

## **Suffolk County Vanderbilt Museum**

### **Board of Trustees**

#### **Minutes**

A regular meeting of the Suffolk County Vanderbilt Museum Board of Trustees was held at the Planetarium Lobby, Centerport, New York, on May 15, 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  
Betsy Cambria - Treasurer  
Kevin Peterman - Secretary  
Michelle Gegwich - Trustee  
Michael Mule - Trustee  
Duncan Armstrong - Trustee  
Jack DeMasi - Trustee  
William Rogers - Trustee  
Dr. Steven Gittelman - Trustee  
Anthony Guarnishelli - Trustee  
Stephen F. Melore – Trustee  
Lance Reinheimer - Interim Executive Director  
Lorraine Vernola – Staff  
Ann Marie Pastore – Stenographer

#### **Absent:**

Thomas Glascock - Trustee

**(Mr. Beattie called the meeting to order at 7:00 p.m.)**

**MR. BEATTIE:**

We're going to call the May 2013 meeting of the Suffolk County Vanderbilt Museum and Planetarium to order. With that, let's start with the Pledge of Allegiance.

{SALUTE TO THE FLAG}

I don't see anybody in the audience, but I will ask for official reasons if anyone would like to address the Board publicly?

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

**MR. PETERMAN:**

Motion.

**MS. OLDRIN MONES:**

Second.

**MR. BEATTIE:**

Without objection, they are approved. **(Vote: 9/0/0/6 Not Present: Dr. Gittelman, Mr. Melore, Mr. Mule & Mr. Rogers. Absent: Mr. Glascock. One Vacancy.)**

The Finance and Treasurer's Report.

**MS. CAMBRIA:**

I'd like you to refer to this page, not the long legal size page, for March 2013. It's all good news. As you can see, admissions are up, having to do with the planetarium and actually the figures for April are significantly higher.

Memberships are up. That does include memberships having to do with the local libraries, etc.

The museum store is up and running taking in good amounts, again, with more to come in April.

Site use, that has to do with weddings and the use of the tent. Those are mostly deposits.

"Other General," that's the income from the rental property across Little Neck Road. Very good report. One of the better reports.

**MR. BEATTIE:**

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

Let's move on to Education and Exhibits, Gretchen.

**MS. OLDRIN MONES:**

Thank you. Staff anticipates a busy summer season. Thousands of school children have visited our museum education programs in May and thousands more from school and camps are already booked for the summer even before the camp brochure was mailed. Planetarium numbers are also great and will jump even higher in July if it rains, as camps will book at the last minute.

The finalized camp brochure, which I will pass around, illustrates the programs offered and the pricing schedule. It's been mailed to 166 day camps and summer programs.

Additionally, there are summer museum workshops being offered for Preschool and Kindergarten and for grades one through three, weekend long sessions titled "Sail the Seas with Mr. V." I think you have some information about that already, but this is a flyer which I'll pass around. It gives further information and the dates that are being offered. It's been distributed to the local schools and the libraries.

Beth is adding a program, actually a remake of a previous program, to the museum education programs offered for the fall 2013. "If Walls Could Talk: the Architecture of a Gold Coast Mansion" is the new title. The creative project will be making replica castle doors.

She is also creating a specific brochure for fall distribution for scout groups who attend after school and weekends.

As we stated before, the brochures this year need to be extra special to properly announce and showcase our returning and our new programs.

Beth continues to attend meetings of the museum education discussion group and plans to be at the June 14 meeting at the Nassau County Museum of Art.

Stephanie has been very busy also. As reported by Lance last month, Stephanie was outbid on the jewelry and artifact portion of the auction

of Consuelo Vanderbilt's estate at the Doyle Auction House in New York City on April 15.

I have a portion of some of the artifacts and the prices for which they sold. You will see why she was outbid.

However, on the second day of the auction, which was April 23, she bid by phone on Consuelo's books and photographs. Happily, she won the bid for personal family photographs, some of them in Tiffany frames. They include images of Willie K., II, with inscriptions on the frames. There is a most beautiful portrait of Willie K. and his son in wedding attire.

These 14 family photographs could be a new exhibit possibly for late this summer. I have just one example. This is a portrait of Virginia Fair, which I will pass around. We have nothing like it. It could be part of the new exhibit. The cost was \$4,750. Stephanie also secured catalogues from the auction for the archives. Consuelo's furnishings will auction May 22 and June 5.

Mansion tour statistics are still good but down from last year. There were 671 tours this April compared to 822 in April of 2012.

Installation of the new draperies in the mansion is set for today and tomorrow.

The Elsener Company returned on April 8 and 18 to continue repairs and tuning on the pipe organ.

(Mr. Melore entered the meeting at 7:10 p.m.)

Several requests have been received for images of the mansion and historic homes of the Vanderbilt family in connection with publicity of "The Great Gatsby" movie. Warner Brothers wants images for their promotional website and travel channel, etc.

Dale Spencer, from Lake Ronkonkoma Historical Society continues to visit the archives regularly.

There's a story about the restoration of Fisher Island, which appeared in *Miami Herald*. I'll pass that around. They quote Stephanie, but they forgot to mention that she is from the Vanderbilt Museum on Long Island.

"Living History" scripts have been given to staff. The year is 1932, and the Vanderbilts are hosting a party for the unveiling of the mummy. Among the esteemed guests are Coco Channel, William Belanske and Harold, also known as "Mike" Vanderbilt, who is Willie K's brother.

A nice tie-in with the planetarium is that Coco Channel is in New York for her first fine jewelry show, which has a theme that is inspired by the night sky. I have a copy of the script, which is subject to change, but it looks very exciting.

Lorraine reports packed audiences in the planetarium. Her contest idea has really caught fire and classes are competing to rename the program "Introduction to the Solar System." The letters and suggestions from students are priceless. She's gotten several packets. I just received these, but I'm going to pass them around because the artwork alone is unbelievable. I wish we could put everything up, but this is the kind of thing that Lorraine is generating by this contest. Everybody loves a contest, right?

Lorraine recently gave a backstage tour as a donation for a charitable cause and as part of her policy of giving back to the community. It was a huge success, and she thinks this could be a program offered to the general public.

Another new initiative by Lorraine is a YELP event to be held here on July 21. YELP, which is social media, will provide security and handle the reservations. As many as 300 people are expected. For a donation of \$10, participants will receive food and beverage donated by eight to ten restaurants, wineries, breweries and a local gin producer. Lorraine will talk about the planetarium, preview the new show, "To Space and Back," and talk about the other events and programs at the museum. We'll receive publicity when the participants go on-line to review their experience. YELP will provide the clean-up crew.

Finally, Dave, ASLI and the planetarium have put together a day of astronomy -- and I think you have a hand-out on that -- so it's astronomy appreciation for May 18. There will be various speakers and activities, as well as two planetarium shows. It will take place from twelve to six. I have a different flyer. As it states, "Whether you are eight or eighty, you'll learn from and enjoy this program."

The only other thing I have to pass around is if you are not familiar with Virginia Fair, that portrait that I passed around, I have this

background information, if you want to look at that. I've given you a lot of things to look at. That's it.

**MR. BEATTIE:**

Thank you, Gretchen. Does anybody have any questions for Gretchen?

Development, we got together today and the main thing that we discussed is to get together with the Development Committee and get together with staff and Lance, especially since now that the ALTRU system is finally coming on line and to really develop a program of goals and campaigns for the future.

If we can get something going – I know we talked a little bit about – and this kind of goes into the E & E Committee Meeting – there are certain things we want to raise money to buy new programs so that our new planetarium doesn't get stale and everybody has seen the same programs. We want to continue to have that development for those. In the next week or two, we'd like to schedule that because basically without a Development Director here, the Ad Hoc Committee for Development is Lance, Elizabeth and Pat, I would guess.

**MR. REINHEIMER:**

Yes, we all work together on that, absolutely.

**MR. BEATTIE:**

The other thing is, especially with the planetarium, maybe we can do some kind of a study with other planetariums that have similar technologies, what programs they're offering in their market and what their numbers are for some of the different programs. That's it for Development. Are there any questions on that?

In terms of planning, we would like to reestablish the Strategic Planning Committee and restart the reaccreditation process, although I'm told that the date for reaccreditation has been pushed off until 2019 now. That doesn't mean we shouldn't do it.

The reason why it actually dovetails well is that I passed out before – we apparently, and I thought we had fixed this a year or two ago – but apparently we are in bad standing with the Better Business Bureau, which, obviously, is not a good thing in terms of development.

**MR. REINHEIMER:**

No, and I'd like to just, for the record, state that the reason why we are in bad standing is not because of the institution. It's because we haven't supplied them with the documents and procedures that they use to measure an institution. This policy that Ron is starting to talk about is something that's required by the Better Business Bureau, self-evaluation, which is AAM like. Part of AAM, we have to do a self-evaluation anyway. This is something they want done on a more regular basis.

It's really short measuring sticks, but I'll let Ron address that, but I just wanted it on the record that it's not because of our actions. It's because we don't have the required documentation. We did provide them with documentation last year to get to the first step. Then they said they needed other stuff also. I think this is the end, according to Elizabeth. This is the last piece of paper they need to be able to put us in good standing.

(Mr. Mule entered the meeting at 7:15 p.m.)

**MR. BEATTIE:**

Very good. I think it's good for us to do anyway. We've been required to send a Strategic Plan to the County Executive when we were given the Hotel/Motel Tax, which really never happened. All these things can only be good things.

If you guys had a chance to review that, I'd like to actually have a vote on this tonight. I'll entertain a motion, if anybody would like to offer one.

**MR. DUJMIC:**

I have a question for the Chair.

**MR. BEATTIE:**

Yes.

**MR. DUJMIC:**

It says here we're going to have to – who is going to be responsible to produce the report that's mentioned in the number three?

**MR. BEATTIE:**

Staff.

**MR. PETERMAN:**

I also have a question. You said that the report was to be put off until 2019?

**MR. BEATTIE:**

That really has nothing to do with –

**MR. PETERMAN:**

No, I'm just trying to get a sense of who put –

**MR. BEATTIE:**

The reaccreditation process was put off until 2019.

**MR. PETERMAN:**

By whom?

**MR. BEATTIE:**

The AAM.

**MR. PETERMAN:**

Okay.

**MR. BEATTIE:**

Initially, my understanding is we got a five-year extension, which would have been due, I believe, last year. I was unaware of the further extension or how it happened, but it's a very, very involved process.

**MR. PETERMAN:**

I'm well aware.

**MR. BEATTIE:**

Right, look who I'm talking to here. I think if we put the procedures in place for our own benefit, that makes 2019 not a deadline that we have to worry about.

**MR. PETERMAN:**

I agree. I'll make the motion because I know we have to do it, so we might as well do it sooner rather than later.

**MS. OLDRIN MONES:**

Second.

**MR. BEATTIE:**

Okay. Without objection?

**MR. MELORE:**

Can you repeat the motion?

**MR. BEATTIE:**

It's to approve this policy, the policy on – just for the record, I'll put this on here – the policy for Suffolk County Vanderbilt Museum and Planetarium Policy in Measuring Effectiveness.

**MR. MELORE:**

Just one question, would the plan be subject to the full Board of Trustees' approval or – I would typically see it prepared by the committee with personnel and then subject to the full Board approval.

**MR. MULE:**

Looking at item number two –

**MR. BEATTIE:**

The way I read this, it doesn't specifically say the Board has to approve it.

**MR. MELORE:**

I agree with you.

**MR. BEATTIE:**

But we can amend it, if you offer some language –

**MR. PETERMAN:**

Yes, I would say we should amend it.

**MR. MELORE:**

That's the intention. I just think there's an ambiguity, so we might as well make the change.

**MR. BEATTIE:**

I agree with you.

**MR. PETERMAN:**

Yes, it should come back to be approved by the Board.

**MR. MELORE:**

Okay, so with that amendment, I'll make the motion now.

**(Dr. Gittelman & Mr. Rogers entered the meeting at 7:20 p.m.)**

**MR. REINHEIMER:**

Just for the record so we know, where are we putting this language?

**MR. MELORE:**

Maybe at the end of paragraph two – “will be conducted on the Personnel Committee of the Board of Trustees and presented to the Board of Trustees for its approval.”

**MR. BEATTIE:**

Okay, should we have another motion to accept the amendment?

**MR. PETERMAN:**

Yes.

**MR. BEATTIE:**

Okay.

**MS. OLDRIN MONES:**

I'll second it again.

**MR. BEATTIE:**

Without objection? **(Vote 13/0/0/2 Absent: Mr. Glascock. One Vacancy.)**

We did not have a Community Relations meeting.

Operations, Buildings and Grounds, Kevin.

**MR. PETERMAN:**

Sure, I hate to repeat everything the same every meeting, but I guess I will. Some of the things just aren't changing. On the negative side, we still have water dripping on the desks and computers in the archives. We still have a problem with flooding in the Northport porch. The Windsor Bedroom has water damage, and the plaster continues to peel.

On the positive side, the electricians have been onsite fixing problems in the Habitat with the electrical boxes and in the Hall of Fishes. They are also working on some pricing and some plans for rewiring the Habitat, the Stoll Wing and the Hall of Fishes. There is some progress

as far as at least getting some movement to improve some things. That's pretty much it.

**MR. BEATTIE:**

Very good. Thanks, Kevin. Tom is not here. He sent me a text that he would probably not be here, but the HR Committee was not able to get together this month anyway. We'll hold off on that until the next meeting.

Steve, there was one thing that I was going to bring up, and since you weren't here before, I didn't. But that was part of the planning and the reaccreditation process.

**DR. GITTELMAN:**

Okay.

**MR. BEATTIE:**

Apparently it's been put off until 2019 now, but it's a process that I think we should start to do anyway. I would ask you if you wouldn't mind heading up that process.

**DR. GITTELMAN:**

Sure, that would be fine.

**MR. BEATTIE:**

Thank you. Very good. Next time you will have a formulation for who you want involved on the Board and all that.

**DR. GITTELMAN:**

Okay, I'll have something. I'll give it some thought. I obviously haven't as of yet.

**MR. BEATTIE:**

Great, thank you.

Executive Director's Report.

**MR. REINHEIMER:**

Picking up where Kevin left off, we're in the middle of the Capital Budget adoption process. I was at Hauppauge today to appear before the Parks Committee to respond to the County Executive's Recommended Capital Program.

The Vanderbilt, like so many other departments and agencies, our request for funds in 2014 was drastically cut from \$1.4 million to \$100,000.

The County is facing a huge increase in operating costs and debt service, so this is their way of trying to bring those costs down.

I stressed before the committee the balance between deferring maintenance, water intrusion on the short-term and the fact that that deferred maintenance creates larger projects and higher expenses in the long run. We are an historic site. Our buildings are approaching 100 years old. We need to maintain and keep them from further crumbling from water intrusion.

The requested budget included \$700,000 for water intrusion, which is not a full-blown project. After working with Public Works, their approach is time and materials. Rather than doing a whole full restoration, which takes years of planning and time to get off the ground, they want to work in small chunks and just do time and materials.

The requested budget had \$700,000 for water intrusion in 2014. That was reduced to \$100,000. The requested budget had \$675,000 in for reviewing and reconditioning the septic system for the planetarium. Now that we're up and running, the septic system is old. I looked at it the other day, and after being opened for a month, it really wasn't as bad as I thought. There is still room in the tank there. It hasn't been pumped yet. That's why I keep checking it.

Talking to the Parks Department, seeing the faces on the Legislators knowing their lack of tolerance for expenses, I'd like to have both, but we're not going to get both. Water intrusion, like Kevin said, is a big problem. So I stressed how important it was to include at least \$700,000 in 2014 for water intrusion. I can't tell from their faces if they will consider it.

That's the reality of what we're working with in this climate. To have a 43 acre estate with 100 year old buildings and have \$100,000 to maintain those buildings is asking a lot. It's impossible, to put it simply. That's the summary of where we are with the capital program.

World Wide Security is here, and they are servicing all the fire alarms maintenance, cleaning them and testing them. This is part of our annual contract. I made sure they came in after a year to do it again.

They did this last spring. It did reduce the number of false alarms we have here. The number of false alarms has decreased tremendously. We still have them. Some of it is due to water intrusion. The bell tower, we had problems with that fire alarm, and it was basically soaked in water. We have had problems in the boathouse, same type of thing. But at least we're cleaning and testing so we don't have the false alarms due to bugs and things getting into the system, as much as we did in the past.

I provided you with a couple of things. One of them is a listing of all the programs we have this summer here at the Vanderbilt. We have music festivals. We have Alex Torres coming for the seventh time, I think it is. That's August 7. We have Tango and Ballroom Dancing in the Courtyard, which is July 20. We have the second annual Clam Bake, which is scheduled for July 27. That was a big success last year.

We have a lot going on this summer. Rather than going through everything, here's a summary of what we have. A lot of these events, too, we're starting to get tickets on-line. We're selling tickets on-line. That's part of the ALTRU system. It's taken a lot of energy and time to get them up there, but once we got some of them up, we understand where the bugs were. It's getting a little bit easier to put them up on-line.

Now that the planetarium has reached some sort of equilibrium in terms of the public programs, the next step will be to get our planetarium shows on-line so people can come here knowing that when they show up, they have a ticket in their hand, and they're not closed out. I think that's important to have. That will be the next step in the ALTRU system.

**MR. GEGWICH:**

When do you expect that, Lance?

**MR. REINHEIMER:**

Soon. We're working toward that. I'm really right now working on getting the summer events on-line. In some cases, it has taken us as much as ten days going back and forth. It shouldn't, but it has.

We are in the process of updating our website for the summer programs. Putting astronomy day on the website this week took a day and a half to make sure the website reflected that to try to make clear that this is a one-day program. Regular Saturdays are going to be the schedule that's on there. I'm trying to make sure that when people go

to the website, they're not confused in showing up here thinking there are regularly scheduled shows, when we have Astronomy Appreciation Day.

Everything is time consuming; I guess that's all I can say.

**MS. CAMBRIA:**

Who gets this?

**MR. REINHEIMER:**

This is just hot off the press. We just did this today. We'll have some in our racks. I'm going to Coindre Hall tomorrow for a Roaring 20's Party. They have tables there with information. I will bring these for that, also.

This also reflects – a lot of this was taken off the website. So what's here is on our website. If you get a chance, look at the special events on our website. These are all listed on our website, but I wanted to give you an idea of what we're doing.

Between the weddings, special events, music festivals and car shows, we have something going on almost every weekend.

Then just to touch on what Gretchen and Betsy said about the numbers of people in the school programs, the number of people in our Treasurer's Report, admissions – we're about \$140,000 since we opened. We have had over 10,000 here. That includes the week when the schools were closed. We had a lot of people here the week in April when the schools were closed.

The store is up to over \$15,000 in sales. The store is really popular. We're doing well. We really are. It slowed down a little bit on the weekends. We're doing probably somewhere between \$7,500 and \$9,000 on the weekends. On average we have somewhere – a conservative average for the number of school children that are here, 150 to 200 a day. We're close to 1,000 children here a week.

When I look out my window, I just see little \$5 bills walking by. That's revenue.

**DR. GITTELMAN:**

That will read well in *Newsday*.

{LAUGHTER}

**MR. REINHEIMER:**

Well, you know, it's a bargain. For the children to come here for a field trip, it's a bargain. The cost to schools is really the transportation.

But the point is, we're having people come here and using us as an educational institution. We will have 50,000 to 60,000 children here, and they're going back and leaving with smiling faces. It's money well spent by the schools.

A lot of schools are doing the dual field trip. They're doing programs on the mansion side and their coupling with the planetarium. I would say 25 percent of the schools are doing a dual program. With that, they're getting a discount between the two programs. We're doing well. We're going in the right direction. You should be proud of the planetarium and the grounds.

**MR. PETERMAN:**

Lance, it would seem to me that some of those parents might be potential donors.

**DR. GITTELMAN:**

\$10 bills walking around?

{LAUGHTER}

**MR. DUJMIC:**

Everyone is a potential donor.

**MR. REINHEIMER:**

Yes. With the school trips there aren't as many parents with the school trips.

**MR. PETERMAN:**

No, I realize that, but I'm just wondering if there might be something they can walk away with.

**MR. REINHEIMER:**

No, we don't have any takeaways for the children.

**MR. PETERMAN:**

I mean just even a membership thing.

**MR. REINHEIMER:**

It's a mixed bag with the children. We have first graders up to –

**MR. PETERMAN:**

I understand that, but –

**MR. REINHEIMER:**

I think they go home and talk about it.

**MR. PETERMAN:**

Give them a workshop on that? No, just kidding.

**MR. REINHEIMER:**

Talking about membership, we hired a lot of new staff and getting used to the computers and dealing with large crowds of people in the beginning, we process people as quickly as we could, and we didn't concentrate on selling memberships. But that's bothering me. I told the staff that their job is to sell memberships because it's to benefit the visitors. It helps us know who is coming. It helps them for discounts. It helps them come more than once. The family membership is \$95. Like Gretchen said, she bought the Associate for another \$30. For another \$30, you can go to other museums.

**MS. OLDRIN MONES:**

I just used it last week.

**MR. REINHEIMER:**

And how much did you save?

**MS. OLDRIN MONES:**

I just used that Associate Membership last week when I went to the Museum of Art and Design in Manhattan. I got in for free, as well as my companion got in for free. I think it would have been \$14 each.

**MR. REINHEIMER:**

So for the additional \$30, you saved \$28 already. It's \$95 for a Family Membership. It's \$130 for the Associate. We're doing an injustice to our visitors if we don't at least give them a chance to join. Staff is starting to do that. Staff is starting to ask for donations, which is all part of this system. People will support us when they see the value.

**MS. OLDRIN MONES:**

Can I just go back to what you said about first graders coming in here? I wasn't at the last meeting, so I read the minutes very carefully. Lance, you were talking about how you visited one of Lorraine's planetarium shows and how she held the attention of 100 first graders and how you learned something.

**MR. REINHEIMER:**

Absolutely.

**MS. OLDRIN MONES:**

And you saw that they learned something, and it was active learning, especially the last line, is what I would like to repeat. "We should be really proud of our education programs."

**MR. REINHEIMER:**

Absolutely. That's the backbone of this museum. We have a good reputation out there with the schools.

**MR. BEATTIE:**

Joe?

**MR. DUJMIC:**

First, Lorraine, congratulations on holding the attention of 100 first graders. I can't hold the attention of one second grader at home.

{LAUGHTER}

Okay, I'm sorry people, but it may be time for one of my rants. I'm sitting here, and I'm listening to Lance give his report. This Board has done everything it can to increase revenue sources.

I have to tell you, that I've been on this Board for about two and a half years, almost three years. Before that I was involved in County Government, as well, so I've been involved for about ten years. This is one of the best Boards I have ever seen here, very interactive and working hard. We're doing everything we can do to help turn the Vanderbilt into a money maker on its own.

I went to the County Legislature a few weeks ago, which we will talk about in a little while. I indicated to them that we were grateful for their help in the past and urged them to help us in the future.

I have to tell you, listen, I keep hearing the same thing – and really this is more for the record than it is for you guys. To be honest with you -- I hope some of the Legislators read this – I keep hearing the same doom and gloom every year for the past ten years that I have been in government. We continue to kick the can down the road. If we keep kicking it down the road, there's not going to be a building standing on the other side of this place.

We requested \$1.4 million, and it gets cut down to \$100,000? That is an absolute and total slap in the face to this Board and to this entire organization. I am just absolutely – for once, I'm at a loss for words. I am so disappointed and so upset. I really hope that the Legislature takes a long, hard look at this.

We are heading in the right direction. We have done more things in the past three or four months than have been done for quite some time before.

I apologize for my rant, but I hope that the Legislators really take a look and see what we need here at the Vanderbilt. These aren't wants. Legislators, let me be clear. These aren't things that we want here at the Vanderbilt. We don't want to incur the kind of damage that we incur. These are necessities. These are things that we need to get.

I understand there are a lot of other necessities in the County, but I'm here as a Trustee of the Vanderbilt. I believe this is still the crown jewel in Suffolk County. We need to make sure it stays that way, and it's not going to stay that way with \$100,000 when we're requesting \$1.4 million.

I implore the Legislature, and I apologize. I've been very, very busy. I would have gone to the Parks Committee, too, but it's probably better I didn't go today, to be honest with you. But I would have gone down there and said what I think is the right thing for this Board and for the Vanderbilt.

I'm really, really disappointed. I understand that it's an election year. And I understand that it's very sexy to keep costs low. I agree with that in large part, but I think they're being penny wise and dollar foolish here because what's going to happen is we are going to lose this facility if we don't get the support we need right now from Suffolk County.

I'm not saying we should be a ward of the County forever. In fact, every step that this Board has taken is in the direction of making us independent. We passed the naming rights. We passed the catering contract, which the Chair is going to address in a few minutes.

The publishing contract – I apologize, Doc. Again, I don't have a final approved draft from the County Attorney's Office. These are all things that we're trying to head in the right direction.

Instead of helping us along, instead of giving us what we need to move forward, we're being impeded. I don't think that's why we were put on this Board. They stopped us on a number of different efforts. Some of us agreed on some revenue sources. Some of us didn't. But every time it seems they're putting up a roadblock, and then they're not giving us assistance.

Let us do what we have to do here, but part of what we do here is our infrastructure. If our buildings are collapsing, if things are falling apart, "Hey people, come on down to the Vanderbilt Museum; you can see a crumbling mansion." This isn't Rome. Nobody wants to see the ruins of Willie K.

I really implore the members of the Legislature, despite the fact that it's an election year, to take a stand, show some courage, and support this institution.

**MR. BEATTIE:**

Thank you, Joe. Were you finished, Lance?

**MR. REINHEIMER:**

Yes, I'm done.

**MR. BEATTIE:**

Yes, we all feel the same frustration. I have felt it ever since I joined the Board six years ago. There's just a lot more that we can see that has deteriorated despite our best efforts to improve it. Michelle?

**MS. GEGWICH:**

Can I ask Lance a question? Lance, currently you said it was \$7,500 to \$9,000 a weekend?

**MR. REINHEIMER:**

That's correct.

**MS. GEGWICH:**

So what is our goal? What are some of our goals?

**MR. REINHEIMER:**

Our goal is to keep this place fresh and to keep encouraging visitors to come. Part of it is a cycle depending on the weather. In the beginning of June things slow down anyway. Like Ron was saying, we need to have revenue sources to purchase programs, have new programs and promote.

**MS. GEGWICH:**

But in terms of ticket sales, do we have a specific ticket sales goal that we're looking to achieve?

**MR. REINHEIMER:**

Yes, I think we should have the theater at least half full for each show. Last weekend it wasn't, but last weekend was Mother's Day. Saturday night was pretty rainy. Even when I'm not here, I'm here. I monitor it on-line, so I know there were a handful of people in the shows. But we ended up doing \$8,700 last weekend. Compared to where we were, that's good.

**MS. GEGWICH:**

I apologize for forgetting, but can you tell me exactly how many seats and how much tickets are?

**MR. REINHEIMER:**

Yes, the seats are – there are 147 seats. Tickets during the day, you have to have a grounds pass, and then all planetarium shows are \$5. At night the planetarium shows are \$9. Members get 25 percent discount off planetarium shows, free grounds pass. So if you're a member, and you come during the day, it's \$5. You get 25 percent off the \$5. You don't have to buy a grounds pass.

**MR. BEATTIE:**

During the Development section, those are the other types of goals that we're going to set for ourselves. One thing that I started to work on prior to the last meeting was to get an historical basis for prior to the new planetarium, what the historical numbers were. Apparently, it's too difficult to pull those out, but if we can project out with educated guesses of what they should be, those are the kinds of goals that we'd like to establish with the Development Committee. Yes, Mike.

**MR. MULE:**

Lance, I have two questions. I see there's – and it's great – I see a lot of festivals with the producer Rich Rivkin. Two questions, one, do you have an expectation of what the admission generally is on these. Two, the tickets being \$20 each, how much of that would go the Vanderbilt?

**MR. REINHEIMER:**

Okay, this started from last year. We had the Grateful Dead Festival last year, and we had the Fusion Jazz Festival. For both of those there were over 1,000 people.

This year we're – we didn't charge for those shows. It was just regular grounds pass – if you came here on a grounds pass. The concert was there, and you could attend it.

We're splitting the fee \$20 -- \$10 each. On-line we have 1,000 tickets, so I anticipate we'll have out of five of those shows, three of them should sell out. The first one on June 30 should sell out. I can't remember what the names of the other two that should sell out. Even the Blues Festival may.

We have the potential of generating \$10,000 for each of those. I think three of them will sell out. That was my restriction. If you get more than 1,000 here, then they start parking on the neighbors' grass.

Then you have public safety issues. We will notify the Centerport Fire Department. They will, I'm sure, be willing to send down a crew to stand by. When you have that many people on the grounds, and it's hot and it's all during the day from twelve to seven, the potential for dehydration is there.

These are all alcohol-free events. We are not serving any alcohol at any of these. Rich Rifkin and I discussed that, and we're both in agreement. He doesn't want it either. It changes the whole nature of the event. This is a family event. We don't want people drinking alcohol in the sun for hours on end. They are all alcohol free.

We are looking at seeing if we can have a food vendor come in for food and water and make sure the people remain hydrated.

**MR. MULE:**

Thank you, Lance.

**MR. BEATTIE:**

Okay, to the President's Report. Some of this has been touched on by Joe, but the naming rights status, was that passed by the entire Legislature or just the committee?

**MR. REINHEIMER:**

No, that was passed at the last Legislature meeting eighteen/zero. So where we are, just to follow that up, based on what we talked about in executive session on the contract, I took that meaning and took the ballpark contract and merged the two together just for a starting point.

I sent that to Mr. Reichert and included with that are County required documents so that he could have his attorney look at it. That's just a starting point. He's in the process of starting his foundation, so he's not sure if the donation this year would be out of his pocket or out of a foundation's pocket. I think it will be several months before this is resolved and it's a process.

The first step I just wanted him to see a draft of what we were thinking of doing and the County paper so that when he comes back and has questions, especially about the County side, we can start at least moving this along. That's where this is.

**MR. MULE:**

Thanks, Lance.

**MR. BEATTIE:**

Thank you. With the catering contract, Lance was kind enough to inform the entire Board via email, but if you didn't get it, it was tabled by the Legislature. We got a letter today addressed to myself and to the Board that I'd like to read in terms of why the catering contract was tabled for the time being.

If you don't mind, I'll just read this into the record. This is addressed to myself and the Trustees, "Please be advised at the General Session of the Suffolk County Legislature on May 7, 2013, our agenda included Introductory Resolution No. 1310 - Authorizing a Concession Agreement at the Vanderbilt Museum."

"As the Legislature had not been provided with financial statements and other information as required by the Office of the Suffolk County Comptroller, the Procurement Policy Manual of the proposer, (Historical Thatched Cottage at the Vanderbilt Museum,) at my

request, I.R. No. 1310 was tabled to the June Meeting of the Legislature. My office has been in contact with Mr. Ralph Colamussi of the Thatched Cottage and explained, as well as faxed to him a listing of what documents and statements must be provided before the Legislature can take any action on the proposed contract. He has indicated that he will provide such as soon as feasible."

"I realize how important it is to the Vanderbilt, as well as Mr. Colamussi, to get the contract in place in order to take advantage of the 2014 wedding and other event bookings and am hopeful we will be able to take action on the contract in June." That's signed by the Presiding Officer, William Lindsay.

**MR. GUARNISCHELLI:**

They should get that done by December, I would think.

**MR. BEATTIE:**

Joe talked about the publishing contract.

**MR. DUJMIC:**

I'm not finished. I have already spoken about the publishing contract. One way or the other, there will be a publishing contract on the floor here next month. That's all I'm going to say.

**MR. BEATTIE:**

Okay. The estate sale, what we had decided to do, because we didn't have a quorum at the last meeting, was that the Executive Board would recommend or direct Lance to have Stephanie attend the auction. The Executive Board, subsequent to that, did agree to that. I'm asking now for an affirmation of that decision by the Executive Board by the full Board.

**DR. GITTELMAN:**

I'm sorry, I'm not informed on this. What is this about?

**MR. BEATTIE:**

Oh, okay. There was an auction of Consuelo Vanderbilt's estate that had some materials there that we would like to have acquired knowing that we probably wouldn't really get everything that we wanted, but we wanted to authorize Stephanie to go to that auction and acquire what she could on our budget knowing that we had money from the sale of the cars that were going to the collection.

**DR. GITTELMAN:**

Where's the auction?

**MS. OLDRIN MONES:**

Doyle's Auction House in New York City.

**MR. PETERMAN:**

Wasn't that information supposed to be passed around?

**MR. BEATTIE:**

I don't think it made it to this side of the table.

**MS. OLDRIN MONES:**

Those are the items that auctioned on April 15, which was the first day of the auction.

**MR. GUARNISHELLI:**

No cars, Steve.

**MR. PETERMAN:**

If I may, we basically agreed to –

**MR. BEATTIE:**

Yes, the Executive Board had authorized that. Now I'm asking this Board to affirm that direction.

**MR. PETERMAN:**

Motion to affirm.

**MS. CAMBRIA:**

Second.

**MR. BEATTIE:**

Without objection? **(Vote: 13/0/0/2 Absent: Mr. Glascock. One Vacancy.)**

Sound system-wise, we have been passing around the microphone for far too long. Did you get a chance to look into anything, because I did.

**MR. PETERMAN:**

Well, I mentioned at the college we have a system that has basically ten microphones and a whole portable system with an on/off thing. I mentioned it was about \$3,000. We kind of said, "Wow." I thought we had somebody from the County that was also looking into that.

**MR. BEATTIE:**

Yes, the County just doesn't have the resources to look into that right now, is what I was told. I went ahead and I found some other alternatives that might not be as costly in the \$1,000 range. I was given electronically a 30 day demo of that. I have asked Ann Marie and Lorraine – I will forward that to them and will evaluate it and see if it's got everything that they need. We'll see if we can get that more into the \$1,000 or a little bit more than that range.

**MR. PETERMAN:**

Would you mind forwarding that to me also?

**MR. BEATTIE:**

Absolutely.

**MR. PETERMAN:**

And would that be something that has to go out to bid?

**MR. BEATTIE:**

I don't think so.

**MR. DUJMIC:**

How much is it?

**MR. PETERMAN:**

\$1,000.

**MR. BEATTIE:**

Okay, the conference call system will continue. I know Lance sent me some stuff, and we will continue to look at that. "Go To Meeting," I looked into and that's \$50 a month. Lance came up with some alternatives. We will continue to look at that.

The Board bios, after this meeting we're going to have head-shot pictures taken. Not sure if anybody has been sending their bios in, but as fast as you can do that, we'd like to update the website for the Trustees bios, based on Michelle's suggestion from the last meeting.

**MS. GEGWICH:**

I have received eight, so there are six of you still at large. I will accept those. Then what I thought we would do is whenever I have them all – and I'm not pointing out who they are, don't worry – but whenever I have them all, I'll send out a copy to everybody. Then we can read them and see if there can be some sort of system where they

look similar, but I'm not too concerned with it all looking the same. I think part of what we bring is our differences. So I think that's fine. I like the idea of the pictures being consistent, but our bios are who we are, so I'm pretty open to that.

**MR. BEATTIE:**

Do you know what I think? I'm volunteering Pat for this, but I think in terms of the language and how it flows, if we have Pat, who is our wordsmith, just kind of edit through that once everybody's is in, I think that should be consistent. Obviously, we all have varied backgrounds, but just so that has some consistency, too. Would Pat be okay with that?

**MR. REINHEIMER:**

Yes, I think that's a good idea. All of you have education. All of you have experience, so we can change the bio so that everyone has the same read. I think that's a good idea. We can standardize within the parameters of what you provide.

**MS. GEGWICH:**

So if we want to give Pat some time to work on that – today was our original date, so what's reasonable? Is two weeks from today good for everybody? Then we can give them to Pat and maybe have this firmed up by next meeting?

**MR. BEATTIE:**

Yes.

**MS. GEGWICH:**

With a reminder email in a week?

**MR. BEATTIE:**

Sure.

**MS. GEGWICH:**

Or next meeting it's going on the record.

**MR. DUJMIC:**

Just make sure you send out that reminder email.

**MS. GEGWICH:**

You got it.

**MR. BEATTIE:**

Finally, my part of the report. We had past Board Member presentations that I completely keep forgetting. I didn't want to do – I did remember for the planetarium opening, but I didn't want to do it then. We have a bench for the former President and two pieces of artwork for two past Board Members. I'd like to find out what this Board thinks we should do in terms of how we present those three items. Anybody have any ideas?

**DR. GITELMAN:**

Just make a big fuss.

**MR. BEATTIE:**

Okay, make a big fuss. This is why he does the PR stuff. Give it some thought. We'd like to do all these things – maybe if we have it at the next Board meeting, since we're all assembled for that?

**MS. CAMBRIA:**

If you do have it at the next Board Meeting, I think we should have some advance publicity on that.

**MR. BEATTIE:**

Yes, and we'll try to get some of the Legislators here.

**MS GEGWICH:**

Would it be appropriate to do it at the Clam Bake or an event?

**MR. BEATTIE:**

I think that's too far in the future, though. We're talking September for that.

**MS. GEGWICH:**

No, July.

**MR. PETERMAN:**

The Clam Bake is in July.

**MR. BEATTIE:**

Oh, okay, that would be good.

**MR. PETERMAN:**

July 27.

**MR. BEATTIE:**

Okay, that sounds like a good idea.

**MS. CAMBRIA:**

If you publicize it, it would make it more significant.

**MR. BEATTIE:**

Yes, a fuss. Very good.

Do we have any old business to discuss?

**MR. PETERMAN:**

I don't know if it's old business or not, but I just want to point out that at the event on Saturday, the Astronomy Appreciation Day, and this is just a plug for Suffolk, one of the presenters is a faculty member at Suffolk Community College.

**MS. CAMBRIA:**

Do you know him?

**MR. PETERMAN:**

Yes, Matt Pappas. In fact he was here on the night of the planetarium opening.

**MR. BEATTIE:**

Very good. New business? It was suggested to me that we take the July meeting off. I know we did that last year. Some people take vacations in July, some in August. Do we have a consensus that taking July off would be better?

**MS. OLDRIN MONES:**

We're all going to be at the Clam Bake anyway.

**MR. PETERMAN:**

I was just going to point out and was going to suggest maybe we not have a meeting but we'd all try to be at the Clam Bake.

**MR. BEATTIE:**

Yes, if we could all be at the Clam Bake, that would be great.

**MR. PETERMAN:**

So we could see Michael get closest to the pin again.

**MR. BEATTIE:**

And we'll make a fuss over that, too.

**MS. GEGWICH:**

So if we're not going to present those gifts at the Clam Bake, then would we want to do it at the June meeting? Do we want to decide that, so if we do it at the June meeting we have desserts, or do we want to stick with –

**MR. BEATTIE:**

No, I think we decided to do it at the Clam Bake.

**MR. GUARNISCHELLI:**

I think I should donate the clam chowder.

**MR. BEATTIE:**

Is there any other new business?

**MS. CAMBRIA:**

Yes, I'd like to bring something up. If the catering contract is on hold, basically what it boils down to is that if you visit the planetarium, you have no access to food other than those lovely machines we're looking at.

I would like to ask if it's feasible that this room here be researched as to a room serving refreshments of a certain kind. It's presently used for storage. I would maintain that's very expensive storage because we have some very expensive real estate here. We could turn that into a revenue producing thing.

It's not going to be easy. I don't think it infringes on any potential catering contract. In fact, I think it probably would help it because it's one less thing to have to figure out. It could simply be enhanced if the contract goes forward. But for the meantime, there's nowhere to eat here. I think we're missing the boat. The fact that it's right next to the gift shop would get around the revenue, the handling of money and the personnel.

Gretchen and I took a look at it. It might be feasible to open up a portion of the wall. I wouldn't presume to know any of that, but it's just sitting there. I think we're missing the boat here. It would be very nice if you're waiting for a show to be able to have somewhere to sit and grab a bite of a certain kind.

**MR. BEATTIE:**

Kevin.

**MR. PETERMAN:**

My only issue would be, do we need to have any Health Department permit or inspection? I think that might be the issue that we would have to look into before we even think about it.

**MR. REINHEIMER:**

I think that's a big issue. When you have a permanent facility, handling food, access to running water and sanitation, that's a big push. Staffing it, running it, food spoilage – that's a lot of work for anybody. We're not capable of doing that at this point in time. But I would think there would be a lot of Health Department issues on that.

**MS. CAMBRIA:**

It could be food of a certain kind, though.

**MR. REINHEIMER:**

When you say food of a certain kind, you still have Health Department issues. Then we would be serving food to the public. You're going to have to have approval from the Health Department.

**MR. DUJMIC:**

And they move very quickly.

{LAUGHTER}

**MR. BEATTIE:**

Here's what I would suggest. My understanding is if you had pre-wrapped sandwiches, if there was somebody who was willing to stock that every day, I think that that's something that you could get around the Health Department.

However, I don't know, but what I'm suggesting is, if Betsy has – I think there is a need here for that.

**MR. PETERMAN:**

I don't disagree with that.

**MR. BEATTIE:**

If Betsy is willing to look into it for us, and bring it to our next meeting, that would be great.

**MS. CAMBRIA:**

I don't know how to, but yes.

**MR. BEATTIE:**

Okay.

**MR. GUARNISCHELLI:**

I believe you need a licensed food handler on the premises.

**DR. GITTELMAN:**

Or we could put out an RFP and have it done before reaccreditation.

**MR. PETERMAN:**

That would be 2019.

**DR. GITTELMAN:**

Yes, 2019. We might have it be then.

{LAUGHTER}

**MR. BEATTIE:**

One other bit of new business is we have a staff member who has been here for over 20 years. The staff has approached myself to take a collection and give her a bench for her over 20 years' service here. It would require \$20 each from the Board. Betsy, I'm going to impose on you. Could you be the collection vehicle for that?

**MS. CAMBRIA:**

Sure.

**MR. PETERMAN:**

I have no problem with that, but I'd also like to invite that individual to the Clam Bake and also make that presentation.

**MR. BEATTIE:**

Yes, absolutely.

**MR. PETERMAN:**

Do you want to name that individual?

**MR. REINHEIMER:**

Yes, she's aware of this. It's Barbara Oster. Barbara has been here. Steve knows her. She's been here through thick and thin. She's a very dedicated employee to the Vanderbilt Museum. Barbara has

taken the store under her wing. She is responsible for being the buyer for the store.

She goes into the Javits Center twice a year to the various gift shows to see new products. She does this in her spare time with juggling the revenue and taking care and keeping track of the money. She does a great job. We've had clean audits. Our financial books are in order. She keeps a great office. She just deserves some recognition from this museum for all the hard work she does.

**DR. GITTELMAN:**

Do we have anybody that's been here longer?

**MR. REINHEIMER:**

Yes, Tim Donaldson has been close to 30 years. I think Barbara would be number two. Both of them – Tim is a great guy, very dedicated. He's so proud of the work that he did in this planetarium and in the lobby. Both of them are very dedicated employees.

I think it's time that Barbara gets her due recognition.

**MR. BEATTIE:**

Do we have any other new business? Okay, can I have a motion to adjourn?

**MR. PETERMAN:**

Motion.

**MS. OLDRIN MONES:**

Second.

**MR. BEATTIE:**

Without objection? **(Vote: 13/0/0/2 Absent: Mr. Glascock. One Vacancy.)**

**(Mr. Beattie adjourned the meeting at 8:10 p.m.)**

**RB:ap**  
**Attachments**

# **Suffolk County Vanderbilt Museum**

## **May 2013 Meeting Agenda**

May 15<sup>th</sup>, 2013 / Planetarium / 7:00 PM

### **I. Pledge of Allegiance**

### **II. Public Address to the Board**

### **III. Previous Meeting Minutes**

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### **IV. Committee Reports**

#### **A. Finance / Treasurer Report**

#### **B. Education & Exhibit**

#### **C. Development**

1. Establish Goals / Campaigns
2. Study of Other Planetariums

#### **D. Planning**

1. Re-establish Strategic Planning Committee
2. Re-accreditation Process

#### **E. Community Relations Committee**

#### **F. Operations**

1. Buildings and Grounds
2. Technology
3. Human Resources

### **V. Executive Director Report**

### **VI. President's Report**

#### **A. Contract Status'**

1. Naming Rights Status
2. Catering Contract Status
3. Publishing Contract Status

#### **B. Estate Sale Quorum Affirmation**

#### **C. Sound System**

#### **D. Conference Call System**

#### **E. Board Bios**

#### **F. Past Board Presentations**

1. Noel Gish Bench
2. Michael DeLuise Artwork
3. Dr. Pecorale Artwork

### **VII. Old Business**

### **VIII. New Business**

### **IX. Adjournment**



## Summer Fun at the Vanderbilt!

***Enjoy Music, Dancing, Children's Workshops, Living History, Clam Bake, Shakespeare Festival, Classic Car Shows***

The Suffolk County Vanderbilt Museum has a full calendar of fun planned for summer – entertainment for all ages close to home in Centerport:

Thursday night dances...Living-History tours of the Vanderbilt Mansion... the 2<sup>nd</sup> annual Clam Bake...the 25<sup>th</sup> annual Shakespeare Festival...an evening of Latin music and dancing... creative summer workshops for children... an evening of Argentine tango and ballroom dancing...children's theater...classic-car shows.

In addition, the second annual Art & Music Series – five events presented by producer-musician Rich Rivkin as a benefit for the Vanderbilt Museum's education programs – will be held on the Great Lawn, west of the Vanderbilt Mansion, amid greenery and spectacular views of Northport Bay and Long Island Sound.

### **JUNE-JULY-AUGUST**

#### **Living History Tours of the Vander Mansion**

For more than a decade, Living History tours of the mansion have given visitors a kind of time-machine trip to the 1930s.

Museum staff, in costume and in character as household staff members and famous family guests, take visitors through the 24-room, Spanish-Revival mansion and regale them with stories about the family, its guests and its adventures.

Tours are given every Saturday and Sunday from Memorial Day weekend and through Labor Day. Tour stories are based upon the oral histories of local people who worked on the Vanderbilt household staff. Hourly tours begin Saturday at 11:00, Sunday at 1:00. (Last tour each day leaves at 4:00.) Tickets: \$5.



**Courtyard view of Northport Bay**

### **Saturday, July 27 – Second Annual Vanderbilt Clam Bake**

Enjoy an evening of food, music and dancing under the stars. Proceeds from this benefit event support museum education programs. The enticing menu of seafood-lovers' favorites includes steamed lobsters, clams, mussels, clam chowder, barbecued chicken, burgers, hot dogs, corn-on-the-cob, plus wine and beer. Hours: 6:00-10:00. Purchase tickets (\$100 each) at [vanderbiltmuseum.org](http://vanderbiltmuseum.org).

## **AUGUST**

### **Friday, August 2 – Alex Torres and His Latin Orchestra**

The orchestra – which has performed to sold-out Vanderbilt audiences and rave reviews – returns with its seventh annual show, *Spicy Sounds for a Hot Night*. The evening includes professional, club-style Latin dance lessons. Torres and his orchestra, who have played a spicy mix of salsa, merengue and Latin jazz throughout North and South America, have released 10 critically acclaimed CDs. Hours: 6:00-10:00. Call 631-854-5579 to reserve tickets: \$25 in advance and for Museum members; \$30.00 at the door. Club-style dance lessons (\$5 per person) begin at 6:00. Event will be held rain or shine.

### **Sunday, August 11 – North Shore Blues Festival**

Rich Rivkin will produce this event that features live blues and art, with 50 artists painting live, with inspiration by Kerry Kearney, Willie Steel Band, Hooch and The Bluesicians and Josie Wales Band. Hours: 12:00-7:00. Purchase tickets (\$20.00 each) at [vanderbiltmuseum.org](http://vanderbiltmuseum.org).

## **JULY-AUGUST**

### **July 8 – August 16 – Creative Summer Workshops for Children**

Children enjoy learning and creative fun in these Pre-K and K-3 educational workshops offered by the Vanderbilt Museum Education Center. Each session begins with an educator-led tour of the Vanderbilt Museum's marine-life, natural-history and ethnographic-artifact collections and animal habitats, followed by hands-on creative projects. For details, visit [vanderbiltmuseum.org](http://vanderbiltmuseum.org). To register, call 631-854-5539.

## **SEPTEMBER**

### **Sunday, September 8 – Grateful Fest 2**

Produced by Rich Rivkin, this event features live Grateful Dead music and art, with 50 artists painting live to the inspiration of The Electrix, Half Step, Reflections and Unbroken Chain. Hours: 12:00-7:00. Purchase tickets (\$20.00 each) at [vanderbiltmuseum.org](http://vanderbiltmuseum.org).

### **Sunday, September 15 – Classic Car Show**

Jaguar Drivers of Long Island, 12:00-5:00 (Rain date: September 22)

### **Sunday, September 29 – Jamboozie Festival**

Presented by producer Rich Rivkin, this event features a day of live music and art, with 50 artists painting live to the inspiration of Miles to Dayton, The Electrix (Grateful Dead tribute), Abraxas (Santana tribute), Ken Talve Trio, and soloist Elana Rivkin. Hours: 12:00-7:00. Purchase tickets (\$20.00 each) at [vanderbiltmuseum.org](http://vanderbiltmuseum.org).

###



**The Vanderbilt Planetarium and the Astronomical Society of Long Island Invite You to**  
**Astronomy Appreciation Day**  
**Saturday, May 18, from 12:00 to 6:00 p.m.**

**SOLAR OBSERVING:** View the Sun through ASLI members' Hydrogen Alpha and White Light Solar Telescopes

**PLANETARIUM SHOWS (\$5 per show with grounds pass)**

**12:00 Noon: *One World, One Sky* (Children)**

Elmo and Big Bird discover that they see the same stars at night as their new friend Hu Hu Zhu who lives far away in China.

**2:00: Stars (Adults & Children)**

Journey to the farthest reaches of the galaxy and experience both the awesome beauty and destructive power of Stars.

**LECTURE SERIES (\$5 per lecture with grounds pass)**

**1:00: Dr. Helio Takai: It's Not Magic, It's Physics**

Takai, a physicist from Brookhaven National Laboratory and adjunct professor at Stony Brook University, is a high-energy physicist who works at the Large Hadron Collider. He is interested in cosmic rays, has a passion for physical-science education and makes learning fun and relevant to everyday life. He will show how physics is everywhere, especially in the technology of daily life. (ages 8 to 80)

**3:00: Dr. Matt Pappas: Exoplanets – A Census of Our Galactic Neighbors**

Pappas is an associate professor of earth and space science at Suffolk Community College. In 1989, astronomers discovered the first planet beyond our solar system – the orbiting remnants of a dead star. Since then, advances in technology and observation have revealed numerous exoplanets. Pappas will discuss the known exoplanets and their implications on the search for life beyond Earth. (Adults)

**4:00: Dr. Frederick M. Walter: The Disappearing Sunspots and the Coming Grand Minimum**

Walter, a professor of astronomy at Stony Brook University since 1989, specializes in stellar weather and in the birth and death of stars. The Sun has been remarkably stable over the past 4.5 billion years, but its activity changes. Visible sunspots, caused by magnetic activity, have 11-year cycles. Stars like the Sun have low-activity states or "Grand Minima." The last such state occurred in the 17<sup>th</sup> and 18<sup>th</sup> centuries a time of few sunspots and coincided with the "Little Ice Age," an era of particularly cold weather in the U.S. and Europe. Magnetic-field strength is declining, and another grand minimum could begin within a decade. (Adults)

**5:00: Justine Haupt: The World's Largest Digital Camera and the Quest for a New Sky**

Haupt, an engineer at Brookhaven National Laboratory's Instrumentation Division, is a member of the Large Synoptic Survey Telescope (LSST) camera team. The LSST, expected to reveal the nature of dark matter and dark energy, is under construction and a key component is being built at Brookhaven. The telescope will include the largest self-contained digital camera ever built and will observe most of the visible sky every few nights for 10 years. (Adults)



Presents the 7<sup>th</sup> annual  
**SPICY SOUNDS FOR A HOT NIGHT**

*Alex Torres*

&

**HIS LATIN ORCHESTRA**



Join us for lively Latin music concert on the grounds of the Vanderbilt Estate.

Friday, August 2<sup>nd</sup> at 7 PM (Rain or Shine)

\$25 for members and advance ticket purchase / \$30 at the door

**Club Style dance lessons begin at 6 PM (\$5 per person)**

**SALSA, MERENGUE, & LATIN JAZZ**

For ticket information please call 631-854-5566 or 631-854-5579

[www.vanderbiltmuseum.org](http://www.vanderbiltmuseum.org)

180 Little Neck Road, Centerport, NY 11721

# SUFFOLK COUNTY VANDERBILT MUSEUM

## Treasurer Report

March 2013

	Actual	Budget	Variance
	March	March	
<b>Revenue</b>			
Admission	\$ 73,109	\$ 29,000	\$ 44,109
Membership	\$ 12,370	\$ 1,000	\$ 11,370
Museum Store	\$ 10,113	\$ 1,000	\$ 9,113
Special Events	\$ 2,167	\$ 3,000	\$ (833)
Suffolk County Funds	\$ -	\$ 73,136	\$ (73,136)
Endowment	0	14,583	\$ (14,583)
Site Use	\$ 12,206	\$ 2,000	\$ 10,206
Donations & Gifts	\$ 2,272	\$ 416	\$ 1,856
Other General	\$ 5,849	5,516	\$ 333
<b>Total Revenue</b>	<b>\$ 118,086</b>	<b>\$ 129,651</b>	<b>\$ (11,565)</b>
<b>Expenses</b>			
Salaries & Wages	\$ 73,891	\$ 61,000	\$ 12,891
Benefits	\$ 19,816	\$ 21,000	\$ (1,184)
Maintenance & Equipment	\$ 3,527	\$ 1,750	\$ 1,777
Insurance	\$ 2,952	\$ 2,917	\$ 35
Professional	\$ 25,195	\$ 10,416	\$ 14,779
Museum Store	\$ 7,273	-	\$ 7,273
Telephone	\$ 2,395	\$ 2,083	\$ 312
Utilities	\$ 26,157	\$ 9,000	\$ 17,157
Supplies, Programs, Gala	\$ 4,104	\$ 5,516	\$ (1,412)
General Expenses	\$ 2,848	\$ 1,341	\$ 1,507
<b>Total Expenses</b>	<b>\$ 168,158</b>	<b>\$ 115,023</b>	<b>\$ 53,135</b>
<b>Excess / Deficiency</b>	<b>\$ (50,072)</b>	<b>\$ 14,628</b>	<b>\$ (64,700)</b>



## 2013 Summer Museum Workshops for Children

### Preschool and Kindergarten Workshops

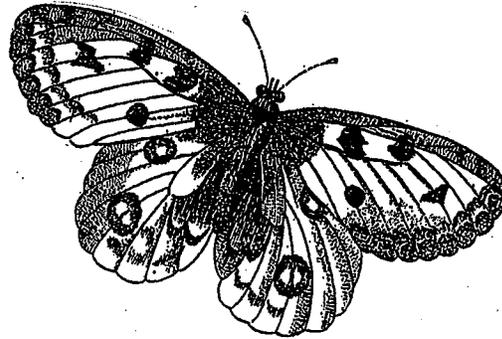
Children ages 3, 4, and 5 (children attend with on adult)

11 AM to 12:30 PM

\$20 per child, per workshop

**Members receive a discount.**

- 7/10 Rain Stick
- 7/17 Fish Print T-Shirt
- 7/24 Elephant Paper Sculpture
- 7/31 Sailor's Valentine
- 8/7 Butterfly Windsock
- 8/14 Seashell Wind Chimes



### SAIL THE SEAS WITH MR. V

Pack your bags, we're going on an expedition! Join us for a fun-filled week of exploration, discovery, and creativity. We'll visit the collections, learn about the fascinating creatures Mr. Vanderbilt encountered and the wondrous places he visited, and have fun creating unique works of art. We'll also travel to the stars in the newly renovated planetarium.

Grades 1-3

Monday through Friday

10 AM to 1 PM

Bring a bag lunch.

\$200 per session

**Members receive a discount.**

#### Sessions

July 8-12

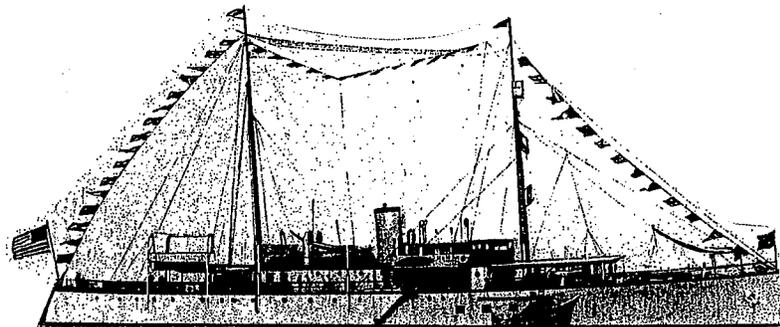
July 15-19

July 22-26

July 29- August 2

August 5-9

August 12-16



**Advance registration is required for all workshops. Please call (631) 854-5539 to register. Registration closes one week prior to the start of a workshop.**

#### *Cancellation Policy:*

*The Museum reserves the right to cancel any workshop that does not meet minimum enrollment requirements. Refunds will be issued up to 7 days before the start of a workshop for a cancellation made by the registrant.*

## **Suffolk County Vanderbilt Museum and Planetarium Policy on Measuring Effectiveness**

“WHEREAS, the Suffolk County Vanderbilt Museum and Planetarium’s Board of Trustees seeks to establish a policy on effectiveness assessment to help ensure that the organization has defined, measurable goals in place and objectives in place to evaluate the success and impact of its programs in fulfilling these goals and objectives,

“IT IS THEREFORE RESOLVED THAT the Board of Trustees adopts the following policy:

1. At least once every three years, the Suffolk County Vanderbilt Museum and Planetarium will review its goals and objectives toward achieving its mission, and will complete an assessment of its program performance and effectiveness based on that review.
  2. This first such assessment will be in 2014 and will be conducted under the authority of the personnel committee of the Board of Trustees.
  3. The Suffolk County Vanderbilt Museum and Planetarium Board of Trustees will receive a written report of this assessment. This report will:
    - (a) Describe the activities that Suffolk County Vanderbilt Museum and Planetarium undertook in the prior two years to achieve its goals and objectives,
    - (b) Identify the measures used to assess the Suffolk County Vanderbilt Museum and Planetarium’s effectiveness in achieving its goals and objectives,
    - (c) Analyze the effectiveness of the Suffolk County Vanderbilt Museum and Planetarium’s programs in achieving the goals and objectives,
    - (d) Recommend future actions the Suffolk County Vanderbilt Museum and Planetarium might take to increase effectiveness based on the findings.
  4. At the conclusion of this process, the Suffolk County Vanderbilt Museum and Planetarium will revise its goals and objectives, as needed, for the upcoming term and will suggest means of measuring them.
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