

## **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 February 20, 2013.

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

Ronald A Beattie - President  
Joseph Dujmic - 1<sup>st</sup> Vice President  
Gretchen Oldrin Mones - 2<sup>nd</sup> Vice President  
Kevin Peterman - Secretary  
Dr. Steven Gittelman - Trustee  
Michelle Gegwich - Trustee  
Michael Mule - Trustee  
Thomas Glascock - Trustee  
Anthony Guarnishelli - Trustee  
Stephen F. Melore – Trustee  
William Rogers - Trustee  
Jack DeMasi - Trustee  
Lance Reinheimer - Interim Executive Director  
Lorraine Vernola – Staff  
Bob Pilnick –Resident  
Katherine Forsberg – Resident  
Laura Phair – Resident  
William Perks - Resident  
Ann Marie Pastore – Stenographer

#### **Absent:**

Betsy Cambria - Treasurer  
Duncan Armstrong - Trustee

**(Mr. Ron Beattie called the meeting to order at 7:15 p.m.)**

**MR. BEATTIE:**

I'm going to call the February 2013 Vanderbilt Board of Trustees meeting to order. Let's begin with the Pledge.

(SALUTE TO THE FLAG)

Very good. Is there anybody in the public who would like to address the Board? Let me make a quick announcement in terms of the previous meeting minutes. There were corrections that weren't able to be made for this, so what I'd like to do is read in what corrections I'd like to make to them. Then we can just vote on them with those stipulations.

The meeting was actually called to order by Gretchen, and it was at 7:05 not 7:25. There was one thing where I made an incorrect answer. I don't know that we necessarily have to change the minutes – well, we should reflect the minutes because she recorded it properly, but I did give an incorrect answer to something, and I wanted to point out to everybody what that is.

There was a question by Mr. Guarnischelli where he said, "I'd like to ask something. Is it just a rumor that someone on this Board has been negotiating with someone else in the catering business or some other facility?" I answered, "Absolutely." That's actually not true. We have not been negotiating with any other entity, but we have had expressions of interest made to us. But there were no negotiations. So I just wanted to correct the record for that on the record here.

The last minutes of the meeting were not recorded properly due to a technical malfunction with the recorder. There were some omissions. If you read through them basically what it says is we took the vote on slate of officers and then adjourned the meeting on that vote. Unfortunately, the tape wasn't working properly.

Unless anybody has a problem or wants to make note of a comment that they made that they want on the record, I move that we accept the minutes as amended here.

**MS. OLDRIN MONES:**

Second.

**MR. BEATTIE:**

Without objection? Very good. **(Vote: 10/0/0/5 Not Present: Dr. Gittelman & Mr. Rogers. Absent: Ms. Cambria & Mr. Armstrong. One Vacant Position.)**

The Committee Reports. Finance and Treasurer's Report, Lance, did Betsy ask you to do that?

**MR. REINHEIMER:**

Yes, everybody should have a copy of the –

**MS. VERNOLA:**

Can you please use the microphone?

**MR. BEATTIE:**

Let me point that out again today –

**MS. PASTORE:**

Including you.

(LAUGHTER)

**MR. BEATTIE:**

These poor gals have been having a hard time, especially with the last meeting, so if you could make sure that if you're going to make a statement, that you bring the microphone closer to you for the record. Thank you.

**MR. REINHEIMER:**

If everyone looks at the long sheet, this is actual expenditures and revenue through 2012, through the end of December. If you look at projected year end, that's the actual year end because we have the actual through December. You can see that our income was \$2 million. Our expenditures were \$1.5 million, so we ended up with a positive revenue of \$500,000.

Some of that revenue is restricted, but it's still, as far as the auditors are concerned, recognized as revenue in the year that we received it. Specifically the \$275,000 for the car is in there. The \$100,000 for the Stoll Wing, that donation is also in there. At least we have a positive revenue over expenditures.

Also, on this it shows that our expenditures exceeded our budget by \$200,000. I'd like to point out that through the County budget

processing process last year, they actually reduced our expenditures by around \$200,000 – or \$100,000. Actually, it was \$300,000, excuse me. They reduced our expenditures by \$300,000 so we actually came in under what we would have budgeted if the County kept it as we submitted it.

The same is true with our revenues. Our revenues actually – they cut our revenues. We would have come in exactly at what we came in at, \$2 million. Actually our revenue request was \$2,038,000. The revenues didn't flow in exactly in the buckets that we expected, but we were pretty good in estimating our revenues, and we were pretty good about estimating our expenses. I'd like to point that out because it shows that the museum, when they submit a budget, it's a pretty realistic budget.

That's the Treasurer's Report for this meeting. If anyone has any questions, I'd be happy to answer them. Thank you.

**MR. BEATTIE:**

Thank you, Lance. Education and Exhibits.

**MS. OLDRIN MONES:**

The Education and Exhibits Committee meeting was cancelled because of Snow Storm Nemo. But there are some things to report.

In the planetarium, Dave and Lorraine are working on the school live lecture shows. They will be training the console operators for the public shows soon. They continue to meet with planetarium staff and with Barbara, Bridget, Lance and Dean.

It was great to see the February Education Workshops listed in the *Newsday's* preview of the Lunar New Year activities, which was February 5. I have a copy of that, if you didn't notice it. I will pass that around. Actually in the same issue, they listed dinner at the Vanderbilt as a wonderful thing to do. I will pass that around also.

Beth reports that they're looking forward to a busier spring. She plans to have the March workshop programming ready this week. The camp brochures will be mailed at the beginning of April. She is in the process of entering the name and addresses of additional camps on Long Island and some in the boroughs into the Altru system.

The archives have been visited by several researchers in January. Antonia Petrash is writing a book about suffragettes on Long Island. She visited on January 23 to do research on Alva.

Kevin McBride from the NY Botanical Gardens came to research the historical landscape for a graduate school report on February 1.

Dale Spencer from the Lake Ronkonkoma Historical Society continues to visit weekly.

Mansion tour statistics for January 2013 are 400 visits. This compares to 373 mansion tours in 2012. This is a good number considering the museum is open Tuesday, Saturday and Sunday only. The planetarium remains closed until March, but not for long.

The Long Island Depression Glass Society has donated the entirety of its collection to the Vanderbilt Museum. They are disbanding due to diminished membership, which is sad, but it's good for us. I have a memo, which I will pass around, that explains more about what the society had as a collection and what we already have here at the Vanderbilt and more in general about what depression glass is.

Living History script research is underway for the new season to begin on Memorial Day weekend. This year is 1932. Coco Chanel, played by Carmen Collins, will lead the tour on Saturdays, and Harold Sterling Vanderbilt, played by Jim Ryan, will lead the tour on Sundays. Miss Chanel is in New York City to open her first fine jewelry show featuring her "Constellation" necklace. It is an exciting year here at Eagle's Nest. The mummy is the latest addition to Mr. Vanderbilt's collection.

Claudia Dowling visited on February 5 to finalize fabrics for the new draperies in the mansion. New draperies will be made to replace originals in Mr. Vanderbilt's bathroom. Those are literally in shreds right now. Other original draperies, such as in the library, will just be relined. Replacement draperies will be made for the organ room, in the breakfast hallway and in the mummy room. In all cases, original draperies will be preserved and used or stored if unusable.

That's really all to report except I think that the new ticketing system, Lance, is awesome. It was so easy to use with immediate notification. The tickets come right back to you. It's a big improvement.

**MS. GEGWICH:**

And the RSVP for the Opening was great, as well.

**MS. OLDRIN MONES:**

Yes, very nice.

**MS. GEGWICH:**

That was excellent.

**MS. OLDRIN MONES:**

Nice personal touch.

**MS. GEGWICH:**

Yes.

**(Dr. Gittelman & Mr. Rogers entered the meeting at 7:25 p.m.)**

**MR. BEATTIE:**

Thank you, Gretchen. Welcome, Steve and Bill. We missed you last month. I hope you're feeling better.

**MR. ROGERS:**

I'm trying.

**MR. BEATTIE:**

Let's move on to the Development Committee. We really didn't have much to talk about in terms of development.

Our Planning Committee, we put on suspension until we had a new Executive Director in place.

The Community Relations Committee, we had a good meeting on Monday. We have basically decided that there are certain things that we need to do as a Board first before we reach out more to the community. Is that a fair assessment of that meeting?

**MR. MULE:**

Yes.

**MR. BEATTIE:**

Under Operations, Buildings and Grounds.

**MR. PETERMAN:**

I think I finally have some good news to report. Work has begun on the roof of the Hall of Fishes. Materials have been delivered to do the work on the Stoll Wing roof. I believe tomorrow they might begin on

the Hall of Fishes. Finally we get some good news for Buildings and Grounds.

Also on January 24, Stephanie met with DPW personnel and the County's electrical contractor to get an assessment of the electrical wiring in the Hall of Fishes. It looks like it's starting to move along on some of those repairs.

**MR. BEATTIE:**

Under Operations, I should point out a couple things that I changed here. I changed the name of the committee, and I didn't mean to do that unilaterally, but it's actually based on our bylaws. It calls for a standing committee called the Community Relations Committee. We were calling it the Neighbor Relations Committee.

Under Operations, I add a new one because I think one of the things that we've been having a problem with in operations is technology. I'm hoping that somebody would want to step up to the plate and head up a subcommittee for technology and the issues like accounting system, networking and that kind of stuff going forward.

With that, Human Resources, Tom.

**MR. GLASCOCK:**

We were going to meet on Monday, and due to the weather -- I don't mean Monday, I mean last week -- but due to the weather, we weren't able to have our regular meeting.

That said, we have met several times. We went over some very important issues involving human resources. I think we're making some progress -- not having a committee constitute for quite a bit of time, I think, we're making some very good progress towards dealing with some issues that needed to be addressed in the past.

We're also moving on to some things that have come up recently. We're working to update our personnel policies to make them clearer, at least in terms of how they're drafted. We're working on the employee manual right now trying to make certain that we have all the requirements met by the manual and that it's responsive in terms of the set up for the museum itself.

We weren't able to meet, as I said, last week but we're trying to reschedule. I think we are progressing nicely.

**MR. BEATTIE:**

Very good. For Development, do you want to do the logo thing? While they're getting those papers together, we will skip to the President's Report. What I put down there, and by the way, the latest version that I had that I sent out with the minutes for the local law enlarging the qualifications for the Executive Director, I had just been informed when I got here today that this was introduced. While they're setting that up, I'll go to the President's Report. We'll skip Executive Director's Report for now.

What I had sent with the laws was actually modified, so I gave a copy out to everybody. Just so you know, because I was only made aware of it, really not through official channels, a day before our last Board meeting, that the Legislature has proposed a law to enlarge the qualifications as outlined there.

I didn't make anybody aware of it on the Board because I really wanted to look into it and find out what it was all about.

In my opinion, I don't feel that it's necessary. We have done some research, and it may or may not directly affect our accreditation process going forward. It looks like it probably would not directly affect it.

I do think that it could conceivably affect our accreditation –

**MS. OLDRIN MONES:**

I did contact the AAM with two simple questions regarding accreditation. I will pass around their answers to everyone. But my question was, does the wording in –and I don't know if that wording has changed in this new version that we have because I just got that – but does the wording for who the Director is, does it affect reaccreditation? Her answer is here. You have to have at least one paid professional staff with museum knowledge and experience and have a full-time Director to whom authority is designated for day-to-day operations.

However, if the person who is in charge is a finance person or accounting person and not a person with an actual museum degree, then you need to have at least one person on staff with museum knowledge and experience who will be at the level where this background will be listened to and they will be able to be involved in museum decisions, such as senior management level.

I also asked how many curators we would need, because I know that's always a factor in being reaccredited. They said the number of curators required is the appropriate number for the museum based on its resources, collections, mission and goals. I guess we have to figure that out.

**MR. DUJMIC:**

That was a non-answer.

**MS. OLDRIN MONES:**

Yes, that was a non-answer.

**MR. DUJMIC:**

The first answer was good. The second answer not so good.

**MR. BEATTIE:**

But the point I was making, because I was provided with that, I don't know what effect it's going to have on our ability in terms of how they look – and Steve could probably talk to this a lot better because he went through the last process -- the process of governance of this Board and the independence of the Board and how much they look into that.

**DR. GITTELMAN:**

Governance is the driving factor – there are a lot of factors that go into this. It's not a simple equation. The American Association of Museums, which is now under a different name, is an association of Directors. They're very sensitive to the issues of who runs the institution because to them a Director has to have certain qualifications.

Yet if they see – when we went through the first accreditation and then the second accreditation, I was involved in both, this may be self-serving but they do like to have continuity. They do like to see professional staff whose opinions are respected. They find it very important that the opinion of the professional staff resonates through the institution.

In other words, there is a culture, and I always use this phrase, that there's a museum culture in place. After all, they are an institution of museums.

Creating a museum culture is something that the self-study helps reinforce that you do on a day-to-day basis. If your objective is to

sustain collections, and if you're doing it – if you go up to our archives, our archives are stellar. They really resonate. They do what they should do. Any curator coming here would say this is an institution that cares.

If that's the message that's conveyed, frankly, I have to tell you I don't care if the Director doesn't have an education, as long as the message of the institution is conveyed in that sense. If we are following our mission and presenting education programs, yet we're acting like a museum, that's what's going to count.

So I don't think that – if I had to guess -- you're better off with a PhD. A Director who has a degree in museums, of course, that's better. Are you taking a small calculated risk in taking somebody without those credentials, come on, that's common sense. They're not going to tell you over the phone that you have to have a Museum Director with a PhD or six years experience at an AAM accredited institution. This makes sense. You improve your opportunity.

But if your culture resonates and you can say, "We do this because it's fitting for our museum," it's parallel toward a museum what a museum should be. You have to know what that means. You have to know what that means, and you will get reaccredited, I think.

This institution went through having the worst reputation to one of the best reputations. We went from being unaccredited to having a five year interim accreditation to now having what appears to be a 20-year accreditation, which is almost unheard of.

Will they take away accreditation because the new Director doesn't have a PhD in science or in history or anthropology? I don't think that's the governing factor, but he has to – I always say, automatically he better start showing up at AAM functions. He's got to be part of the crowd. He has to understand the culture. He has to go there and sit through sessions. He's got to be what we need him to be without that degree, if that's what the case is. He's not going to get it if no effort is put into it.

Simple answer, making a call -- I respect the call. I'm just telling you, they're not going to tell you that he has to have a PhD for this position. They open themselves up to a lawsuit. It's not like a union, it's an association.

Common sense says, put the right person in the position, create the right culture, have the right back-up staff, and follow through on it. You will get reaccredited.

**MR. BEATTIE:**

And what about governance and the independence of the Board?

**DR. GITTELMAN:**

Huge. They do not like – and let me put that in capital letters, and I don't care who doesn't like it because it's the truth – they want the institution, the Board, has to be the decision making body on its own. And the Director has to have his or her unique decision making capabilities. Think of it this way, that they are Directors, and they do not want a group of volunteers to be telling the Director how to run the institution.

They also are not too keen on having, either through a Board, the government telling the Director how to run this institution. The Director has to be just that, an independent person who operates with a tremendous amount of autonomy -- hires, fires, recommends, changes and budgets. We are governing in terms of oversight. That is the most critical thing.

That's where I think we get tripped up easily because quite frankly and I'm talking about Lance, and maybe I shouldn't be, but Lance comes from government. If there's a lot of confluence of government in Lance's persona, if he's not allowed to be independent, then they can start saying government is running this institution. There are a lot of institutions that are government-run institutions, but they are not often AAM accredited.

You have to be careful if you want that platinum seal. Believe me, that seal is worth millions of dollars for this institution. You have to make sure that there is a real hourglass management structure where there's a Board, the bottleneck is the Director, and nobody goes around the Director to hire, fire or advise employees directly. You cannot co-mingle board and employee structure. The Director has to be just that.

I won't go on and on, but when you do one of these self-studies, it will take you two years to do, and it will fill up filing cabinet drawers of material, and they are rigorous. You learn what they want. Having done two of them, I can tell you that right now. It's a lot. But that's it in a nutshell.

Is this current language a calculated risk? Yes, it's watering down – if the language said, "Must have PhD blah, blah blah," like it used to, it's a little bit safer than the new language. But by no means are you up stream without a paddle. It's a slight calculated risk, but you make your own decisions. When you do this, know you have to over-compensate by making sure that he is well educated, that he is involved with the culture, and he is independent, so that there's a commitment.

**MR. BEATTIE:**

Thank you. My bigger concern was the fact – and I don't think we need to take an action on this as a Board unless somebody else has another idea on that, given that we weren't even consulted by the Legislature when it was proposed in the first place. I only found out about it through back channels. Does anybody have any other thoughts on it?

**MR. DUJMIC:**

If I may, Mr. Chairman. My only thought would be, I think you're correct regarding the Board. I have to say, hearing what Steve said this is very much like a corporation. We have our Board of Directors here or Board of Trustees. Our Executive Director is akin to a CEO. Should the Board of Trustees have a say in determining the qualifications for the person who is going to be appointed to the position of Executive Director?

Personally, I think we should. I think we should either make a recommendation to the Legislature or not.

I leave this up to the rest of the Board, but I do think that anybody who feels strongly in one way or another – and this isn't about Lance - - one of the things when I was in government that we used to try to do, and those of you who've also been in government can attest to this, you don't make a law based on the person that's in office now or the person who's in the position at that point in time. Although that person may be great, the people who follow and come later may take advantage of the lessening of the rigors of the qualifications.

Again, it's not an indictment on Lance or anybody else. But what I would say is I think that we should have a hand in determining the qualifications because we are a Board. But I leave it up to this group to decide that.

That being said, if we decide not to make a recommendation one way or the other to the Board – and, again, this is not a recommendation on any one person. This is a recommendation on the local law that is up for public hearing on March 5, that we should take a stance. If we don't, I think if anyone here feels strongly in one direction or the other, as a member of the Board of Trustees, you should feel free to go to the committee meetings and go to the General Meeting and let your voice be heard. That's just my opinion.

**DR. GITTELMAN:**

May I just make a comment? The final say on who becomes Executive Director falls to this Board. We appoint the Executive Director. The Legislature does not make the appointment. They do not validate the appointment. So they may broaden the spectrum of people that are eligible, but we do not have to walk through that wide door. We can walk through a more narrow door.

**MR. DUJMIC:**

If that's true, will that wide door cause us problems with our reaccreditation? You said, yes, common sense, it will. I think we should – and, again, this is just my opinion, but I understand that the Legislature has a great deal of latitude when it comes to this Board. But that being said, I think when it comes to qualifications – and like you said – yes, at the end of the day, we're going to get to pick who the Executive Director is, but shouldn't we also have input into the qualifications?

**DR. GITTELMAN:**

Common sense is the person who is acting as the Executive Director may have better qualifications and be more favorably looked upon if they have of the bells and whistles and brigadier. We have that.

The Legislature can make it that anybody who sweeps the floor could be the Executive Director. The AAM is not necessarily going to look at what they say. They're going to look at what we do. The end result of what we do – they're not going to say, "Oh, you mean you could have made anybody the Executive Director. You chose this person." It's who we choose that counts.

**MR. DUJMIC:**

I'm going to defer to you, Steve, because you've gone through this process two times. This is just something that it's a concern for me. But I will defer to you because you have been through this. That's just my opinion and my feelings on it.

**MR. GUARNISCHELLI:**

There's one important qualification you're forgetting. Make sure the guy knows how to put on a good clam bake.

**MR. BEATTIE:**

Yes, that's true. Tom.

**MR. GLASCOCK:**

In respect to the local law, I think we could still, if we wanted to, adopt a policy whereby a preference would be for a PhD, qualified museum educated applicant for that position.

**MR. BEATTIE:**

The way I see the revised law written, they definitely covered that base for us to have that discretion. The problem I have with it is that this is something that is being done without even soliciting an opinion from this Board at all. I think that says something about the independence of this Board, the governance and the signal that that might send when we do go up for reaccreditation, and they see those meeting minutes and they see that it, indeed, happened like that. I would think from what I know about it when we started this strategic planning process, is that that would be a significant issue that they had a problem with. Am I wrong?

**DR. GITTELMAN:**

I don't think you're wrong but the fact that we have not had input into broadening the criteria, in somebody's mind, it's an issue. But I really have to say that it's the person in the job that matters. It's the decisions that we make that matter. They can say, "You can hire anybody," and we say, "We don't want just anybody." That shows our willingness to say, "No, we're not going to take just anybody. We want someone special." We can do a national search, and look for someone special, and they can say, "But we let you," and we can say, "But we didn't want to." That shows independence.

**MR. BEATTIE:**

Kevin.

**MR. PETERMAN:**

The college goes through accreditation, as well. The biggest thing is the way you write the report. That's critical. But as far as this resolution, I do agree that we should have been put in the loop, but we have the ultimate authority to do what we have to do. The only thing I can think of is that there were some issues in the past with

finances. There was a Legislator or two that just said, "We have someone here now that understands the financial part." Look at the numbers; they look a lot better than they did, without a doubt. I can see why someone might say, "It's not a bad idea if we just give them more latitude." I just see this as giving us latitude, not telling us what to do.

**MR. BEATTIE:**

Michael.

**MR. MULE:**

If I may, and I just want to echo the sentiments of Kevin and Tom and Steve. The tools in expanding our power I don't see as limiting us. Ultimately, the buck stops with us, and we have to make those determinations. That's all I would say about that.

**MR. BEATTIE:**

I just wanted to bring it to everybody's attention because it certainly wasn't brought to mine. I think we skipped the Executive Director's Report.

**MR. REINHEIMER:**

I'd like to start with where Kevin started with the capital program. I met with Public Works two weeks ago framing out a capital program that had to be submitted by last week.

Part of the program is requesting \$100,000 to be appropriated this year in the capital program to do immediate leaks and problems that we have here in the mansion. While they do that, to assess the roof and see what they need for next year.

Dovetailed with that work is a request for \$700,000 in next year's capital budget. So the first thing we're asking for is \$700,000 next year to complete the work as determined by the \$100,000 that we're getting appropriated for this year for the mansion.

Then as money dictates, we have roofs that are leaking over at the powerhouse and the maintenance sheds. These buildings are approaching 100 years old. Even though the maintenance sheds are vacant buildings, cold storage, they are still historic and original to the estate. So it's important to preserve them as much as it is any other building here. We're working on the water intrusion. That's part of it.

We're requesting \$100,000 for permits for the waterfront. Those permits expired last March. We had some damage to the seawall, which maybe we'll get reimbursed – we, meaning the County – to do work due to Super Storm Sandy.

In addition to that, we'd still need the permits to continue to do any work down there. It costs a lot of money for the permitting process. We're requesting \$100,000 for permits for the waterfront.

In addition to the capital program, we talked about the facades and the buildings and the water intrusion from the facades that are crumbling. Even the people in Public Works admitted that the sand that's used for the concrete for this building has shells and was probably mined from the beach. When that crumbles, as Steve has mentioned, it just disappears. One of the things they're looking into is a laser machine that analyzes the facades and would be able to digitize those images and have them on a computer so that when the facades do crumble and do disappear, that they'll be able to replicate them.

Specifically we have \$2.9 million that's been appropriated in previous years. So we have the funds there. The problem in the past was to get the administration, the County Executive, to sign the purchase orders and to allow Public Works to go forward. They are pretty aggressive this year.

Our plan is to work on the facades this year on a money basis. They would do as much as they can in the Hall of Fishes given an appropriation or a contract to do those facades of several hundred thousand dollars. Then go forward from there. Facades for the Hall of Fishes and for the bell tower are critically needed.

We have \$2.9 million. We also have money in ADA program, ADA compliance, so \$600,000 for construction. We're looking to increase the footprint of the guardhouse, put in ADA compliant bathrooms there, take out the oil burner that's in the living area where the security guards are over night, convert that building to gas. That's the last building that's an oil burner, and put that gas burner in a separate room.

This is all things that we discussed to do this year with money that's previously appropriated. We're really not asking for a lot of new money because we do have money that's been appropriated in the past.

We're also requesting that the funds for the bridge here be advanced to 2016. There's \$100,000 previously appropriated for planning to assess that bridge and determine the construction needs. To be honest with you, \$1 million for that bridge is sort of a guesstimate. We won't know what the construction is until they start to take off that first layer of the cobblestone, get down to the steel platform and really figure out what's going on with that bridge.

That's being advanced up from last year. That was a concern of Steve that we were putting that in subsequent years. We are advancing that.

We're looking at a planned program. I try to approach these things more on what we can do rather than what we would like to do. If we can get work done on the Hall of Fishes, the bell tower and start to address these facades that have been neglected for at least four or five years and are getting worse every day. The only good thing about having these mild winters is we aren't getting the freezing and thawing that we've had in past years, which helps.

That's important and really picks up where Kevin talks about with the water intrusion and the problems with the buildings.

Other areas, Valentine's Dinner, we had the storm. We changed the dinner from Saturday to Sunday. We gave people the ability to change from one seating to an earlier seating or from the earlier to the later. We also moved it up. It seemed to work. We had 67 people there. Steve was there. We usually have at least one Trustee at every one of these dinners. Considering we had snow and it was still cold, we had 67 hearty souls who came out. Really everyone that was there had a good time, myself included.

We had good news on two fronts. One of them is National Grid grant, which we talked about, which is a major foundation. The National Grid Foundation called last week and said that we received a \$13,000 for the traveling classroom. We haven't had formal notification. We haven't had a formal sit-down of when this is going to start or how we're going to proceed. They were excited about granting us the grant. We're really excited, too, because I think this is the start of a long association with National Grid Foundation.

In addition to that, I received a \$10,000 major donation toward the planetarium. This is a person – I'm not sure if he wants his name

public or not, but he's given \$20,000 previously. He is continuing to still support the planetarium. He likes what's going on there.

When you get a chance, you have to come through there. There's a picture of the seats. They were installed on Tuesday. The carpet installation started yesterday and will continue to tomorrow. The rest of the building looks beautiful -- the painting and the whole décor.

Public Works is expanding the project to include work in the men's and women's rooms. We're replacing the sinks and urinals. We're getting hand dryers that actually work. We'll do the cosmetic painting and cleaning up.

I'd like to put on the record that John Rivera, Peter Newman and Tim Donaldson did the lion's share of this renovation that the museum funded. They did all the sheetrock in the lobby. The store looks beautiful. It's a transformation you can't believe. I'm so proud of the staff and how hard they work. These guys are working weekends. They're working almost around the clock and taking care of snow on the side.

By the way, as far as seats go, we have 12 seats that haven't been sponsored, so we're going to end up with 146 seats in the planetarium due to handicapped code, fire code and size of the seats. A hundred and forty-seven is what we're fitting in there. In addition to that, there's five wheelchair spaces. It's 147 plus five wheelchairs are in there. We still have about 12 chairs that haven't been sponsored.

That's my report for tonight. Thank you. If there are any questions, please let me know.

**MR. DUJMIC:**

Lance, great job, as always. The one thing I just wanted to point out, and I'm not pointing the finger at anyone but I am pointing the finger at myself. Thank you, Steve, for showing up at the Valentine's Dinner.

**DR. GITTELMAN:**

I had a great time.

**MR. DUJMIC:**

All of us on this Board, and I'm not just pointing the finger at everyone else. I'm pointing at myself, too. I'm a little embarrassed because we should all be doing our best to get there.

Charity begins at home. If we don't support this facility first, then we're going to have a hard time convincing other people to do it as well. Again, I just thought I would kind of make mention of that.

Again, I'm pointing the finger at myself. I will be at all the future events, and I hope that the rest of the Board is, too. One person out of 14 or 15 – it's just really not acceptable. Again, I blame myself as well. I would just hope that in the future that we all make as great an effort as we can to get down and support the Vanderbilt at these events.

**MR. BEATTIE:**

Thank, you, Joe. Anybody else have any questions for Lance?

**MR. REINHEIMER:**

One more thing, going through the capital program, I just want to put on the record also that the capital program includes \$75,000 for planning this year's capital program for the planetarium and \$675,000 next year. We're requesting that as previously adopted.

The \$675,000 for construction for the planetarium, again, is a guesstimate. My concern is that when we start increasing the visitation, that building now is 42 years old.

That septic system is 42 years old. We're in a very sensitive environmental area as far as septic systems go. My concern is that when we start up and start running this place and getting the visitation I know we're going to get, that's a problem that may arise. I'm looking for the future – success creates its own problems. I'd rather deal with the problems of success than other problems. I'm trying to plan for unforeseen problems with the planetarium due to high visitation. Thank you.

**MR. BEATTIE:**

Thank you. Okay, let's go back to Development, and we'll do the logo study.

**DR. GITTELMAN:**

Round two, the Vanderbilt logo test. Yes, our panelists have gender. Approximately 48 percent of the 300 panelists that we recruited for this – and these are commercial panelists – we have the distinction now that I provided from the commercial panel base versus people who came to our website and offered their opinion, which is astonishing. It's really wonderful.

Of the commercial panelist, 139 expressed high interest in what we do here at the museum. As you can see, their agenda also fell almost exactly 49/51.

The respondents who came to the website, which were 243, I want to give you an idea of how wonderful that is. That's 243 went to our website and did a survey off of that website. They distributed it differently. They had a category called "Refused." Now I'm not claiming that they are neither male or female, but they're just saying that they didn't want to admit to either one.

We ended up with 63 percent female and 33 percent male. It's not unusual to get a blend like that because females like to do surveys more than males. Go figure.

When we look at the age of respondents, we're looking at – I want to explain to you that it's more expensive to purchase – and I purchased the sample for this -- to purchase a demographically balanced sample than it would be to say, "Get me 300 people." I got the 300 people. They got me 300 people.

You can look at the demography of the 300 people who were all there, all 300, you can look at the 139 that were interested and you can look at the 243 in terms of their ages that simply came to our website and did the survey. They're different, and, yes, differences between two groups could be explained by gender, but let's not get all wrapped up in that.

The samples now are certainly of the size that you could make given the bias that comes from a demographically imbalanced sample if they were equally demographically balanced, you could make decisions from this. There is enough sample now. There wasn't enough the first time.

Race, yes, we do have a predominantly white population coming to the museum, but we are representing other races. But if you notice, of the 243 who came to the website that doesn't mean they necessarily come to the museum, there was 13 percent who refused and very small fragments of other races. So we are really not reaching out to the Hispanic community.

There is a conclusion you can draw. You can draw more from this data now than you could about the logo – in addition to the logos.

Marital status, it shouldn't be surprising we attract mainly a married crowd. The crowd that we utilized in terms of where I pulled the commercial sample – notice that the interested parties are basically the same as the rest of the population of the commercial panel, but the people who are on this website, tended to be more married than the rest of the population. Now the differences become significant because we have almost 550 respondents in total.

We asked them if they're interested. Those who said they had no interest – well, a very small population. Those who said they were very interested are in the bar all the way to the right.

But what are they interested in? American history or astronomy? The taller the bar, the stronger their interest – or the stronger that component of interest. If you look at very interested to the right, people were slightly more interested in American History when they come here. Or, let's put it this way, people who come on the web, not the panel, are showing that trend.

Both are showing slight differences, but to me the populations are relatively similar when you look at the American History component and astronomy part. Let's not get carried away with it. Half of my job is telling people not to get too crazy about the data.

Now we're looking at the logo test. We had logo one, logo two and logo three. People were asked upon first impression, which logo do you like best? Now what's intriguing to me is that the people who went to the website are somewhat different than the people who I hired.

The people who went to the website are showing a behavior distinguished between the survey answer and a behavior. A behavior is going to the website or going to the museum. Spending money -- a survey answer is answering questions. I value behavior more than I value survey answers, even though I'm in the business of collecting survey answers.

If you look at the distribution of respondents who have shown that they're at the website, they're saying, essentially, that logo one and logo three are pretty close to even. The standard of error on this is going to encapsulate the 4 percent difference. It's basically saying, "Your choice." The rest of the population, those who are commercially purchased are showing that logo one would be the stronger one – no, sorry, logo three.

The section "Heard of the Museum" out of the whole panel, 300 people, New York Metropolitan area, neighboring states, 20 percent have heard of the museum. That's not bad.

The people on the web – you have to figure that you have some strange people out there because they're on the web, they're looking at the website, but they never heard of the museum. You'll have to excuse me. I run into this all the time. I can't explain what the 15 percent of the population is thinking when they put that answer down. But we deal with that.

"Visiting the Museum," well, of the people who went to the website, a vast majority two-thirds have visited the museum. That 243 people is a constituency. Now we're talking. They looked at the website. They come to the museum, and they have opinions. It's not bad. There's a decent number of them now. I wouldn't even have to pay for them. Just keep that link going.

"How recent was your visit?" There weren't many people in the panel. There weren't many people who were interested or visited us. Twenty-eight people out of 300 people in the panel, almost 10 percent, had actually shown up. Sixteen of the them were interested, which is a smaller population, again, about 10 percent, had shown up.

Of the people who go to the website, 177 out of 243 – it's kind of like you have to figure if you get them to the website, you have two-thirds of a chance of them either having come here before. So the website matters. Good job.

"What comes to mind when you think of the museum?" I always thought it was elegant and romantic. No -- so much for weddings. It's just not elegant and romantic. Look, I didn't make this stuff up.

There are 243 people who have been here, gone to the website, and they're thinking of the museum, their biggest hit is the second to the right bar, which is historic significance – guys, I am deathly colorblind, so you'll have to excuse me. This was a junior analyst. You can't get people to do good graphs.

"Which logo best represents the Vanderbilt mansion, museum and planetarium?" It just about looks like when you ask it this way, it's logo three. But remember we have two different populations to

consider, the interested respondents out of the professional panel versus the people who went to the website. Son of a gun.

This is my favorite graph because I can't tell you what the hell it is. First of all, it's upside down. What it kind of means to me is that they are ranking the logos, one is your favorite. The bigger the number, the weaker the preference. The bigger the bar, the weaker the preference. Upside down -- this junior guy did this graph. It's amazing. I said, "Oh my God, I have to do this today," when he gave me this graph.

Anyway, the bigger the bar, the weaker the preference. So what we're looking at here is red, the middle one is the weakest of the three. The blue is the second strongest and the green is the strongest. Unless you go to the 243, where it reverses.

Despite the fact that you now have substantial samples, you really have muddied data. There's no clear decision. You really can make up your mind either way.

"Most appealing aspect," do we have the right number of bars associating with this one? Yes, we do – five for five. Planetarium seems to be the winner.

"Historic house, museum and mansion" – I think this is confusing. I didn't write the bloody question. I think this is confusing because to me the museum and mansion are intertwined. If you made it museum and mansion in one line, I think it would beat out the planetarium. But what the heck? I'm just the statistician. I think we have unclear data here. I wouldn't write to your congressman about this one.

So this was supposed to be the end of our presentation, but I have the bloody microphone. I want to get out of this presentation. I'm going to take you on a little tour of pictures. I'm only doing this because when we see these pictures – and I think that Gretchen recognizes what the pictures are. These are the pictures in the photography book. These are pictures that the photographer took when he traveled around the world with Mr. Vanderbilt. Now that lady is topless.

**MR. BEATTIE:**

We have kids here.

**DR. GITTELMAN:**

I understand that. I just want you to know that we have another picture of her. She's wearing western clothes and he convinced her to change because he was very disappointed that the folks in Tahiti were all dressed in western clothes when he finally got there.

What we have here is a time capsule taken by a world class photographer who stayed on his staff of Universal Studios for his entire career, who did one great movie after the next. That's what the book is about. These pictures were the photographs taken.

Many of you may recognize them as parts of books that Vanderbilt himself used. They are loading a little slow because they are big. They are in no particular order. It just so happens that when I pulled the chip out of my draw to bring in the presentation, I said, "Look what's on this chip."

This is a sugar plantation. There he is standing next to the engine that could. Just imagine if you could see an engine like that today. This is 1931. I will not tell you what these pictures are. You have to read the book to find out. They are out of order. They are truly to me a gift of a time capsule.

That's why I thought the book and the pictures were worth writing about. The book is based upon his diaries. They are based upon the Vanderbilt's diaries. It's an upstairs/downstairs story. He goes around the world in the middle of the depression on a football field size yacht. Everyone in this picture he talks about them.

You don't have to look at every picture, but I think you can see that it represents a unique time capsule. His boss who was with him eventually got an Academy Award for cinematography for "American in Paris." He's an artist. There's no doubt about it. You're not going to get these photographs ever again. Do you see the snakes running around?

It's an upstairs/downstairs kind of story. Believe it or not, this a contemporary picture of our museum. There he is getting ready to begin his voyage. He saw the world in a way that it will never be seen again just before the war. There he is sitting on a camel.

I just thought I'd show you some of the pictures in the book.

**MR. BEATTIE:**

Thank you, Steve. And thanks, again, for donating your services to do the study. What I think is interesting on the study is what it shows about the visitors that we have, more so than the logo.

**DR. GITTELMAN:**

I think if you're done with the logo, right a new questionnaire, put it up there, we'll host it and we'll collect the data. Every couple of months, if you're interested, we can take a look at.

**MR. BEATTIE:**

I made this point last time. I think we should stop harping on changing the logo for the sake of changing the logo. It's not how the marketing world works. You don't change the logo without developing a branding thing that you're bringing out. This has nothing to do – the change of the logo is just a preference kind of thing. I don't think we should be spending any more time – the data shows that it's a toss-up.

**DR. GITTELMAN:**

It is a toss-up.

**MR. BEATTIE:**

And I think when it comes to using your services that you're generously donating to us, we should use that to find out what we're lacking and then come up with a branding and a marketing scheme to see where we're deficient. That's how you do it in the real world, the business world. Then you come up with the logo that helps you implement that brand. I really thank you for your time on that.

While you still have the microphone – and we'll skip the catering contract part and go to the book contract part.

**MR. REINHEIMER:**

Can I just say something?

**MR. BEATTIE:**

Yes, sure.

**MR. REINHEIMER:**

You made a great point, Ron. I wanted to see where we were with the logo. This is part of a branding program. We started to do branding. We started to do some testing on it. I have a document that I will pass out that shows how we developed this. It wasn't changing the logo, for the sake of changing the logo.

It was changing the way that we market the museum as one property that has unique features that has different markets.

We have markets that come and see special events. We have markets that come and see, like Steve said, the historic, romantic weddings, mansion museum, and then we have the planetarium on this side. We have people that go to the planetarium and have no idea there's a mansion on the other side of the property. It's interesting that people – they come here for the planetarium, and they don't see the rest of the property. I'd like to pass this out.

**MS. GEGWICH:**

Well, Lance, on that point also, I think what we saw with what you presented, Steve, is that if you did combine the museum and the mansion, it was higher than the planetarium.

**DR. GITTELMAN:**

You can never be sure.

**MS. GEGWICH:**

But our current logo is just the stars. So I think you're right in representing more of what we have to offer here than just the planetarium.

**MR. REINHEIMER:**

I don't take offense because I'm trying to do the best for the museum. Believe me, I have enough to do without taking on changing the logo. That's not something that I wanted to do. It was something that evolved in the two years that I've been here.

**MR. BEATTIE:**

Let me just clarify my statement. I wasn't saying that. What I was saying is the logo is the last part of the process, in my opinion. It's not part of the branding thing. We have to figure out what our strengths are and what our weaknesses are. Then we need to come up with the strategy for correcting those weaknesses and then you develop – the last thing that you do is develop a logo to help the branding of that new strategy. That's all I'm saying.

**MR. REINHEIMER:**

I'd like to go through this quickly. I know this is a long meeting. A lot of this you already know because you're intimately involved with the museum.

**MS. GEGWICH:**

We didn't get sheets down here. Are there any extras?

**MR. REINHEIMER:**

I have more here. This is how it came about. We have the museum and the mansion. I agree with you, Steve, that's one entity. The mansion itself is a museum of how life was in the 1930's and 1940's. Then this is his museum that he created in the 1920's, 1930's and 1940's.

People come here for different things. The arches are a recurring theme throughout the property. We have arches wherever you look. From the planetarium to this popular archway that looks through the back where many brides have their pictures taken.

The stars that are used in this logo, one of the stars came from this arch over here at Samuel Yellin. The stars in this logo represent the museum. They aren't picked out of the sky. They are three stars, the sea star, the Yellin ironwork, and the star that's right here by the mummy on the Spanish door. That's the star that stylizes a shooting star. It's pretty neat to have three stars, and they all have relevance to this unique piece of property. The colors were chosen because we have the grass, the water and we have dark sky.

We're developing the museum and the grounds in the summer to try to have more special events to bring in different markets to introduce people to the museum that don't normally or haven't normally come here. They discover the museum when they come here.

We have diverse entertainment. We have Shakespeare in the Courtyard. We have some music festivals. We have holiday dinners. We have the clam bake. We have Alex Torres where we get 300 to 400 people here every summer the first weekend in August, the first Friday in August. We have the Arena Players that are here. We have Tango in the Courtyard. We have car shows. Of course, we have relevance to cars and the Motor Parkway.

We have developed a brand – and going through these arches, I had a piece printed up because it's one thing to look at the logo on its own, one logo or the other, it's a toss-up. I happen to like the star logo. It's clean. It's simple.

Now every time I open *Newsday* and I look at that "Make a Wish" with the star shooting, I see a similarity there. I had this card made up as

a membership card. I would like to pass this around, too. If you see the last page in here, we talk about the arches and the stars and how we decided on icons. This was a very long process. But if you look at how we're starting to brand and how we're starting to market, we tried to start this to see how it works and how it dovetails.

The donation I picked up the other day – and when I say picked up, I mean I went to the person's office. He was going to come here to make the donation. He was on a very tight schedule. I was thinking, this person wants to donate money, I should go to him. I went to his office. I brought this membership card just to show him. He's very excited about this. He's a local person. He loves the planetarium and the museum. He's looking to really, in his stage of life, give back to the community. He said, "This planetarium is a new beginning and a new era. It's a new start."

I look at this as a new direction for the museum. For the past several years with the previous administration, we know what was said about the museum and its future. I think that wasn't the museum's fault. It wasn't the museum's doing, but when you don't have the cooperation of the administration to release funds for capital programs to assist the museum in maintaining its buildings, which are owned by Suffolk County, it's kind of difficult to have the place run. So we have an administration that's working in lock step to take care of the county's buildings and to improve the place.

We have a new era now. We're positive revenues over expenditures. We had that last year, too. This is a start to tell the public, "Yes, we're the Vanderbilt, but you have to come back and rediscover the Vanderbilt." We can do a whole marketing program on rediscovering the museum.

Everyone has been here as a child. Everyone has heard of the museum. Everyone has had their classes come here. We have people now bringing their grandchildren here. I'm amazed how many people come here, have such a connection and haven't been here for years. They come back and they say, I came back here 30 years ago. I went to the planetarium in the early 70's.

This place runs deep in people's blood. It's really a part of them. I think this planetarium and this launching is the springboard. When you go and see this planetarium and what the County has put their resources into making this place great, they took down the gutters. The gutters needed to be replaced. They're replacing them with

copper gutters. Who would think that they would do that? They're really doing things first class.

We have LED lights, high energy lights in there. We can control the environment. The HVAC through web. We're working on that for the mansion. That's going to be done in the mansion. We have some mechanical problems we have to fix before we can control the environment through the web, but we're working on that too.

I'm pushing this and maybe this isn't my place to do it, but I'm down here in the trenches to promote this place. I'm really proud of this museum and what's going on here. I just think that this is an opportunity for – we know what the planetarium looked like when it closed in August of 2011. You're going to think we built a new building when you see it. This is a chance to tie it all together.

I think Steve's presentation shows that we don't want to make a mistake. You said that in the beginning. The first time you don't want to go out there with a logo and have to retrench. It's a coin toss for the people that know the place because I think a lot of people that come here – we have a lot of traffic because of *Newsday* covering the story that the opening is the 15<sup>th</sup>.

As a matter of fact, one of Steve's associates called and said, "What's going on because the traffic on the survey for the past couple days was a few people and all of a sudden on Friday you had 40 people take the survey. What happened?" Well, it was in *Newsday* the day before. There is a lot of interest in the planetarium. The star works. It works for me. It's nice, but it's not the whole property.

I've been concentrating on the planetarium, and meeting with Public Works. We're going to work on the rest of the property. We just had a person come in and measure the carpet in the mansion. That carpet, if you've been there, and Steve you were there the other day, it's embarrassing. It's a tripping hazard. It has to be replaced, but we haven't done it. The person came to measure yesterday. We're going to go forward with that.

Part of the car sale, if we're careful, we can take some of that money out for the curtains and those things to protect the floor. We need to protect the floor. We need a runner. We need to redo the floors here in the nursery.

We need a logo that speaks of the whole property. I just couldn't sit here and after Steve's survey and say, "Well, we'll think about it," or "We should do it at the end." This is our chance to really go out there and hit people on the head with where we're going. We need to hit them with a new logo and hit them with the new planetarium and go forward and hit them with the clam bake and a lot of positive things happening here.

I don't think we're making a mistake by going to a new logo. I think we're starting a new era.

**MR. BEATTIE:**

Are you saying that this is being implemented now?

**MR. REINHEIMER:**

I printed this card up.

**MR. BEATTIE:**

I thought we said last time that we were going to print --

**MR. REINHEIMER:**

I did, but I had this printed up to show it.

**MR. BEATTIE:**

Yes, to show us. Are you saying that this has been decided on and --

**MR. REINHEIMER:**

No, the annual report was given to you I think two meetings ago. You got the invitation that's there. These are things that you have already seen. This was part of Steve's test marketing. We said, "Let's test how it works in life."

When I see the logo plain, it meant nothing to me. When I saw it mark it up on a membership card and taped it up to a card, it took a new meaning. I said, "Well, let's spend \$80 and have something printed up and see how it looks and build a little campaign around it to see how this thing floats as part of the test." We can drop this tomorrow. This is not the final decision.

**MR. BEATTIE:**

I just think that the Development Committee has to get involved. It's just something that I think there are so many facets to it. I think if we get the information that Steve is volunteering to do and design those

questions so we could really see – again, to me, the logo is the last thing.

I just want to see that when we go that next step because it is a big step, that it's a cohesive plan to go forward on.

**MR. REINHEIMER:**

That's why I wanted to bring this out. It's a plan that we've worked on. That's what I'm saying. We didn't just go out there and say, "Let's change the logo." I have enough to do.

**MR. MELORE:**

What's the timing on that? We are opening up the new planetarium, so why wouldn't we open up with a new logo on or about the same time?

**MR. REINHEIMER:**

You're the policy decision makers. I'm not the policy –

**MR. GLASOCK:**

Ron made a good point. On the other hand, the opportunity to plan for the future –

**MS. GEGWICH:**

Are we looking to just see if we want to vote and adopt this?

**MR. PETERMAN:**

Is that a motion?

**MS. GEGWICH:**

I would make a motion to approve it. I think it's fabulous. I think this looks wonderful. I think there's no better time than the reopening of the Vanderbilt Planetarium to bring this forward. What I heard from the research presented was people aren't opposed to it. The same number of people that saw it liked both. If we're agreeing that the planetarium only represents part of our potential business here, I love this.

**MR. BEATTIE:**

I don't think it's a real marketing strategy to say, "People aren't really opposed to it."

**MR. MELORE:**

But it looks like it's a push, right? The existing logo doesn't appear to me to as a logo that has 100 years of good will, like the Ford Motor

Company. It's not something where people would say, "Why did they ever change their logo?" The push would be to do something a little more dynamic. I think we have a lot of flexibility here. If you need to change this logo in the future, you have other things that might come up, I think you're going to have the ability to do that. This is not a tremendous investment – good will behind a logo.

**MR. GLASCOCK:**

To me it represents – it's already been said that people come here to the museum, they don't realize there's a planetarium and vice versa. This is an opportunity to kind of capture both and create that.

**DR. GITTELMAN:**

The survey doesn't really show a preference for either logo. It also doesn't show that anybody opposes the existing logo. It also doesn't show that, with all due respect for what Lance is saying, it doesn't show that people are connecting the three different stars with the three different phases of the institution.

I'm sorry, but I do analyze data for a living. You know, yes, you can launch a new logo. The data is not a compelling reason to do it. I need you to understand that. You can vote on it. You can do it. I don't think it's going to hurt anybody, but you could have data.

I've seen data where it says, "Wow, that's a good logo." This data didn't say that's a compelling argument. I'm sorry, Lance, but I have to be – as much as I would like to say, "Do it," I don't see a compelling push in this data to do it. No big baggage if you do. I would prefer to have data that says, "Look at that spike." You don't have a spike. So it's really a toss-up deal.

**MR. MELORE:**

But what's the investment that's going to be made in the logo? I'm certainly aware of logo branding and you get paid \$500,000 or \$800,000 to get a logo done. Is that the kind of thing we're looking at or is this being done internally that we're doing?

**DR. GITTELMAN:**

The logo is done. You essentially use it. How much is it –

**MR. MELORE:**

No, my point is in new the logo. Are you saying, "Hey, wait a second. There's no compelling argument for this logo because it's a push. Let's

wait until we get something that's really compelling. Are we going to make the investment to get the compelling logo?"

**DR. GITTELMAN:**

Do you know what I liked about this? Do you know what's compelling? Sometimes you listen to staff and you say, "What moves you? You're running this place." We only have one staff member speaking to us now, and that's appropriate. It's almost like you want to say, "Is this what really turns you on? Is this what you need to really get excited?" If that's the case, let's do it.

Ron, I totally agree with you that there is no compelling argument here other than it sounds like we would really make his day to use this logo. I don't have any data to support this other than, damn, he calls me five times a month asking, "Where's the data? Did you get the data?" Maybe this is what they need to feel invested in it. I don't know. Maybe it's just that. Is that enough?

**MR. MELORE:**

The only other thing that I think is somewhat compelling is we are opening up the planetarium. We are presenting our face again and we're stepping out. It does look a little backwards to say, we're stepping out and then six months later we're introducing our new logo. It's all about first impressions. You're back at the Vanderbilt. How are we presenting ourselves? We have to kind of figure out, "All right. Are we going to use that logo?"

**MR. GLASCOCK:**

No one is going to notice when the new logo comes out. They might notice it now, though.

**MR. BEATTIE:**

That's not true at all. That goes against all standard marketing –

**MR. GLASCOCK:**

If there was a big marketing campaign out six months from now, but it's not tied to a big event, like the opening of the planetarium --

**MR. PETERMAN:**

If that was a motion, I would second it.

**MS. GEGWICH:**

Yes, I made the motion.

**MR. PETERMAN:**

What I'm getting out is we're kind of touching on the edge. We just spent – I want to go back to what Lance said. What Lance has accomplished in the last two years with turning things around from the shape that we were in and in the economy that Suffolk County is in, we owe it to accomplish what we are about to showcase, I think that is the time to say, "We're back. We have a new logo." I think that's where we take it off. That's just how I feel.

Sometimes you just have to go with your gut. The fact that the research is kind of like the two of them are pretty close, this is an opportunity to just say, "Here we are. We have a new logo. We have a new planetarium." If down the road like five years from now something is different, that's different. I don't see us changing a logo in six months. I think we have an opportunity – and I think the planetarium is the way to kick it off. That's all I have to say.

**MR. MULE:**

If this is up for discussion, I just want to say this is a perfect time for this. This is an opportunity – it's not something that we have to be stuck with forever, but the time to strike is now, and we should take advantage of the opportunity and go for forth.

**MR. DUJMIC:**

It looks like we're going to vote. I want to put my reasoning behind my vote on the record before we take the vote. I will be voting no. The only reason is that I'm a little outdated. I'm sorry. I like the Yellin logo. That's the reason I'm going to be voting no on the new logo.

**MR. BEATTIE:**

Okay, there's been a motion and a second. A show of hands for changing the logo. Any opposed? **(Vote: 6/4/2/3 Opposed: Mr. Beattie, Mr. Dujmic, Ms. Oldrin Mones & Mr. Guarnischelli. Abstentions: Dr. Gittelman & Mr. Rogers. Absent: Ms. Cambria & Mr. Armstrong. One vacancy.)**

**DR. GITTELMAN:**

It's the majority. Abstentions don't count.

**MR. MULE:**

I have Robert's Rules.

**MR. DUJMIC:**

Robert's Rules notwithstanding. We had this discussion earlier today with Counsel of the Legislature. He was uncertain as to whether or not that would be sufficient. I just want to put that on the record. If you guys want to move forward with it, I want to let it be known, that we had this discussion with Counsel to the Legislature. He indicated that in his opinion, he couldn't say it with certainty, but in his opinion, we would need eight yes votes in order to move anything forward. That was his opinion at the meeting that we just recently had. Michele was there, also.

**MS. GEGWICH:**

But he also said he would not hold to anything until he reviewed our bylaws and reviewed everything else.

**MR. DUJMIC:**

I just wanted to put that on the record that this is subject to that.

**MS. GEGWICH:**

I'd also like to put on the record that after being here almost a year, I am thrilled that we have now accomplished something that we started and seeing it moved to fruition. I apologize that not everyone is thrilled with it, but I think that Lance's excitement is amazing. I commend you for the work that you've done here. I think you've made great strides. I think it's great to launch it at the same time as the planetarium.

**MR. BEATTIE:**

Okay, now I'd like to go to the catering contract. We did have that meeting today with the County Attorney regarding the catering contract. There were four of us present and one via teleconference. Michelle Gegwich was there.

**MR. PETERMAN:**

There were five there.

**MS. GEGWICH:**

Four on the Executive Board.

**MR. BEATTIE:**

Oh okay. Gretchen, Joe, Kevin and myself, based on what we agreed on at the last meeting, and Betsy was in by teleconference.

**MR. PETERMAN:**

And Michele.

**MR. BEATTIE:**

Yes, I said Michelle before. It was basically what we had approved at the last Board Meeting that meeting. For that, I will ask Joe to summarize it.

**MR. DUJMIC:**

Thank you. Let's be clear. We have been kicking around this issue for such a long time with regard to whether or not there was an RFP awarded and whether we were moving forward.

Here's the bottom line. We had a meeting today with the County Attorney's Office, as Ron mentioned. At that meeting, I think it was agreed upon that we need to move forward with finalizing negotiations with the Thatched Cottage.

What we had agreed to, apparently at a July 2010 meeting, which was previous to most of our tenure here. I know that goes for me, but there was an approval by the Board that indicated that we would be moving forward with negotiating a contract.

There's been a lot that's gone on since then. There has been an overwhelming change of this Board. There's been a change in the Executive Board. This has been put on hold and put on hold. That's going to stop now.

I want to be clear. According to all of us now who are in there and I think anybody who was there who is also here tonight, there were other individuals there as well. There was the Chief of Staff for the Legislature, Terry Pearsall. There was Counsel to the Legislature, George Nolan and of course the Assistant County Attorney, Pat Jordan.

We all agree that we need to move forward. The Hotel/Motel Tax is running out next year. We need to move forward with this contract. The questions are, the details and the terms of the contract. They thought it was a good idea, and I will turn it back over to Ron, that I take the lead in negotiating the rest of the terms of the contract with the owners of the Thatched Cottage and their attorneys.

I'm more than willing to do that. I would ask for any input from any individuals prior to my meeting. I'm planning on meeting with them either next week or the following week. We will -- trust me -- I do

negotiations all the time. We will sit in a room, and we will negotiate until we get it done. I will have a final product for this committee prior to the next committee date. You will have a chance to review it. We will have an up or down vote on this.

If it gets approved, we will then send it over to the Legislature. I will personally take it over to the Legislature at the following Legislative meeting and indicate the wishes of this Board. If this Board wants it to move forward, I will lobby on behalf of the contract to get it passed.

Enough is enough. We're going to get this done. It's just a matter of hammering out the details of this contract. That's what I believe, and correct me if I'm wrong, but that was the results of the meeting today.

I think emotions are probably going to be brought forth potentially, that's what I understand, to give me the authority to negotiate on behalf of this Board. I will be abstaining from that vote, obviously, because I have an interest in it. So I will turn it back over to Ron right now.

**MR. GLASCOCK:**

This has been negotiated for four years. We have an agreement—

**MR. DUJMIC:**

We don't have an agreement.

**MR. GLASCOCK:**

No, we have a draft agreement. But what more is being negotiated? I'm unclear as to that.

**MR. PETERMAN:**

If I may, one of the reasons that I wanted to be at the meeting is, if you remember, I asked the question, "Is this a legitimate processed RFP?" That was determined today, and it absolutely is. There was some discussion about some little tweaking of the document. It's not a re-negotiation of the document. It's just some tweaking.

What I would like to do is make a motion to authorize Joe on behalf of the Board to do this tweaking, to get it done as fast as he can.

**MR. DUJMIC:**

Let me take it back for one second. I understand what you're saying. I also understand that there is a lot of frustration in this room. Michelle summed it up. She's just happy to get something done. We

need to get something done. I don't think prior to negotiating, it would be appropriate for us to discuss on the record the changes that we need to have made.

If anybody wants to discuss that with me off the record because what's going to happen is you're going to take away any stance I have.

**MR. GLASCOCK:**

No, I didn't intend –

**MR. DUJMIC:**

But you understand as an attorney that if I'm going to have any kind of – I'm not going to discuss exactly what we believe – they're things we've discussed here before. It's the term of years. I'm not going to go into any detail on it.

If you guys don't feel comfortable -- I'm willing to volunteer my time to do it and get it done and commit to you that I will have a finalized draft by the next meeting, unless something crazy happens, to have a finalized draft for this whole Board to review and give an up or down vote. That's fine with me, too, and find another way to do it.

I will tell you that the Legislature also seemed to be in agreement with taking this type of a step in this direction.

Again, I'm going to abstain. I'm just relaying the information that was provided. If somebody else would like to do it, by all means, do it. I was there. I was in the room. I think I know what this Board is looking to do. I think we want to get this done, is the bottom line, and get it to a vote. It's up to you guys. I'll refrain from anything else.

**MR. MULE:**

My only question, as part of this Board, is to authorize Joe to do some tweaking doesn't have quite the particularity that I would like so I could understand what tweaking is being done.

**MR. PETERMAN:**

To my understanding it has to do with the number of years. I don't want to get into details either. If you want to go into executive session, I think that's fine. But this is a contract.

**MR. MULE:**

Why don't we go into executive session?

**MR. PETERMAN:**

You have that right to make that motion.

**MR. MULE:**

Motion to go into executive session.

**MR. GLASCOCK:**

I'll second that motion.

**DR. ROGERS:**

The contract with Thatched Cottage, has the Board decided that they wanted to have a contract with them? Has the Board decided they wanted to run a catering business? Have they solicited other locations or other restaurants? Do we extend that privilege of operating over here, or is it a one-sided deal where they –

**MR. BEATTIE:**

The history of it there was an RFP that was sent out to 20 potential bidders. Out of that we got two responses and one was withdrawn. The Thatched Cottage was not one of the responders that qualified. Approximately six months later, I believe it was in March of 2010 or 2009, I'm not positive of that, there was a letter of interest that was submitted by the Thatched Cottage. This Board in July 2010 agreed to enter into discussions with the Thatched Cottage.

**DR. GITTELMAN:**

So what we've done is entered into discussion. There's no final agreement. It does not prohibit us from getting a new RFP and starting the process over.

**MR. PETERMAN:**

We have a motion to go into executive session. I'd like to take a vote on that.

**MR. BEATTIE:**

Without objection? **(Vote: 12/0/0/3 Absent: Ms. Cambria & Mr. Armstrong. One vacancy.)**

**(Executive Session 9:00 p.m. – 9:30 p.m.)**

**MR. BEATTIE:**

We're back in public session. Can I have a motion regarding the catering contract?

**MR. PETERMAN:**

Yes, I'd like to make a motion that we authorize Joe to finalize the terms of the contract and bring it back to the Board.

**MR. MULE:**

I'd like to amend it to negotiate finalization.

**MR. PETERMAN:**

Yes, thank you.

**MS. OLDRIN MONES:**

Second.

**MR. BEATTIE:**

Without objection? **(Vote: 11/0/1/3 Abstention: Mr. Dujmic. Absent: Ms. Cambria & Mr. Armstrong. One vacancy.)**

**MR. MULE:**

Do we have a time frame for that? Is this for the next meeting?

**MR. DUJMIC:**

Yes, the next meeting.

**MR. BEATTIE:**

Yes, thank you.

Can I entertain a motion for the book contract of Mr. Vanderbilt's photographer?

**MR. MELORE:**

Yes, I'll make a motion, but does Joe have the authority to run this contract by the Ethics Commission for their input on the execution of that contract?

**MR. BEATTIE:**

And that the Executive Board has the authority –

**MR. MELORE:**

Yes, the Executive Board has the authority to negotiate that contract.

**MR. BEATTIE:**

Thank you. Do we have a second?

**MR. PETERMAN:**

Second.

**DR. GITTELMAN:**

On the motion, I had a request that you have the right to execute it and then you can submit it to the Ethics Commission for future scrutiny. You really do need to execute the contract, and then it could be subject to any decision on the Ethics Commission's part in order to go forward with it.

**MR. MULE:**

I think you need to be removed from discussion. We should discuss this without your presence.

**DR. GITTELMAN:**

By all means.

**MR. BEATTIE:**

Let the record reflect that Steve Gittelman left because he is potentially in conflict of interest, which is why he left the room. Do we want to revise the motion?

**MR. MELORE:**

I need to understand – my understanding is we need some input from the Ethics Commission.

**MR. DUJMIC:**

On the motion, Mr. Chairman. What I would like to clarify is the following. We had discussed terms with the potential contract and conflict therein in executive session. I will say that I did have an opportunity to speak with the County Attorney's Office, Lynne Bizzarro. She indicated that the previous draft of the contract could pose potential conflicts to Dr. Gittelman with regard to his being a Trustee on this Board.

That being said, I also had discussions with Dr. Gittelman wherein he indicated that he'd be taking certain steps to remove said conflict with this Board. Those steps were mentioned in executive session. Because they are potential terms of a conflict – terms of a contract – I'm sorry, it's been a long day – potential terms of the contract, I'm not at liberty to discuss those on the record in a public forum.

That being said, what I believe we're looking to do is Mr. Vanderbilt's photographer has kind of been put on the back burner, as well, for

quite some time. We want to move forward and take the money that is dedicated, the \$9,000, which has been dedicated to having this published, and we want to move forward with the publishing of this book.

I think what is being sought is to have the contract drafted by me –

**MR. GLASCOCK:**

Could the motion be for you to negotiate the agreement and for the person of the Board to execute an agreement that's acceptable to the Ethics Commission?

**MR. DUJMIC:**

Yes, the only other thing I would say is we could execute the contract and there will be – and the one thing I can say – there will be a provision in the contract indicating that said contract will be going over to the Suffolk County Ethics Commission for review. Dr. Gittelman has so kindly indicated that he will be willing to adhere to any input or recommendations from that Commission without appeal.

**MR. MELORE:**

So the effectiveness of the contract would be subject to the input from the Ethics Commission.

**MR. MULE:**

It would be executed beforehand –

**MR. DUJMIC:**

Executed before, sent over and –

**MR. MERLORE:**

And subject to –

**MR. DUJMIC:**

It will be subject to – but the process of publishing is going to be starting as soon as it's executed.

**MR. GLASCOCK:**

It's executed before it goes to the Ethics Commission?

**MR. DUJMIC:**

The County Attorney's Office did not have a concern with that. I will say this, after I had discussions with Lynne Bizzarro about the previous contract, I brought to her attention earlier today the idea of

executing it and having it sent over to the Ethics Commission. She indicated that that would not be a problem. Again, it's up to this Board.

I know that Dr. Gittelman is anxious to move forward on this. I am anxious to move forward on it, too, as a member of this Board. I think this is another important piece to get moving on. We changed the logo today. We're working on the catering contract. We could get everything done in one day that we haven't been able to get done in three or four years.

**MR. GLASCOCK:**

Can the motion be that the person is authorized to execute an agreement acceptable to the County Attorney's Office and to deliver the agreement once it's been approved by the Ethics Commission?

**MR. DUJMIC:**

See here's the problem with that – and, again, this is just me advising you based on my experience in government. This is up to you. If we send this to the Ethics Commission, if you think we take a long time to move on things –

**MR. GLASCOCK:**

So we are or we aren't –

**MR. DUJMIC:**

We are going to send it to the Ethics Commission, but the point is if we put terminology in the contract –

**MR. MELORE:**

Is the genie out of the bottle? I don't understand if you have the contract signed and you start publishing and you get input, it comes back and they say, "We don't see how this is going to work." Or if there is some terms that we can modify –

**MR. DUJMIC:**

But the only terms that are in question are the terms that are potentially conflicting. The terms that are potentially conflicting are with regard to the copyright and who's entitled to the copyright.

At this point, we're going to indicate that the copyright belongs to Emily Gittelman. She worked on the book. She's a co-author with Dr. Gittelman. What we're going to say, and I'm probably putting more on the record than I should, but because the question was asked -- but

what we're going to say is Emily Gittelman will be listed as the person holding the copyright.

We're also putting a clause in the contract that will say that if you any reason the Suffolk County Ethics Commission determines that that is improper, Dr. Gittelman and Emily will be willing to revert the copyright to the Vanderbilt itself.

**MR. GLASCOCK:**

You can't agree to make – you have to say that if that happened effective upon the determination that they will –

**MR. DUJMIC:**

Right, and that is what it will say. It will say that they will not appeal said decision of the Ethics Commission. I'm sorry. I should have said that, but I didn't want to put too much on the record.

**MR. BEATTIE:**

So, I guess there was a motion. Do we want to withdraw that and revise the motion? I'm not sure the motion adequately represented what was discussed here. Do you want to withdraw that motion?

**MR. MELORE:**

I'll withdraw that motion. We will rephrase that motion.

**MR. BEATTIE:**

Who would like to make that motion? Tom?

**MR. GLASCOCK:**

That you would be authorized to execute an agreement acceptable with the County Attorney's Office.

**MR. BEATTIE:**

The President –

**MR. GLASCOCK:**

Yes, the President of the Board would be authorized to execute an agreement to consummate this transaction that's acceptable – an agreement acceptable to the County Attorney's Office to consummate this transaction.

**MS. OLDRIN MONES:**

I'll second that.

**MR. BEATTIE:**

Without objection? It's approved. **(Vote: 10/0/1/4 Abstention: Mr. Dujmic. Not Present: Dr. Gittelman. Absent: Ms. Cambria & Mr. Armstrong. One vacancy.)**

**MR. DUJMIC:**

We got three things done in one day.

**MR. BEATTIE:**

Do we have any other new business to discuss? Does anybody have any old business to bring up?

**MR. GUARNISCHELLI:**

Do those old cars have antifreeze in them or do they heat down there?

**MR. REINHEIMER:**

They have heat down there. Thank you.

**MR. BEATTIE:**

Can I have a motion to adjourn?

**MR. DUJMIC:**

Motion.

**MR. PETERMAN:**

Second.

**MR. BEATTIE:**

Thank you. **(Vote: 12/0/0/3 Absent: Ms. Cambria & Mr. Armstrong. One vacancy.)**

**(Mr. Beattie adjourned the meeting at 9:45 p.m.)**

**RB:ap**

**Attachments**

# **Suffolk County Vanderbilt Museum**

## **February 2013 Meeting Agenda**

February 20<sup>th</sup>, 2013 / Lancaster Room / 7:00 PM

- I. Pledge of Allegiance**
- II. Public Address to the Board**
- III. Previous Meeting Minutes**
- IV. Committee Reports**
  - A. Finance / Treasurer Report**
  - B. Education & Exhibit**
  - C. Development**
  - D. Planning**
  - E. Community Relations Committee**
  - F. Operations**
    - 1. Buildings and Grounds**
    - 2. Technology**
    - 3. Human Resources**
- V. Executive Director Report**
- VI. President's Report**
  - A. LOCAL LAW NO. -2013, SUFFOLK COUNTY, NEW YORK  
A LOCAL LAW TO ENLARGE QUALIFICATIONS FOR  
MUSEUM DIRECTOR  
BE IT ENACTED BY THE COUNTY LEGISLATURE OF THE COUNTY OF  
SUFFOLK**
- VII. Old Business**
  - A. Proposed Catering Contract**
  - B. Proposed Book Contract**
- VIII. New Business**
- IX. Adjournment**

Intro. Res. No. 1020-2013 Laid on Table 1/2/2013

Introduced by Presiding Officer Lindsay

**RESOLUTION NO. -2013, ADOPTING LOCAL LAW**

**NO. -2013, A LOCAL LAW TO ENLARGE QUALIFICATIONS**

**FOR MUSEUM DIRECTOR**

**WHEREAS**

**, there was duly presented and introduced to this County Legislature**

**at a meeting held on , 2013, a proposed local law entitled, "**

**A LOCAL LAW TO**

**ENLARGE QUALIFICATIONS FOR MUSEUM DIRECTOR**

**"; now, therefore be it**

**RESOLVED**

**, that said local law be enacted in form as follows:**

**LOCAL LAW NO. -2013, SUFFOLK COUNTY, NEW YORK**

**A LOCAL LAW TO ENLARGE QUALIFICATIONS FOR  
MUSEUM DIRECTOR**

**BE IT ENACTED BY THE COUNTY LEGISLATURE OF THE COUNTY OF  
SUFFOLK**

**, as follows:**

**Section 1. Legislative Intent.**

This Legislature hereby finds and determines that the County of Suffolk is the sole and exclusive owner of the real and personal property and the maintenance fund of the

Suffolk County Vanderbilt Museum.

This Legislature also finds that the Museum's Board of Trustees are responsible for the use, operation and control of the Museum and Planetarium.

This Legislature further determines that pursuant to the Suffolk County Code, the Board of Trustees is required to appoint an Executive Director.

This Legislature finds that in the mid 1980's, the County of Suffolk established criteria and qualifications for the position of Museum Executive Director. Specifically, this

criteria requires that a candidate for this position have extensive prior experience managing

museums or historic properties.

This Legislature also finds that the criteria established thirty years ago is too narrow and unduly limits the flexibility of the Museum's Trustees.

This Legislature finds and determines that since the Museum's maintenance

funds was decimated during the 2008 economic meltdown, the Museum's fiscal situation has

been precarious. Since 2009, the County of Suffolk transferred monies to the Museum each

year to pay operating expenses. Currently, the County transfers approximately \$700,000 of

hotel/motel tax revenue annually to the Museum to support its operations.

This Legislature finds that the Vanderbilt Museum must regain its fiscal health

and financial independence so that Suffolk County taxpayers will not have to subsidize its

operations in perpetuity.

2

This Legislature further finds that Museum's Board of Trustees should have the

authority to hire an Executive Director with a strong background in finances and budgeting who

can help restore the Museum to fiscal health.

Therefore, the purpose of this law is local law is to broaden the qualifications for

the position of Executive Director at the Vanderbilt Museum so that the Board of Trustees have

the option of hiring a strong fiscal manager to oversee the Museum's operations.

## **Section 2. Amendments.**

Section 250-5 of the SUFFOLK COUNTY CODE is hereby amended to read as follows:

### **§ 250-5. Appointment and term of Director and other employees.**

A. The Board of Trustees of the Suffolk County Vanderbilt Museum shall appoint and fix the

term of office of the Executive Director of the Suffolk County Vanderbilt Museum and

engage all employees of the museum and planetarium, and determine and fix salaries,

retirement and other benefits.

B. In selecting an Executive Director, the Board of Trustees shall require that the Executive

Director have the appropriate professional qualifications and demonstrated administrative ability and experience, including, as a minimum, the following qualifications:

(1) An advanced degree (at least a masters degree) from an accredited college or university in a subject matter area compatible with the collections of the Suffolk County Vanderbilt Museum in the physical or biological sciences and at least seven years previous experience in an administrative position at a museum or at least seven-years' experience in managing or monitoring historic properties in either the public or private sector; or

(2) A bachelors degree in business, accounting, finance or mathematics and at least seven years previous experience at a not-for-profit, governmental or private sector institution or entity with budgeting and/or finance responsibilities and direct staff supervision.

C. In the event that the Board of Trustees of the Suffolk County Vanderbilt Museum creates

positions of Assistant or Deputy to the Executive Director of the Suffolk County Vanderbilt Museum for the purpose and with the power of discharging the duties and responsibilities of the Executive Director in his or her absence or in the event of his or her inability to discharge such duties and responsibilities, then, in selecting an individual to fill such position as the Board shall so designate to fulfill such duties and responsibilities, the Board of Trustees shall require that such individual have the

appropriate professional qualifications and demonstrated administrative ability and experience, including, as a minimum, but not limited to, the following qualifications:

(1) An advanced degree (at least a masters degree) from an accredited college or university in a subject matter area compatible with the collections of the Suffolk County Vanderbilt Museum in the physical or biological sciences and at least five

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years previous experience in an administrative position at a museum or at least five-years experience in managing or monitoring historic properties in either the public or private sector; or

(2) A bachelors degree in business, accounting, finance or mathematics and at least five years previous experience at a not-for-profit, governmental or private sector institution or entity with budgeting and/or finance responsibilities and direct staff supervision.

### **Section 3. Applicability.**

This law shall apply to all actions occurring on or after the effective date of this law.

### **Section 4. Severability.**

If any clause, sentence, paragraph, subdivision, section, or part of this law or the application thereof to any person, individual, corporation, firm, partnership, entity, or circumstance shall be adjudged by any court of competent jurisdiction to be invalid or unconstitutional, such order or judgment shall not affect, impair, or invalidate the remainder

thereof, but shall be confined in its operation to the clause, sentence, paragraph, subdivision,

section, or part of this law, or in its application to the person, individual, corporation, firm,

partnership, entity, or circumstance directly involved in the controversy in which such order or

judgment shall be rendered.

**Section 5. SEQRA Determination.**

This Legislature, being the State Environmental Quality Review Act (SEQRA)

lead agency, hereby finds and determines that this law constitutes a Type II action pursuant to

Section 617.5(c)(20), (21), and/or (27) of Title 6 of the NEW YORK CODE OF RULES AND

REGULATIONS (6 NYCRR) and within the meaning of Section 8-0109(2) of the NEW YORK

ENVIRONMENTAL CONSERVATION LAW as a promulgation of regulations, rules, policies,

procedures, and legislative decisions in connection with continuing agency administration,

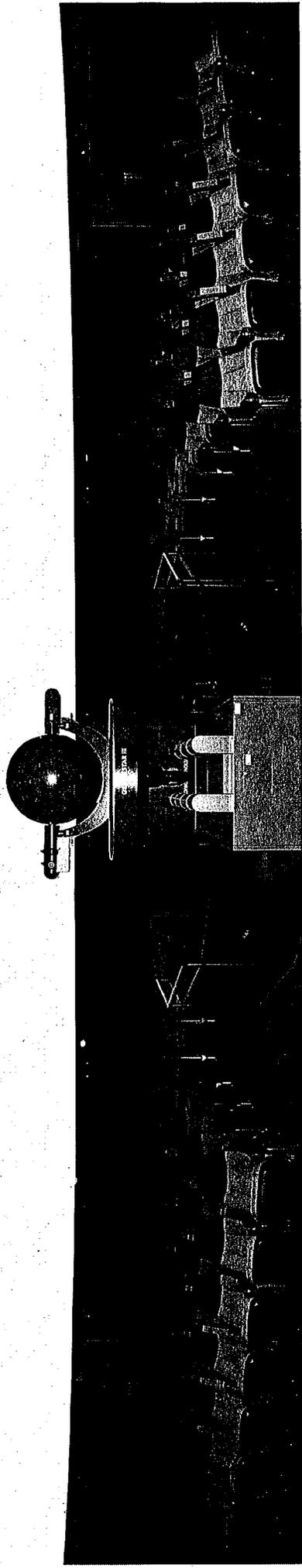
management and information collection. The Suffolk County Council on Environmental Quality

(CEQ) is hereby directed to circulate any appropriate SEQRA notices of determination of nonapplicability

or non-significance in accordance with this law.

**Section 6. Effective Date.**

This law shall take effect immediately upon filing in the Office of the Secretary of State.



# SUFFOLK COUNTY VANDERBILT MUSEUM

## Treasurer Report

**December 2012**

	Actual	Budget	Variance
	December	December	
<b>Revenue</b>			
Admission	\$ 7,613	\$ 33,900	\$ (26,287)
Membership	\$ 1,935	\$ 590	\$ 1,345
Museum Store	\$ -	\$ 6,000	\$ (6,000)
Special Events	\$ 6,650	\$ 3,000	\$ 3,650
Suffolk County Funds	\$ 403,611	\$ 60,541	\$ 343,070
Endowment	0	16,674	\$ (16,674)
Site Use	\$ 12,425	\$ 3,500	\$ 8,925
Donations & Gifts	\$ 1,000	\$ 837	\$ 163
Other General	\$ 5,505	9,426	\$ (3,921)
<b>Total Revenue</b>	<b>\$ 438,739</b>	<b>\$ 134,468</b>	<b>\$ 304,271</b>
<b>Expenses</b>			
Salaries & Wages	\$ 55,428	\$ 50,266	\$ 5,162
Benefits	\$ 22,655	\$ 23,443	\$ (788)
Maintenance & Equipment	\$ 1,556	\$ 3,292	\$ (1,736)
Insurance	\$ (3,506)	\$ 5,862	\$ (9,368)
Professional	\$ 15,870	\$ 10,424	\$ 5,446
Museum Store	\$ 1,091	-	\$ 1,091
Telephone	\$ 2,391	\$ 959	\$ 1,432
Utilities	\$ 13,019	\$ 12,960	\$ 59
Supplies, Programs, Gala	\$ 7,174	\$ 3,459	\$ 3,715
General Expenses	\$ 1,611	\$ 2,322	\$ (711)
<b>Total Expenses</b>	<b>\$ 117,289</b>	<b>\$ 112,987</b>	<b>\$ 4,302</b>
<b>Excess / Deficiency</b>	<b>\$ 321,450</b>	<b>\$ 21,481</b>	<b>\$ 299,969</b>

Brands are everywhere

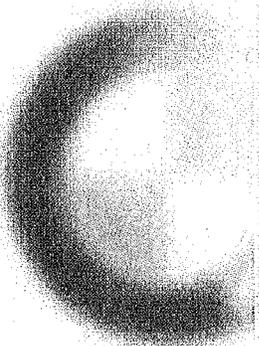
**THE IMPORTANCE OF BEING BRANDED**  
**Better marketing through effective branding**

Presentation for the Board of Directors, Vanderbilt Museum



**A successful company's marketing program focuses on its brand and how that brand is perceived by its audience.**

Microsoft

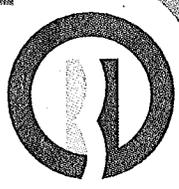


Apple



BMW

Mercedes-Benz



**east end**  
advertising

# Your Brand Challenge

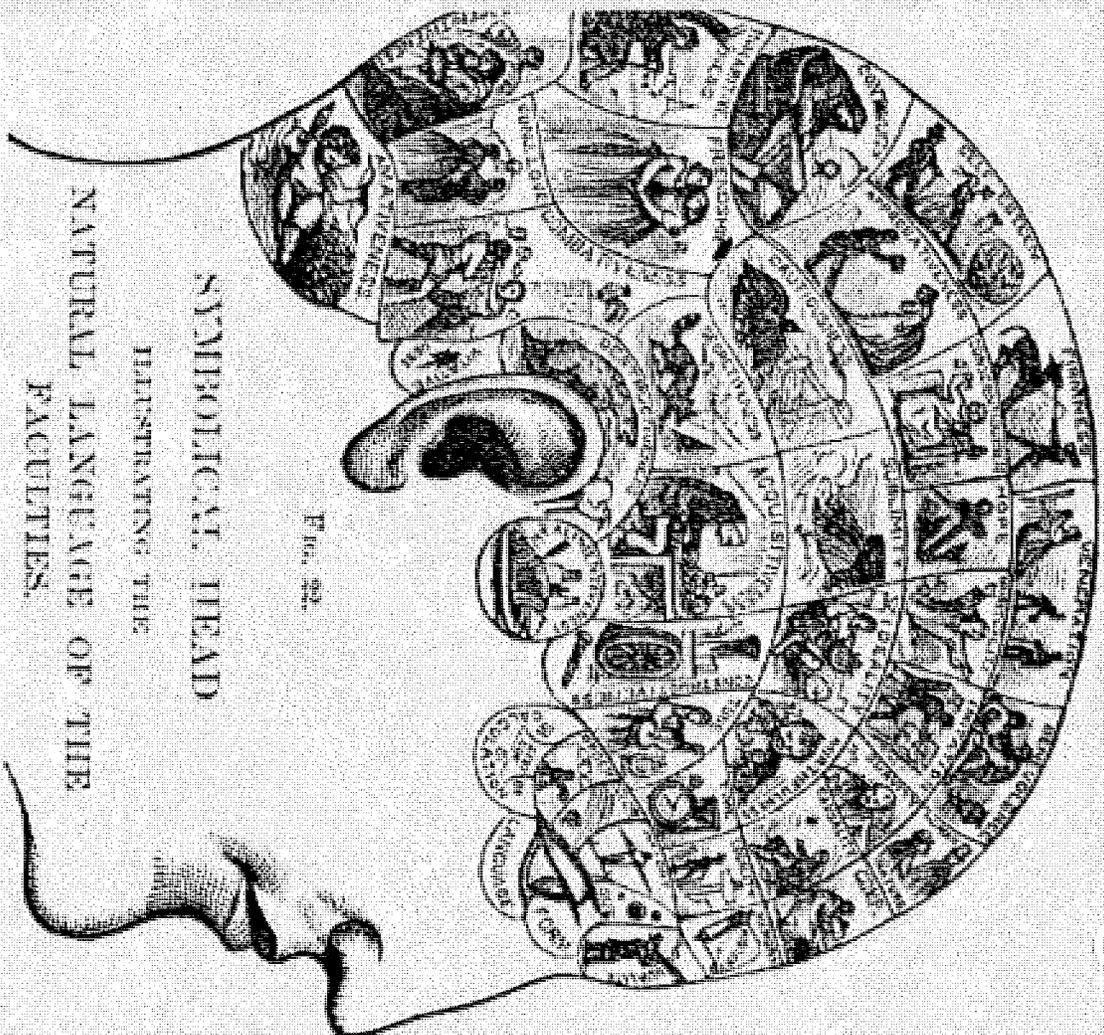


FIG. 22

SYMBOLICAL HEAD  
ILLUSTRATING THE  
NATURAL LANGUAGE OF THE  
FACULTIES.

The Vanderbilt...

Has three major offerings on its property with different target markets.

...people who come to the Vanderbilt for the Planetarium may not come for the Museum or Mansion, and vice versa

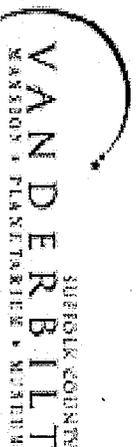


east end  
advertising

# Build on what you have

Visual and tonal alignment will help to give the Vanderbilt's 3 properties a cohesive look and feel, while generating credibility and exposure, and leveraging the existing strength of the Vanderbilt property brands.

*Looking to the past, discovering the future.*



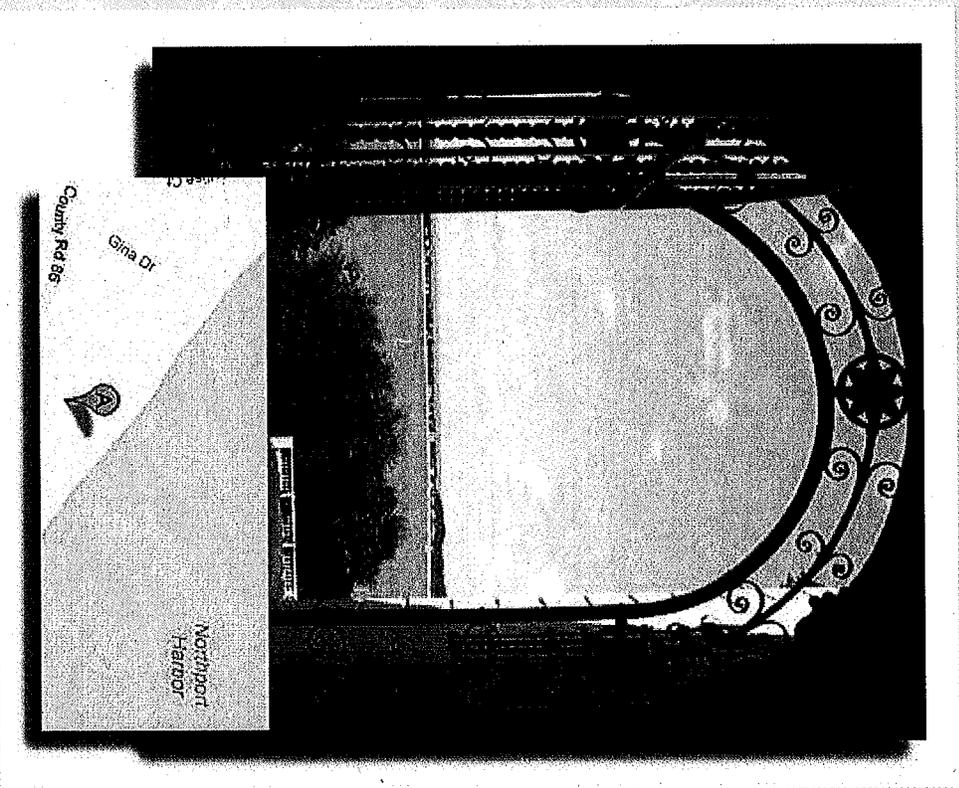
The existing star logo has excellent typography, but the stars clearly reflect only the Planetarium.

The original Yellin logo is elegant and is an obvious nod to the ironwork that decorates the Mansion. But the logo gives no indication that the institution has a planetarium.



**east end**  
advertising

# Promoting the multi-dimensional Vanderbilt Museum presents unique challenges



## 1. Vanderbilt Museum as cultural destination

The Vanderbilt Museum is a cultural icon of Suffolk County, a place where people of all ages can enjoy a variety of educational activities.

## 2. Vanderbilt as a “not to be missed” destination

In addition to the Vanderbilt’s educational aspects, the Museum should emphasize the spectacular estate grounds in its branding.

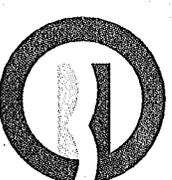
*The entranceways provide breathtaking views of the water and of one of the few remaining Gold Coast era mansions.*

### **3. Vanderbilt as an educational and technological wonder.**

Reopening the Planetarium provides positive PR and signifies a new era for the whole institution. The Planetarium is the Museum's most important revenue-generating force and provides a springboard to future financial stability.

### **4. Vanderbilt as a venue for entertainment**

- \* Shakespeare in the Courtyard
- \* Music festivals
- \* Holiday dinners
- \* Clam Bake
- \* Alex Torres and His Latin Orchestra
- \* Arena Players theatrical productions
- \* Tango in the Courtyard
- \* Summer dances
- \* Classic car shows



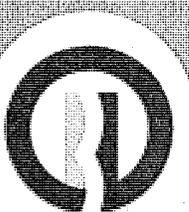
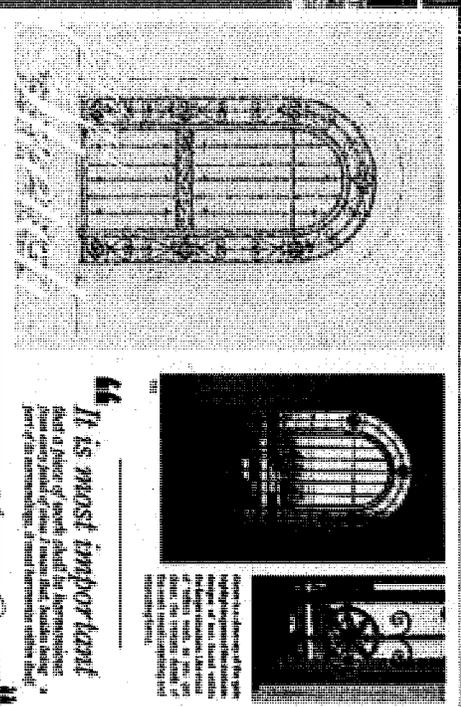
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# The Strategy

To develop a brand identity that promotes the multi-dimensional aspects of the property to diverse market segments. Unifying the Vanderbilt with a highly flexible brand identity will support brand messages to several types of audiences.

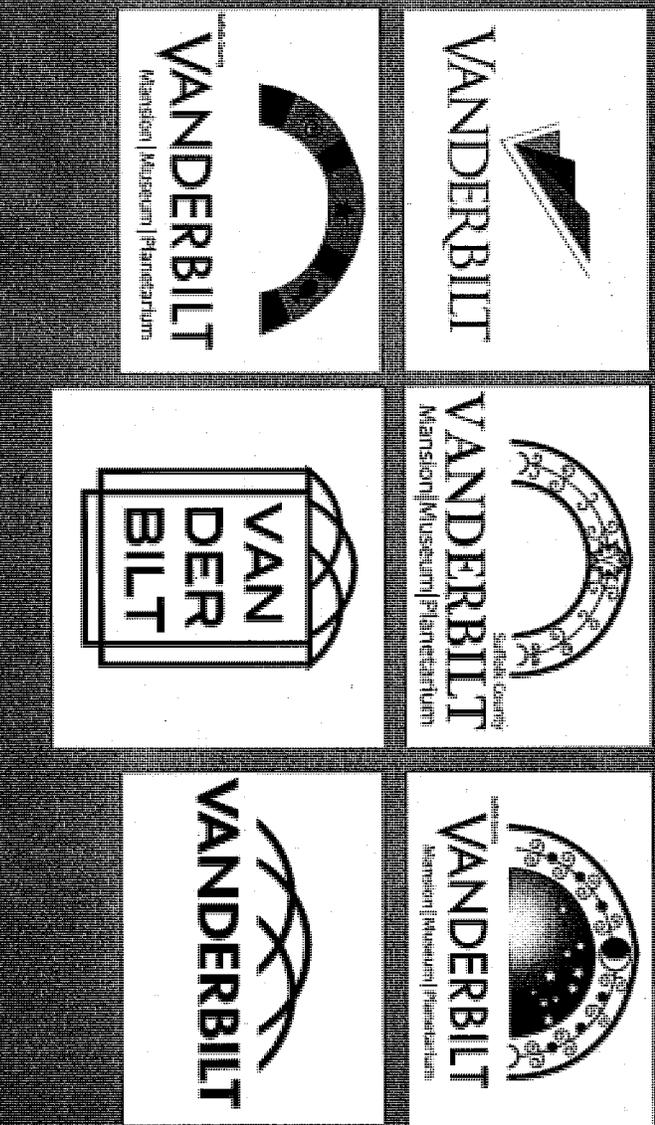
Using vibrant colors and iconographic symbols to communicate all three properties of the estate while highlighting the architecture, and vistas that are so unique to the Vanderbilt.

Whether it is an entrance to the Museum, a doorway to the garden, or the shape of the Planetarium dome, there are many arches on the Vanderbilt Estate. This shape is a unifying symbol. In the development of a new institutional logo, the arch is used to reflect the trichotomy of the space.

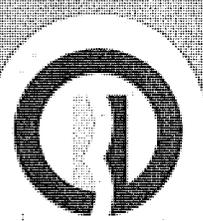


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# Logo: concept to completion



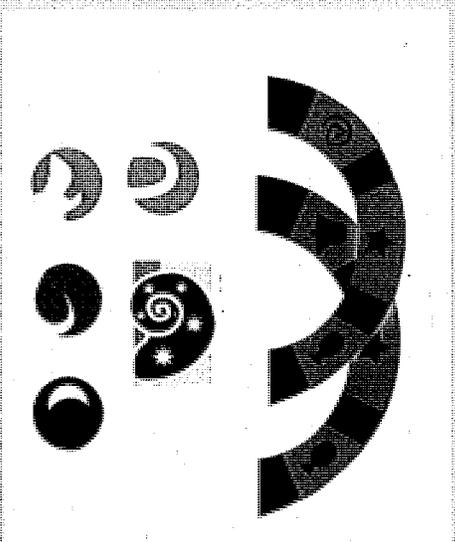
The arches signify the past (seeing the mansion frozen in time), the present (the experience of walking through the grounds today) and the future (learning about new astronomical discoveries).



east end  
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## ICONOGRAPHY

# Finding iconography that represents all 3 properties



Icons based on property elements and ideas were explored. The challenges:

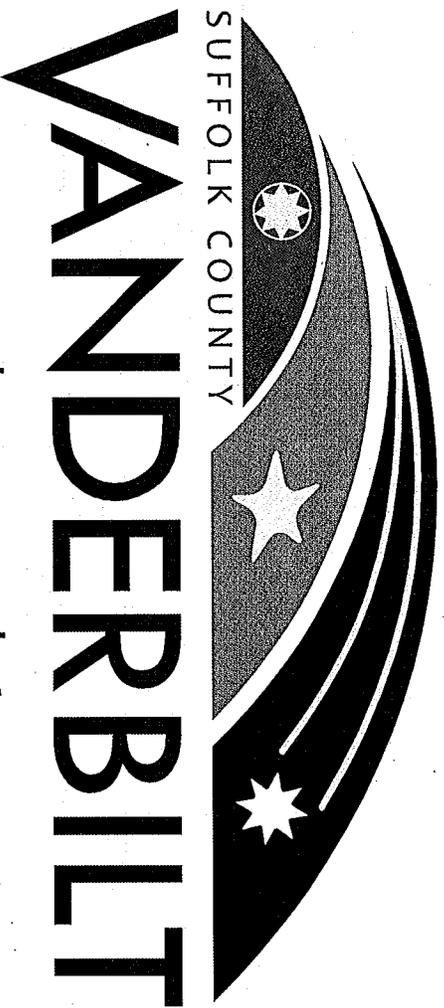
- The logo needed to reflect all three properties
- Publications and advertising lacked a coherent and consistent visual style



The stars represent the three aspects of the property. At left, the first star represents the Mansion and is an element of the ironwork grille in the courtyard. The second is a sea star, otherwise known as a starfish, and reflects the Hall of Fishes marine museum. The third is the kind of shooting star audiences see in the Planetarium. It is also the same stylized star on the Museum's ancient Spanish door.



**east end**  
advertising



The cool colors were selected to reflect the various aspects of the Estate, located above Northport Bay amidst trees, hills and greenery. The medium blue represents the ocean, the dark blue represents the night sky, and the green represents the lush foliage.

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



**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	Actual October	Actual November	Actual 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	9,982	5,831	7,613	164,736	425,000	(260,264)
Membership	35	500	1,260	1,000	1,300	1,610	610	2,160	535	35	150	1,935	11,130	35,000	(23,870)
Museum Store	69	93	15	91	296	1,792	512	112	807	2	0	0	3,789	50,000	(46,211)
Special Events	5,890	8,697	3,024	987	2,486	5,536	24,332	10,281	1,353	600	10,860	6,650	80,596	65,000	15,696
Suffolk County Funds	0	0	0	0	0	121,083	0	50,451	0	100,903	50,451	403,611	726,499	726,499	0
Suffolk County Funds	60,000	60,000	60,000	65,000	60,000	60,000	60,000	60,000	23,585	8,135	9,900	12,425	123,074	125,000	285,000
Endowment	4,975	5,420	2,275	1,925	10,205	12,285	16,855	15,089	23,585	8,135	9,900	12,425	123,074	125,000	100,730
Site Use	0	0	0	360	1,875	102,211	73	0	5,006	204	1	1,000	110,730	10,000	100,730
Donations & Gifts	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other General	5,592	82,613	310	198,310	7,243	4,579	6,260	5,533	6,105	6,000	5,522	5,505	333,572	113,100	220,472
<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>327,582</b>	<b>128,507</b>	<b>165,629</b>	<b>61,239</b>	<b>125,861</b>	<b>82,715</b>	<b>438,739</b>	<b>2,039,226</b>	<b>1,749,599</b>	<b>289,627</b>
<b>EXPENSES</b>															
Salaries & Wages	57,988	58,967	55,499	54,231	59,170	60,151	61,921	60,395	57,691	57,721	54,458	55,428	693,620	564,306	129,314
Benefits	23,454	17,250	20,147	18,344	20,434	17,249	30,559	15,170	21,437	16,512	19,661	22,655	242,872	281,562	(38,690)
Maintenance & Equip.	1,589	1,035	1,555	2,435	2,738	4,603	2,498	845	7,737	3,610	1,892	1,556	32,093	39,500	(7,407)
Insurance	6,000	5,881	5,800	5,400	5,800	5,800	5,863	5,802	5,800	5,800	5,803	-3,506	60,243	70,300	(10,057)
Professional	13,900	16,388	21,672	18,984	14,928	14,223	13,851	22,525	26,608	15,501	12,686	15,870	207,136	125,000	82,136
Museum Store	0	385	124	0	328	1,901	358	0	231	531	2,430	1,091	7,379	0	7,379
Telephone Communic.	4,235	409	521	4,238	2,195	2,421	2,602	2,152	2,372	2,440	2,624	2,391	28,600	11,500	17,100
Utilities	14,660	15,979	10,682	11,493	5,633	9,822	4,096	15,128	17,956	3,625	6,298	13,019	128,391	160,000	(31,609)
Supplies, Prgm., Ball	19,322	10,471	2,721	1,925	7,561	4,307	12,371	4,056	3,868	1,542	6,817	7,174	82,135	41,500	40,635
General Expenses	4,532	10,560	10,283	1,479	3,550	2,737	3,567	878	-442	10,576	1,256	1,611	50,587	27,863	22,724
<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>117,858</b>	<b>113,925</b>	<b>117,289</b>	<b>1,533,056</b>	<b>1,321,531</b>	<b>211,525</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>8,003</b>	<b>(31,210)</b>	<b>321,450</b>	<b>506,170</b>	<b>428,068</b>	<b>78,102</b>