tough reach for me. I'm going to offer that. You can come up with the stuff, and we can test it. It's just so much better just assuming we're right.

**MR. BEATTIE:**

Thank you, Steve.

**MR. REINHEIMER:**

That's a good point. I just want to put on the record how this came about. The different areas of the museum were using different logos. I happen to like the planetarium logo with the star, but it doesn't represent the whole museum.

Site use for weddings likes to sell the elegance and the name of Vanderbilt and the use of the Yellin Ironwork. We have a museum that's going in three different directions, the site use, the planetarium, mansion and exhibits.

We're looking to develop something to tie those together. Like you said, it's a long process. In one way it appears to adopt a logo and then people a year later you say, "Well, it didn't work. Let's trash it and start again." It's good to be cautious and to go through.

You can see the iterations. Some of them – everyone has an opinion, but as we honed in on it, this felt like the best of what they had behind here.

But we'll work on a survey. I think that's a great idea.

**DR. GITTELMAN:**

Just to add to that. We had a survey that was once on the website. I doubt it's still there.

**MR. REINHEIMER:**

No, it's not.

**DR. GITTELMAN:**

But that survey might give you ideas of some of the things that another group of people thought was worth putting together in a survey. If you want, again, I can get a lot of people to do surveys. I get millions every year, so I could do a couple of thousand a year. Just let me know.

**MR. BEATTIE:**

We appreciate it.

**MR. REINHEIMER:**

That finishes my report. I do want to acknowledge and say thank you for the trees, Steve. There were 23 trees in addition to the – those are yellow dogwood trees, which are very rare.

**DR. GITTELMAN:**

They're not so rare, not at my house. There are 300 of them.

**MR. REINHEIMER:**

Everybody knows the regular colors, but when I mentioned that they were yellow, people are impressed. There are also copper beach trees, and it's important to note that's relevant to the historic property. We lost some trees on the grassy knoll behind us. We have two copper beach trees across the street that are dying. When you look at those trees, the tops of them, they need some major work. They probably in the next few years will not be here. Copper beach trees are very important to the historic nature of this property. So, thank you, Steve.

**DR. GITTELMAN:**

If you lose major trees, I don't have major trees to give you. I have little trees, but I will give you as many as you want until I run out. I only have 15 copper beaches left. So if you want all 15, let me know, and I'll dig them in the spring. I could use some larger ones here in special spots.

**MR. BEATTIE:**

Thank you.

**MR. REINHEIMER:**

And just one after thought. Gretchen brought up something about the planetarium opening. Assuming things progress, assuming the weather is fine for roofing and that things move along, we should be opening up in the next two months. For a target date for an opening

for supporters, members, members of the Board, and VIP's, I was looking at March 7. I looked at February, and first of all, we don't know how long we will be open at that point in time. So March 7 seemed to be a good target date.

**MS. CAMBRIA:**

March 7?

**MR. REINHEIMER:**

Yes, March 7. It's a Thursday. Rather than do a weekend, because we do have corporations, we have VIP's, we have business people, I think we'd get a better turnout from that group on a Thursday than you would on a weekend. So that's just the target out there.

**MR. BEATTIE:**

Okay, thank you, Lance. President's Report, I don't have a lot to report. One thing is that we had a resignation on our Board. Peter Gunther is no longer on the Board. He resigned effective today. He will be missed. He was a lot of fun to have around. He helped out a lot with the burgers at the Staff Appreciation Day. He's a hard worker, and we're sorry to see him go.

The other thing is I spoke with Lance. We're getting to the point where we're getting close enough to reaccreditation when we're really going to have to start moving toward that direction.

The first step on that is we really need to start the Executive Director search because we determined that we're not going to come up with a strategic plan without a new Executive Director. That's a lengthy process to begin with.

One of the major initiatives for the beginning of 2013 is that – and Lance is not taking it personally. He knew it was coming. He is an Interim Director. He doesn't have the CV that is legally required for our Executive Director.

I also spoke with Lance, and I think we could have – I think we're going to be successful enough in the next couple of years that Lance can stay on Board and be a Director of Operations of sorts. That's certainly what he's excelled at when he took over here. So we could have the best of both worlds, an Executive Director that meets the criteria of the law and a great Director of Operations to make sure that things move forward. We will start that next year.

It was brought up at the last meeting that one of our neighbors has made an application to the Board of Appeals. I don't know if anybody spoke to them, but the hearing was postponed because of Sandy. It's now set for Thursday, December 20. I know Peter was going to do that. Anthony, were you going to be part of that, also?

**MR. GUARNISCHELLI:**

Not that I recall, but that doesn't mean I won't.

**MR. BEATTIE:**

If you want to meet with these people and just – I don't have a feeling on it either way. I don't know if it's something that the Board should really take a look at. As neighbors, do you guys want to knock on their door and see what the intent is before the December 20 meeting?

The only other thing that's on the agenda is we're going to hear from our CPA.

**MR. IADEVAIA:**

Back in October, I think Betsy, Lance, myself and Barbara met with the audit firm ABZ and the partner, Chuck, I believe was his name. We discussed the audit. We went through the entire audit. There were no disagreements between us and the audit firm. Everything went pretty well, I believe.

The final report was an unqualified report, which in simple terms means it was a clean report. The audit is about 30 pages, but if you read through the audit report, the bottom number, I believe, we have reduced the deficit by \$116,000, more or less.

Part of that, if you read the report, it's all positive things, like donations that came in. The Dinosaur Society that Bill and Steve have given the proceeds, even though they're restricted, but that helps the bottom line.

Everything went really well. Lance and Barbara did a terrific job. All the documentation is there. All the supporting documents were there.

I believe we have an excellent relationship with the audit firm. There were a few adjustments at year's end, but they were all the normal adjustments: depreciation, some payroll accruals, nothing out of the ordinary. The audit went very smoothly. We were all very happy.

**MR. BEATTIE:**  
Great. Thanks, Mike.

**MR. IADEVAIA:**  
Thanks.

**MR. BEATTIE:**  
It helps having an Interim Director that comes from BRO, I think.

Old business? The catering contract, some of you were not at the meeting last month, so you did not have the benefit of reviewing it over the month that the rest of us did. I'm not sure that we, at this point, we want to actually consider that without you guys reviewing it. We're just barely a quorum today.

**MS. CAMBRIA:**  
As part of the Executive Committee, we met in executive session and expressed concern with some issues with the catering contract. Therefore, I would like to move that we discuss these issues with the County Attorney and that person will advise us on how to proceed. I'd like to make that a motion.

**MR. BEATTIE:**  
Is there a second?

**MR. PETERMAN:**  
I'll second it.

**MR. BEATTIE:**  
Okay, without objection? (**Vote: 11/0/0/4 Absent: Mr. Dujmic, Mr. Armstrong & Mr. Melore. One Vacancy.**)

Do we have any new business?

**DR. GITTELMAN:**  
Can I ask a question?

**MR. BEATTIE:**  
Sure.

**DR. GITTELMAN:**  
When is the next Board Meeting?

**MR. BEATTIE**

That was the last thing I was going to discuss.

**DR. GITTELMAN:**

Before you move from this point, I'd like to know when that is because I want to be here. I just want to know when the next meeting is.

**MR. BEATTIE:**

That was a thing that I was going to put out there. My experience on the Board is that we have skipped at least one meeting during the year. There seems to be consensus that the next meeting is kind of close to Christmas, so do we have any opinions on skipping that meeting and going to the January meeting?

**MS. OLDRIN MONES:**

It's a good idea.

**MR. BEATTIE:**

Is that a motion?

**MS. OLDRIN MONES:**

I'll make a motion.

**MR. BEATTIE:**

Do we have a second?

**MR. PETERMAN:**

Second.

**MR. BEATTIE:**

Can you make the January meeting, Steve?

**DR. GITTELMAN:**

Yes.

**MR. PETERMAN:**

Just for the record, the January meeting, I believe, is January 16.

**MR. BEATTIE:**

Yes. Mike and Michele have already requested their copies of the catering contract. We will get that going.

**MR. REINHEIMER:**

Is there anyone else that needs a copy? I have them in my office.

**MS. GEGWICH:**

But we're not voting on it until January, right?

**MR. BEATTIE:**

At the earliest. That depends on when we meet with the County Attorney. As your reviewing it, if there are issues that you want us to bring to the County Attorney, please let me know.

**MS. GEGWICH:**

Who will be meeting with the County Attorney? Will we be invited to that?

**MR. BEATTIE:**

It's the Executive Committee. We don't want to have too many people going in there. But if you get us all your issues or concerns that you want us to bring up, email them to us and we will compile them. I will let everybody know when we're going to schedule that meeting with the County Attorney.

**DR. GITTELMAN:**

Did you ask for old business?

**MR. BEATTIE:**

I thought I did, but do you have something –

**DR. GITTELMAN:**

Yes, I guess it got lost in the shuffle. I wanted to bring up some old business, if I could.

**MR. BEATTIE:**

Sure.

**DR. GITTELMAN:**

About four or five years ago, the Board agreed with me that it would be a good idea to write Mr. Bronner's biography. I submitted a manuscript to the Executive Committee -- at least to Lance -- a long time ago. I also submitted a contract, but I haven't heard a word about it.

I'm only bringing it up for a couple of reasons. One is I literally have another book coming out. My books are getting stacked up on me.

The other thing is that I have two young authors where it's important for their careers to get this book done. We could have submitted it,

and they would have been accepted by a regular publisher. I'm kind of feeling like if there's something that I'm not getting – what's going on?

**MR. BEATTIE:**

I put in two calls. I copied you when I sent it to the County Attorney's Office. I put in two calls to her. Unfortunately, this was just yesterday and today, and she hasn't gotten back to me yet. It will be my priority first thing tomorrow. I will give her a call and find out what's going on. We will expedite that.

**DR. GITTELMAN:**

I would also like everybody to understand what the arrangement is here. This is at no cost to the institution at all. For example, Gretchen has edited for me. The printing costs are coming from what Bill had set aside. It was something that we understood for a long time now.

The book is a good read. It's an easy read. It's the story of Mr. Bronner and Mr. Vanderbilt and how they travel around the world together. Bronner was his photographer. It's now sitting fallow for a long time. I understand the delays, but I –

**MR. BEATTIE:**

My bad. I really should have started calling her earlier but—

**DR. GITTELMAN:**

But the concept was that the museum would publish it and that the museum would make money from the sale of the copies of the book. That's all. I was going to do all the work, plus with help from Gretchen. It's done. I would just like to see it finished.

**MR. BEATTIE:**

First thing tomorrow, I will give her a call again and expedite it.

**DR. GITTELMAN:**

Gretchen, it's not bad, is it?

**MS. OLDRIN MONES:**

I think it's your best yet.

**DR. GITTELMAN:**

Great.

**MR. BEATTIE:**

Very good. Can I have a motion to adjourn? Is there any other business?

**MR. PETERMAN:**

Yes, for the record, I want to remind people that we have to elect officers at the January meeting. We have a Nominating Committee. Last year Tom and I were the Nominating Committee.

What we did last year, and to be consistent, I will send out an email to the Trustees just calling for nominations for President, 1<sup>st</sup> Vice President, 2<sup>nd</sup> Vice President, Secretary and Treasurer. The closing date is December 20, At the January 16 meeting, we will vote for the officers. Are there any questions on that? If you need the descriptions of those positions, I will include that in the email.

**MS. GEGWICH:**

Could you send that out –

**MR. PETERMAN:**

I will send that to everyone.

**MS. GEGWICH:**

Thank you.

**MR. PETERMAN:**

No problem.

**MR. BEATTIE:**

Any questions on that? Okay, thanks, Kevin. Thanks for doing it again this year. So you and Tom will be on that Committee, right?

**MR. PETERMAN:**

Yes.

**MR. GLASCOCK:**

Sure.

**MR. BEATTIE:**

Can I have a motion to adjourn?

**MS. OLDRIN MONES:**

Motion.

**MR. PETERMAN:**

Second.

**MR. BEATTIE:**

We stand adjourned. (**Vote: 11/0/0/4 Absent: Mr. Dujmic, Mr. Armstrong & Mr. Melore. One Vacancy.**)

(The meeting was adjourned by Mr. Ron Beattie at 8:15 p.m.)

**Attachments**

**RB:ap**

# **Suffolk County Vanderbilt Museum**

## **November Meeting Agenda**

November 20<sup>th</sup>, 2012 / Planetarium / 7:00 PM

- 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**
    - 1. Trustees Letters
    - 2. Planetarium Reopening
    - 3. Bricks
    - 4. Benches
    - 5. 2013 Campaigns
  - D. Neighbor Relations Committee**
    - 1. Fundraiser for Planetarium Lobby?
    - 2. Plan for Springtime "Mending Fences"
  - E. Operations**
    - 1. Buildings and Grounds
    - 2. Human Resources
- V. Executive Director Report**
- VI. President's Report**
- VII. Old Business**
  - A. Catering Contract**
- VIII. New Business**
- IX. Adjournment**



Whether it was an entrance to the Museum, a doorway to the garden or the shape of the Planetarium we saw there were many arches on the Vanderbilt estate. We see this shape as a unifying symbol and have placed simple icons to show the trichotomy of the space. Furthermore the three arches form the larger representation of the Planetarium dome.

These iconic stars also represent the three areas of the estate. The first star represents the Mansion and is part of the ironwork grille in the courtyard. The second star is a sea star otherwise known as a starfish. This star is a nod to the Hall of fishes Museum. The third star is the kind of shooting star you would see in the Planetarium. It is also the same stylized star seen on an ancient Spanish door on the property.

The cool color scheme was selected due to the property of the estate. Located on the Long Island Sound amidst trees, hills and greenery, the Vanderbilt logo contains the colors of its surroundings. The medium blue represents the ocean, the dark blue represents the night sky and the green represents the lush foliage on the estate.

The Art-Deco fonts were chosen to reflect the time and place of Mr. Vanderbilt's life yet modern enough to stand the test of time.





# **Suffolk County Vanderbilt Museum**

## **November Meeting Agenda**

November 29<sup>th</sup>, 2012 / Planetarium / 7:00 PM

*Lancaster Rm.*

- 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**
    - 1. Trustees Letters
    - 2. Planetarium Reopening
    - 3. Bricks
    - 4. Benches
    - 5. 2013 Campaigns
  - D. Neighbor Relations Committee**
    - 1. Fundraiser for Planetarium Lobby?
    - 2. Plan for Springtime "Mending Fences"
  - E. Operations**
    - 1. Buildings and Grounds
    - 2. Human Resources
- V. Executive Director Report**
- VI. President's Report**
- VII. Old Business**
  - A. Catering Contract**
- VIII. New Business**
- IX. Adjournment**

# SUFFOLK COUNTY VANDERBILT MUSEUM

## Treasurer Report

**September 2012**

	Actual September	Budget September	Variance
<b>Revenue</b>			
Admission	\$ 23,848	\$ 27,900	\$ (4,052)
Membership	\$ 535	\$ 1,350	\$ (815)
Museum Store	\$ 807	\$ 5,500	\$ (4,693)
Special Events	\$ 1,353	\$ 3,000	\$ (1,647)
Suffolk County Funds	\$ -	\$ 60,541	\$ (60,541)
Endowment	0	16,666	\$ (16,666)
Site Use	\$ 23,585	\$ 13,500	\$ 10,085
Donations & Gifts	\$ 5,006	\$ 833	\$ 4,173
Other General	\$ 6,105	9,425	\$ (3,320)
<b>Total Revenue</b>	<b>\$ 61,239</b>	<b>\$ 138,715</b>	<b>\$ (77,476)</b>
<b>Expenses</b>			
Salaries & Wages	\$ 57,691	\$ 46,150	\$ 11,541
Benefits	\$ 21,437	\$ 24,000	\$ (2,563)
Maintenance & Equipment	\$ 7,737	\$ 3,292	\$ 4,445
Insurance	\$ 5,800	\$ 5,858	\$ (58)
Professional	\$ 26,608	\$ 10,416	\$ 16,192
Museum Store	\$ 231	\$ -	\$ 231
Telephone	\$ 2,372	\$ 959	\$ 1,413
Utilities	\$ 17,956	\$ 11,830	\$ 6,126
Supplies, Programs, Gala	\$ 3,868	\$ 3,459	\$ 409
General Expenses	\$ (442)	\$ 2,322	\$ (2,764)
<b>Total Expenses</b>	<b>\$ 143,258</b>	<b>\$ 108,286</b>	<b>\$ 34,972</b>
<b>Excess / Deficiency</b>	<b>\$ (82,019)</b>	<b>\$ 30,429</b>	<b>\$ (112,448)</b>

**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	Actual August	Actual September	Budget October	Budget November	Budget December	Project Year End	Adopted Budget	Dollar Variance
<b>REVENUE</b>															
<b>EARNED INCOME</b>															
Admissions	6,018	11,922	7,313	11,623	20,232	18,486	19,865	22,003	23,848	34,900	27,900	33,900	238,010	425,000	(186,990)
Membership	35	500	1,260	1,000	1,300	1,610	610	2,160	535	760	1,000	590	11,360	35,000	(23,640)
Museum Store	69	93	15	91	1,296	1,792	512	112	807	5,500	6,000	6,000	21,287	50,000	(28,713)
Special Events	5,890	8,697	3,024	987	2,486	5,536	24,332	10,281	1,353	4,000	5,000	3,000	74,586	65,000	9,586
Suffolk County Funds	0	0	0	0	0	121,083	0	50,451	0	60,541	60,541	60,541	353,157	726,499	(373,342)
Endowment	60,000	60,000	60,000	65,000	60,000	60,000	60,000	60,000	0	16,666	16,666	16,674	535,006	200,000	335,006
Site Use	4,975	5,420	2,275	1,925	10,205	12,285	16,855	15,089	23,585	13,500	5,500	3,500	115,114	125,000	(9,886)
Donations & Gifts	0	0	0	360	1,875	102,211	73	0	5,006	833	833	837	112,028	10,000	102,028
Other General	5,592	82,613	310	198,310	7,243	4,579	6,260	5,533	6,105	9,425	9,425	9,426	344,821	113,100	231,721
<b>Total Earned Income</b>	<b>82,579</b>	<b>169,245</b>	<b>74,197</b>	<b>279,296</b>	<b>103,637</b>	<b>327,562</b>	<b>128,507</b>	<b>165,629</b>	<b>61,239</b>	<b>146,125</b>	<b>132,865</b>	<b>134,468</b>	<b>1,805,369</b>	<b>1,749,599</b>	<b>55,770</b>
<b>EXPENSES</b>															
Salaries & Wages	57,988	58,967	55,499	54,231	59,170	60,151	61,921	60,395	57,691	46,150	46,150	50,266	666,579	564,306	104,273
Benefits	23,454	17,250	20,147	18,344	20,434	17,249	30,559	15,170	21,437	24,000	23,119	23,443	254,606	281,562	(26,956)
Maintenance & Equip.	1,589	1,035	1,555	2,435	2,738	4,603	2,498	845	7,737	3,292	3,292	3,292	34,911	39,500	(4,589)
Insurance	6,000	5,881	5,800	5,400	5,800	5,800	5,863	5,802	5,800	5,858	5,858	5,862	69,724	70,300	(576)
Professional	13,900	16,388	21,672	18,984	14,928	14,223	13,851	22,525	26,608	10,416	10,416	10,424	194,335	125,000	69,335
Museum Store	0	385	124	0	328	1,901	368	0	231	0	0	0	3,327	0	3,327
Telephone Communic.	4,235	409	521	4,238	2,195	2,421	2,602	2,152	2,372	959	959	959	24,022	11,500	12,522
Utilities	14,660	15,979	10,682	11,493	5,633	9,822	4,096	15,128	17,956	12,960	12,960	12,960	144,329	160,000	(15,671)
Supplies, Prgm., Ball	19,322	10,471	2,721	1,925	7,561	4,307	12,371	4,056	3,868	3,459	3,459	3,459	76,979	41,500	35,479
General Expenses	4,532	10,560	10,283	1,479	3,550	2,737	3,567	878	-442	2,322	2,322	2,322	44,110	27,863	16,247
<b>Total Expenses</b>	<b>145,680</b>	<b>137,325</b>	<b>129,004</b>	<b>118,529</b>	<b>122,337</b>	<b>123,214</b>	<b>137,686</b>	<b>126,951</b>	<b>143,258</b>	<b>109,416</b>	<b>108,535</b>	<b>112,987</b>	<b>1,514,922</b>	<b>1,321,531</b>	<b>193,391</b>
<b>Excess / Deficiency of Revenue</b>	<b>(63,101)</b>	<b>31,920</b>	<b>(54,807)</b>	<b>160,767</b>	<b>(18,700)</b>	<b>204,368</b>	<b>(9,179)</b>	<b>38,678</b>	<b>(82,019)</b>	<b>36,709</b>	<b>24,330</b>	<b>21,481</b>	<b>290,447</b>	<b>428,068</b>	<b>(137,621)</b>