**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 June 19, 2013.

**The following were in attendance:**
Ronald A Beattie - President
Joseph Dujmic - 1st Vice President
Gretchen Oldrin Mones - 2nd Vice President
Betsy Cambria - Treasurer
Kevin Peterman - Secretary
Michelle Gegwich - Trustee
Michael Mule - Trustee
Jack DeMasi - Trustee
Thomas Glascock - Trustee
Dr. Steven Gittelman - Trustee
Lance Reinheimer - Interim Executive Director
Lorraine Vernola - Staff
Ann Marie Pastore - Stenographer

**Absent:**
Duncan Armstrong - Trustee
Anthony Guarnishelli - Trustee
William Rogers - Trustee
Stephen F. Melore - Trustee

**(Mr. Ron Beattie called the meeting to order at 7:05 p.m.)**

This is a meeting of the Suffolk County Vanderbilt Museum Board of Trustees. Can everyone please stand for the Pledge of Allegiance?

(SALUTE TO THE FLAG)

I see that there's nobody in the public to address the Board, so we will skip through that. We don't have a quorum at the moment, so we will vote on the minutes later on.

Committee Reports, Finance and Treasurer's Report.

**MS. CAMBRIA:**
Okay, you all have the Treasurer's Report. There's not much new except that under "Suffolk County Funds," there's a very nice amount of $155,000, which is our receipt of the Hotel/Motel Tax. Other things that should be noted are under "Donations and Gifts" we have $14,040, that is a National Grid Grant. That's for the bus, right?

**MR. REINHEIMER:**
Correct.

**MS. CAMBRIA:**
"Other General," as I had indicated at previous meetings, has to do with the rental from the house across the street. Admissions are up significantly. That's it.

**MR. BEATTIE:**
Very good. Any questions for Betsy?

With that, Education and Exhibits.

**MS. OLDRIN MONES:**
It's wonderful to report good news from the Education and Exhibits Committee month after month. So I'd like to briefly recognize the main people who are making this happen, Lorraine Vernola, over there, and Dave Bush in the Planetarium, Stephanie Gress, in the Mansion Museum and Archives, and Beth Laxer-Limmer for the Education Programs.

The committee has also been enriched by Trustee Members, Ron Beattie, Betsy Cambria, Michelle Gegwich and Jack DeMasi. I would never say enough good things about the dedication of the staff, about

their professionalism, their loyalty and their skills. The Trustee Members offer their individual expertise and their perspectives and that's invaluable. Of course none of this good stuff could happen without the expert leadership of Lance Reinheimer. Thanks to all – you're a winning combination.

**(Ms. Gegwich entered the meeting at 7:10 p.m.)**

In May I reported that Lorraine volunteered to give a back-stage tour of the Planetarium as a donation for charity. Paul Glatzer was part of the group who won that bid for the tour. He is also an educator here at the Vanderbilt. He wrote this letter, which I will pass around, to express the great appreciation of the entire group of attendees.

He praises Lorraine's professionalism, her enthusiasm, her knowledge and he ends it by saying without exception, all talked of returning to enjoy a variety of the Vanderbilt programs. While the tour wasn't actually designed as a PR event for the benefit of the Vanderbilt, it clearly, thanks to Ms. Vernola, became one.

Another letter received in May from Audrey Bellovin, the principal of Garden City Primary School at Hemlock, praises Lorraine and several other staff members. Here the key words describe staff as gracious, helpful, customized and accommodating. Jack is going to read the letter.

**MR. DEMASI:**
Okay, this is the letter from Audrey Bellovin, "Dear Ms. Vernola, I would like to express my appreciation and gratitude for accommodating the Hemlock School First Graders on May 29, 2013."

"Twice before in April and again in May, 2013, this trip had to be cancelled due to unforeseen circumstances. Ms. Jackson in reservations had to scramble to rebook our visit arranging the schedule around our hectic end-of-the-year festivities and occasions. Because Ms. Jackson was successfully able to squeeze in another reservation for Hemlock School, we were ensured that no school funds were lost due to an unintended trip cancellation."

"On the day of the trip staff members could not have been more gracious. Knowing that we were under extreme time constraints due to busing issues, she personally kept the lead teacher informed of the time throughout the program and even customized the program to

meet an early departure time. We were also the only school there allowing us to enter and exit the planetarium swiftly."

**(Mr. Mule entered the meeting at 7:12 p.m.)**

"Also instrumental in assisting us in making this a comfortable and enjoyable show for the children was Mr. Dean Brink and the ushers that aided both teachers and students before and after the performance. The program, Introduction to the Solar System, for grades one through three, was an informative and interesting program and the personal attention we received during our visit was above and beyond ordinary."

"Again, I would like to thank you and all the staff members on a wonderful, enriching experience for our First Grade students. Sincerely, Audrey Bellovin, Principal."

**MS. OLDRIN MONES:**
Thank you.

**MR. DEMASI:**
My pleasure.

**MS. OLDRIN MONES:**
When the school brochure for Fall comes out, it will contain two new planetarium programs – one for the middle school and one for younger children. In January there will be an additional new planetarium program to look forward to.

Also, there will be a new school program offering and crafts, which I have a picture of and will pass around, as well as a scout specific brochure of programs for the Education Program.

Lorraine worked together with Nassau BOCES to do a bi-lingual (English/Spanish) program for high school students. Next year it's hoped to expand this offering.

It was suggested by Ron and discussed by the committee that a tab be added to the website so that educators could access information about our programs.

The YELP event on July 21 will premiere the new show, To Space and Back, so we will have plenty of reviewers. The theme of the evening is "Star Garden."

The traveling classroom is getting closer to going on the road. Now because of the grant from National Grid, people are being interviewed. So if you know any bi-lingual science educators who can also drive a bus to high needs schools, please share that information. Everything is expected to be operational by the end of August.

Mansion tour statistics are very good. There were 120 tours during Astronomy Day alone. The total for May was 889. This compares with 662 tours in May of 2012. Living History Tours began on Memorial Day weekend and have been very well received.

Promotional articles appeared in the *Times Beacon Record, Observer* and *Newsday.* I have a couple of those to pass around.

Stephanie attended the AAM conference in Baltimore May 20 through 22.

*American History Magazine* requested images of early cars and drivers to appear in the October issue. The author of this article, Tim Messer-Kruse, is also writing a book entitled, "The Birth of the Driver." He visited our archives for research last summer.

The new draperies were installed May 15 and 16. They are tasteful and true to the time period. Carpet for the stairs in the organ room was also installed. Claudia Dowling, Stephanie and Lance did a superb job of selecting the perfect patterns and colors. If you haven't seen them yet, you really should try to get over there and look because it's really stunning just how everything blends together. It really has perked up the whole place -- that and the two chairs that were reupholstered. Very nice.

Stephanie served as a judge for the second annual Young Illustrators Challenge at Harbor Country Day School on May 15. The Suffolk County Vanderbilt Museum contributed grounds passes to the three winners in each age category and prizes from our gift shop to the six other second and third place winners.

Former employee, Johanna Leon, donated photographs taken at the Vanderbilt in the 1980's.

Finally, our recently acquired Vanderbilt family photos will be set up as a temporary display in the cases at the doors to the library.

Does anyone have questions?

**MR. BEATTIE:**
Thank you. Steve?

**DR. GITTELMAN:**
There are two items that are for sale that are William K. Vanderbilt, Jr. items, so I wish to bring them to the attention of the Board. I'm not going to mention who is selling them. It's a book store in New York City.

One is a collection of photographs of two voyages. These are all new photographs – or new to us, I should say. They were taken while on the Ara I think in 1925.

The second is a copy of Willie K.'s book of his 1931 voyage autographed from Willie K. to his daughter. The price of the first, the collection of the photographs, is $5,000. The price of the second, which is the book, is $2,250.

I thought that the museum ought to know and if the museum chooses to pass, let me know. I might have personal interest, but I don't have to have a conflict.

**MS. OLDRIN MONES:**
Thank you, Steve.

**DR. GITTELMAN:**
The second thing is – I don't know where you want to put the reaccreditation issue.

**MR. BEATTIE:**
Let's do it under old business, because it was a committee that we formed before.

**DR. GITTELMAN:**
That's fine.

**MR. DUJMIC:**
If I may, Mr. Chairman, I'd just like the record to reflect that we now have a quorum. Based on that, I would make a motion to approve the previous meeting minutes at this time.

**MS. OLDRIN MONES:**
Second.

**MR. BEATTIE:**
Without objection? **(Vote: 9/0/0/6 Not Present: Mr. Glascock. Absent: Mr. Duncan, Mr. Guarnaschelli, Mr. Melore & Mr. Rogers. One vacancy.)**

**MR. BEATTIE:**
Development Committee, we had a very good meeting getting an update on the ALTRU system. We're only scratching the surface in terms of the capabilities. We're not really where I want to be in terms of being able to track goals and objectives and really how many memberships we want to have in a given time period. We're almost there.

**(Mr. Glascock entered the meeting at 7:20 p.m.)**

Elizabeth has been doing a great job implementing that for the staff, including operationally down here in the planetarium and training people on how to work the register and that kind of stuff. That's really going well.

I think at this point we need, as a Board, to start working on naming rights types of things in the areas where we're having a lot of problems. The one thing I was thinking about specifically is the clock tower. The clock tower has had further damage to it, I guess, because of all of the rain. There is money in the capital budget but not to really do the whole thing.

If we can look for a timepiece manufacturer who wants to have their name on the clock tower on a small plaque – we're not going to have it with neon lights. As a Board, if we can start thinking creatively in terms of who we might approach, how we might approach to do that – I don't know if we can have a budget number in terms of what it would take just to do the clock tower, but I think we need to start as a Board to look at things like that.

Another idea I had after our meeting that I think we should discuss today is we have had a little bit of a problem, and it might be somewhat of a training issue with staff, in terms of getting our staff members to sign up membership in the Vanderbilt. I don't know if it's possible, but I'd like to discuss it a little bit today, if we could give an incentive to the staff and maybe give them a buck per membership when they sign up or something like that.

Lance has done a great job of creating a kiosk over there so that it's just for membership, but if we could incentive the staff to grab visitors and say, "This is what membership is. This is why it makes sense for you," I think that's something that we might want to take a look at.

**MR. REINHEIMER:**
Right before I got here this evening, Elizabeth and I had a discussion about that because we had a program last month. It didn't work out because it's not equal opportunity for all admissions' people to sell memberships because they work different hours, and some work more hours than others. Some are at the desk. Some are ushering.

We were discussing different possibilities. There's about -- round numbers -- eight admissions people. We feel that in a month what we would do was try to give each individual a bonus of $5 for each membership that they sign up, so you're not competing – what we did the last month was they had to sell a minimum of five. Nobody sold five memberships. Then it kind of created some animosity. Then other people didn't have the chance to sell memberships.

This way you're competing with yourself. If you're able to sell memberships, if you sell four or five in a week or a shift, you benefit by it.

Memberships are the life blood of a museum. It gives us the database, the people to communicate with and where you're sending out – and I was hoping it went out the beginning of this week, but it's going out tomorrow, an e-blast membership letter that stresses two things.

It informs you not only what the individual gets out of membership in terms of benefits, but why is it important to support an educational institution like this or a museum or the arts to appeal to the person's greater good. Not just, "What's in it for me," but "What's it in for society and to show your support for an institution like this?" That letter should be going out tomorrow.

We are having a meeting tomorrow with the admissions' staff to talk about training, to talk about some modifications we have to do on how we ring up sales, so that it's in lock-step with our accounting systems. We are making some changes there.

I was going to talk to Bridget, in Human Resources, and Barbara, our bookkeeper, to talk to them about their feeling on the $5 and what

they feel would be a good program, to get a cross section of ideas. But I'm glad you brought it up with the Board because that's another eight or ten people that can figure out what's a good way to be fair and to increase our membership.

**MR. MULE:**
I have a question, Lance, regarding the memberships. As I understand, there is not a membership year, correct? It's individual for each person?

**MR. REINHEIMER:**
That's correct. It's a twelve month membership, rolling. It's a year for each individual.

**MR. MULE:**
Have we put any thought into creating membership years, this way everyone is on the same schedule? That's question one.

The second one is, what are we doing as far as renewals? I imagine it's got to be a logistical nightmare when everyone has a different membership year to track renewals.

**MR. REINHEIMER:**
Well, first of all, if you had a membership year, then you get into prorating memberships. So that's a nightmare on the front end.

On the back end with ALTRU, it's not a problem for renewals. ALTRU tracks and spits out a letter for renewal. So renewals are not a problem.

**MR. MULE:**
Are we in the process of getting those renewal letters out? Has that been happening?

**MR. REINHEIMER:**
At this point, we're concentrating on building a membership base. We sent out renewal letters a year ago. And because the planetarium wasn't up and running, the response was not that positive. So we didn't concentrate on membership this past year because, to be honest, without the planetarium, people were not looking to join. People that tour the mansion, they tour the mansion, they may come back and they do come back with friends and relatives as they come to town.

But the repeat business, the families are not going – it's the planetarium that appeals to membership. When we had memberships expiring, people were calling saying, "Well, the planetarium isn't up and running, so I want my membership extended." We accommodated people on that request, too, because it was important for good public relations and just customer service that they felt that they didn't get the product that they were promised.

I don't think it's an unrealistic goal to have 1,000 new members in a year. A thousand members, $95 for a family membership is the normal membership, it's $100,000 base. I think that's a goal to strive for. The past two months we won't hit that based on the number of people we have enrolled in the past two months. That concerns me. It comes down to training of staff.

It also comes down to training staff on the whole museum. We have hired a lot of people to work in the planetarium. A lot of them have not been over to the mansion. That's one of the things we're going to discuss at tomorrow's meeting and to encourage people to go, while they're working, to give them time to go on tours, especially Living History Tours, to be able to go through the mansion, to be able to become familiar with the grounds, to go through the marine museum and to go through the dioramas.

When people ask them questions, they can speak from knowledge. We were concentrating so much on just accommodating the numbers of people that went through here, that we weren't able to do that type of training. We are thinking that way.

While I'm talking about the dioramas right now, we have electricians in there working on rewiring the dioramas. They are able to figure out how to find a way to pull the wires in. I know Steve probably, years ago, when they did that renovation and they looked at the electrical system, they couldn't figure out how to pull the wires. They found it.

**DR. GITTELMAN:**
Really?

**MR. REINHEIMER:**
Yes, the short story is they crawled through places, removed air conditioning, found the program and it was that the conduit had rusted together from a flood in the 1980's.

**DR. GITTELMAN:**
That was before me – not my fault.

{LAUGHTER}

**MR. REINHEIMER:**
No fault there. Apparently, there was a flood. The water sat on this air duct where the conduit was. It rusted everything so they couldn't pull it through. So they are pulling wires like crazy. I was in there today. The place is in organized disarray.

**DR. GITTELMAN:**
Can we get the pedals working again?

**MR. REINHEIMER:**
They had the pedals out. I could ask them. I'm not sure if that's in the scope. I have a feeling it isn't, but they did have them out of the floor. They are working under the floor, and they are pulling out the old wires. They will give us the old wires for scrap. Everything that we pulled out, such as furnaces, we get the metal for scrap. We benefit there. I can talk to them about the pedals, but I have a feeling it's not in scope, but that's an interesting question.

**MR. MULE:**
Lance, if I may just ask two more questions on memberships.

**MR. REINHEIMER:**
Sure.

**MR. MULE:**
Can you give us an idea of how many current members we have and when the letters are going out, as far as those who are past members just to renew their memberships or join again?

**MR. REINHEIMER:**
We really don't have a lot of past members, because we haven't concentrated on that in the past year. When we sent out the renewal letters last year, we got a very poor response. We're starting from zero.

We have under 100 members right now, with probably somewhere in the neighborhood of 75. That's only since the new planetarium is when those people came on.

We are getting a couple of memberships here and there through the web. You can sign up on the web. We'll get a couple of new members on the web each week. That's why this is the frontline with admissions. These are the people that will sell the memberships, and they have to be trained, first of all, to understand the importance of memberships, and then to convey the importance to the visitors. We have no renewals. We also have about 50 libraries. That's not counting the libraries. That's just individuals.

**MR. MULE:**
Do we have a database of who the past members were so that we could focus on them?

**MR. REINHEIMER:**
We've done that. We've sent letters. That's an old system. To pull that out – we addressed letters, and it took 2 months to send those letters out.

When you talk about the difficulty of doing renewals, that wasn't automated. We don't have those people in our system in the ALTRU system, so that would be difficult to do.

We communicate with probably 1,000 plus people that we have collected emails, people that have attended the various events, the Holiday Dinners, the Clam Bake, Alex Torres, and Tango in the Courtyard. So we have collected those email addresses.

We had a manual system. We had index cards, so we'd have to sit there and address the cards. When we did that last year, now, yes, we could try to do that, but that's very labor intense.

**MR. GLASCOCK:**
The Huntington Chamber has a similar membership year in that it's based on the individual members, not based on a calendar year. The membership at its greatest point was maybe 1,200. Realistically it's probably more like 700.

When a new member joins, they have to be approved by the Board. On the agenda is a list of the new members for the month. When somebody's year is up, if they haven't renewed – well, actually they kind of start ahead. If it's going to be up that next month or that month, there aren't any lists of calls?

If there's a list of official calls and they're one month late or two months late, it's circulated amongst the Board at the meeting. One thing that's asked is if they know any of these people, give them a call. They send out letters, and they send out invoices for people to renew, but they also ask the Board Members if they know that person to call.

Maybe Suffolk County with individual members, it's not really realistic with the Vanderbilt, but when we're talking about a population of less than 100 people, I would think that probably some of these people are people that are connected in one way or another with the Vanderbilt. So maybe there are people around this group that do know them that could make the phone call. That might facilitate renewals.

**MR. BEATTIE:**
We actually talked a little bit about the renewal end because when it comes to these cards, and I didn't know about the cards – did you say 1,000 that we sent out last year for renewals?

**MR. REINHEIMER:**
I think it was 600.

**MR. BEATTIE:**
The thing is it's an opportunity here that it's the new Vanderbilt, so if you let your membership last and that's the kind of thing that ALTRU can track in terms of it being a campaign, so past members rejoining because of the excitement that's going on here, if we can get an intern to sit there and punch in the 600 names into the ALTRU system so that we can create the campaign and send it out to them, it might have to be a mail-in because we don't have email addresses today, but we can tell them to go on to the website and then we capture their email address, join that way –

**MR. GLASCOCK:**
Maybe if you go to this program, it will be 50 percent off and you get a discount on membership to encourage them to get their foot back in the door. Because once they're in the door, it's probably a lot easier than –

**MR. BEATTIE:**
As a former member, the loyalty – I don't know about 50 percent off but –

**MR. GLASCOCK:**
I was just throwing that out there.

**MR. BEATTIE:**
Maybe 15 percent off.

**MR. GLASCOCK:**
I'm just saying something that will capture their attention to get them in there. Once they're here, I think it's easier to get them to come back to us.

**MR. BEATTIE:**
Absolutely. Yes, Betsy.

**MS. CAMBRIA:**
If you come and you got here at 10:00, can it be fixed that if you join then it absorbs your admission cost?

**MR. REINHEIMER:**
Yes, if you're here and you see the show and you come out and want to become a member, they apply what your admission rate was, absolutely. We do have – it's not 50 percent off on membership, but we do have tote bags. There are tote bags. We were going to do tote bags and coffee mugs, and we have them in the store. We just felt to keep things simple, we were just doing tote bags if you sign up for a membership. It's sort of like PBS.

**MR. BEATTIE:**
Very good. Michelle?

**MS. GEGWICH:**
I love that idea, Tom. One of the things I love is that if we have something that sounds good we should take it and run with it. Since we have no meeting in July, would it be possible, Lance, if I wanted to, say, make 50 calls in the next month to past members that I can pick up 50 of those cards and call the people myself. Is that something you'd be supportive of?

I feel like letters, sometimes I don't open them, but if someone is calling me and saying, "I'm on the Board, and we're really excited about this," I definitely feel like those cards are important, even if they're dated. I feel like it gives us more than just randomly emailing. I'm very happy to make as many phone calls as needed to work through that.

**MS. CAMBRIA:**
I agree because this actually is an audience that was predisposed.

**MR. BEATTIE:**
Yes, they obviously have an interest.

**MS. GEGWICH:**
If there are 600 and there are ten of us, could we all make 50 or 60 calls in the next two months?

**MR. DUJMIC:**
I did two contracts, I'm good.

**MS. GEGWICH:**
So that's a no.

**MR. BEATTIE:**
I think it's something that –

**MS. GEGWICH:**
But if we all agree that the memberships are a huge part of this, and we need to get them up, if we're looking at 1,000 for the year, and we're not on track for that, it's our responsibility to do something.

My second question, Lance, is how complicated is it for employees to sign up a new member? Is it something that requires extra time from them?

**MR. REINHEIMER:**
It requires some extra time. That's why we had the separate kiosk.

**MS. GEGWICH:**
Because they have to enter it all in as they sign up. So does a line build up behind the new member signing in?

**MR. REINHEIMER:**
The problem was you had a line for people getting into the planetarium show. So it stacks that up. That's why we have the new kiosk.

**MS. CAMBRIA:**
So if you did it on the way out and had to deduct it, then that would take care of the back-up going on, right?

**MR. REINHEIMER:**
Yes, we can make an announcement inside the planetarium saying that if you're interested –

**DR. GITTELMAN:**
If each Trustee will call ten names, that's 100 people. I will have my staff – not me – call the rest. You give me 600 names, you said you had.

**MR. GLASCOCK:**
Why don't you have your staff cover 50 percent and we will have Joe cover the other 50 percent.

**DR. GITTELMAN:**
I feel we ought to get a little dirty here. If each of us can call ten names —

**MS. GEGWICH:**
I don't think ten is enough, Steve.

**MR. BEATTIE:**
A minimum of ten, that's all.

**MS. GEGWICH:**
So can we get cards from you?

**MR. REINHEIMER:**
Sure, and I think, like you said, these people have an attachment previously. I think with someone that is knowledgeable calling them, I think you'll get a good response, maybe a 10 percent return.

**MR. GLASCOCK:**
Since we're talking small numbers at this point at each meeting, if we had a piece of paper with a list of a new member and a piece of paper with people whose membership has expired, then the new members join – again, since we're not talking hundreds of people. We're talking at lowest dozens.

A Board Member could adopt a new member. Give them a call, and then give them a call six months later. Let them know about something. It's not a lot of time to make two or three phone calls in a 12 month period. Then that gives you an entrée if they don't renew at the end of the year, you give them a call and they know who you are,

you'll probably get a more effective response than a letter or just calling out of the blue than never having heard about you.

**MR. MULE:**
If I may make a point on this membership, there are a few people who I've spoken to. They said, "I'm interested in joining. Can you do it on the website?" I said, "Yes, you can." Can we just get a list from you of the current members, as well? This way if any of the people that I've spoken to are not yet members, I could follow up with them.

**MR. REINHEIMER:**
With ALTRU it's easy. We can do a download. We can have the names, addresses and emails.

**DR. GITTELMAN:**
What about lifetime memberships?

**MR. REINHEIMER:**
That's a good point.

**MS. GEGWICH:**
Yes, I think that's a good idea.

**MR. REINHEIMER:**
There certainly are some people that deserve that.

**DR. GITTELMAN:**
No, let people pay to have a lifetime membership with the museum.

**MR. BEATTIE:**
There was a point I wanted to make, and I forgot what it was.

**MS. GEGWICH:**
I have one other thing to add, too. I agree with you, Steve, that it seems like we need to do some of this. I think the phone calls are good. What about also on really busy days if we all kind of divvied up and one of us is here, and we're helping sell memberships, and we're signing people up? I feel like our visibility can help with that also in addition to following up with people.

I think when people have a personal connection to somebody, they're not only more likely to sign up, but they're more likely to keep coming back.

Honestly, where members of a lot of museums, I don't get that from other museums. We keep renewing, so I think it's more of a reason for people who are on the fence about renewing, if they know they're going to see Michael out in the world, and he's going to go –

**MR. DUJMIC:**
I actually recommend Tom to be here on those busy days to help sign people up.

**MS. GEGWICH:**
You guys are a good team.

**MR. GLASCOCK:**
In terms of traffic, a lot of the museums I've gone to or aquariums or whatnot, when people leave a show or they're leaving the institution, they make them go through the gift shop. They make them go right by where you can grab them and try to sell them a membership and whatnot.

I don't think it's laid out quite that way. Is there any way to put up partitions or something so that people are forced to walk right by the membership? It's another way to kind of capture them on the way out.

**MR. BEATTIE:**
If you recall, that was something that we were considering for the redesign in here, but we didn't have the budget. It's something that we certainly want look for again.

The past President, Noel Gish, had used that as an example, and I've been there, too. In the Frank Lloyd Wright place, they do exactly that. As soon as you get out of there, you're there in the gift shop. Most places are like that.

**MR. GLASCOCK:**
The aquarium out in Riverhead, I got hit up for – I took my kids there a couple years ago, and I'm ready to go home. They make you exit through the gift shop. That's another half an hour and another $100.

**MR. BEATTIE:**
It would be nice, but the other thing here is at this point, as Lance talked about, it's a training thing. It's a training thing not only for memberships, but it's the other products that we offer, benches and bricks. We can make a lot of money on bricks.

**MR. GLASCOCK:**
Some of this stuff is -- they're opportunities and goals to not give up on.

**DR. GITTELMAN:**
I want to go back to this lifetime membership. How about you do a lifetime membership? It wouldn't be so hard to create and give the guy a brick if he's willing to go for the $1,000 package.

**MR. BEATTIE:**
Absolutely, I think it should be $1,000 for a lifetime, because that's basically ten years of membership.

**DR. GITTELMAN:**
It's ten years. The museum comes out way ahead. You're not getting renewals. If you get a couple of them, you're ahead of the game. What's the package? Let's do it right now. This Board has to accomplish something tonight, right now.

**MR. GLASCOCK:**
I'll make a motion for a lifetime membership.

**MS. GEGWICH:**
I'll second it.

**MR. GLASCOCK:**
At $1,000.

**DR. GITTELMAN:**
Does that include the brick?

**MR. MULE:**
Should we set the price at this point?

**DR. GITTELMAN:**
Well, I want to sell one. If you give me the price, I can sell one, Michael.

**MR. MULE:**
I don't know what the going rate is for lifetime memberships.

**DR. GITTELMAN:**
Well, what you do is you let me sell one, and then you can change it later.

**MR. BEATTIE:**
I think the fact that it is basically a ten-year thing, that's a lifetime in membership years. I like the idea of including the brick.

**MR. GLASCOCK:**
The motion would be a lifetime membership and not less than $1,000 to be determined by the administration, based on the prevailing rate of lifetime memberships with similar museums.

**MR. MULE:**
You're saying, "of not less than?"

**MS. GEGWICH:**
Yes.

**MR. GLASCOCK:**
Yes.

**MR. MULE:**
So it's going to be $1,000 or greater?

**MR. GLASCOCK:**
Yes.

**MR BEATTIE:**
Okay. We have a motion and a second.

**DR. GITTELMAN:**
If you don't sell any after a year, then you lower the price. That's one way of testing the market. But at least we have something now. We have a brick and $1,000.

Getting these other memberships, are you guys up to it? You guys make ten calls each. I'll make ten calls, too, but I'll call whatever you guys don't call. Just get it to me before I run out of people.

**MR. BEATTIE:**
Absolutely. We have the month off from Board Meetings, so it's a good time to do it.

**MS. GEGWICH:**
How do we go about getting that?

**DR. GITTELMAN:**
I'll find a way.

**MR. REINHEIMER:**
I know where Steve works. I've been there, and I could put those in my car and drive them right there.

**DR. GITTELMAN:**
Plus I'll computerize them all.

**MR. MULE:**
Is the lifetime member going to get a mug or a tee-shirt or something?

**DR. GITTELMAN:**
They get a copy of the Willie K. book autographed. They get a brick. It covers the family, the immediate family. What else do you want to give them?

**MR. BEATTIE:**
I think that's plenty.

**MR. PETERMAN:**
I would like to have a script or some outline so we are somewhat consistent from a marketing standpoint.

**MR. GLASCOCK:**
If you have ever done phone banks, Jack, you normally want something like, "Hi, I'm Kevin. I'm a Trustee at the Vanderbilt. I'm just reaching out to you. I know you were a past –" We need something like that so that we have some consistency.

**MS. CAMBRIA:**
I just have one thing to follow up on what Michelle said. If we were to come here at a time that's considered the high-use period for the planetarium, when is that? Would you know that, Lorraine, when are the highest –

**MR. BEATTIE:**
If I could answer that, we had the competition at winter break. We didn't have it this year so a lot of the Trustees that are here didn't realize that the Trustees volunteered to come here at certain hours during winter break. We signed up a hundred or so members.

**MS. CAMBRIA:**
But that's not what Michelle means, I think. Right? In other words, if Saturday afternoon is busy or Sunday afternoon or something like that?

**MS. GEGWICH:**
I was thinking more ongoing. Not just the one time, at least until we get –

**MS. CAMBRIA:**
I was just wondering when that is.

**MR. REINHEIMER:**
Sunday is better than Saturdays, or it has been. Saturdays are good also.

**DR. GITTELMAN:**
Can I make a suggestion? We're not going to get Trustees to come up here – I've been up here about a thousand times, but what you might want to do is if you see a peak day coming or we have scheduled events, an auto show or a planetarium event, something like that, you send out a schedule of peak days or peak events that Trustees can sign up for -- even if we missed a couple.

Instead of going for the routine Sunday, you want to have that peak day when 500 people are coming in here. Then you go out there and peddle those memberships. That might be more effective. If you think a newsletter, and I'm not suggesting the President does it, but I am suggesting that the Director does it, and that the Director keeps us informed about peak days that we can volunteer for. That might be more effective.

**MR. BEATTIE:**
Very good. Tom?

**MR. GLASCOCK:**
At the risk of annoying Lance and giving out stupid ideas, when I drive by the movie theater in Huntington, I know exactly what's showing and when it's showing. Maybe I'm missing something, but we're here right in front of the planetarium, and I have no idea what's showing and when it's showing. Candidly, I've been at meetings where I'm thinking I want to bring my kids to see one of the shows, and then I leave and I'm back in the real world where I forgot everything I want to do and I'm suddenly back thinking about work or something like

that. If we make it easy for people to see what else is there, I think it will make it easier to get more memberships and people will make more shows.

**MR. PETERMAN:**
My only question would be where would you put this sign? You would probably need some kind of a permit and it will probably annoy somebody.

**MR. GLASCOCK:**
No, you would put up a placard.

**MR. PETERMAN:**
Oh, you mean something here? You're going to see it once you're here, okay. I thought you meant something out on the street.

**MR. GLASCOCK:**
No, something easy.

**DR. GITTELMAN:**
Maybe right in front of your house.

{LAUGHTER}

**MR. BEATTIE:**
That's a great idea, and they sell the LED signage and it could go where that clock is. It can say the programs for today are whatever. Coming up on Sunday is –

**MS. GEGWICH:**
One last thing, I just looked up the Baseball Hall of Fame, and they offer a lifetime membership for $1939, since the year is 1939 in baseball. Maybe it's something to tie into something here. I looked up another museum and it was $2,500 a year. I think we're in the ballpark, but if there's a year that's significant, that might be something fun, also.

**MR. BEATTIE:**
In the ballpark?

{LAUGHTER}

At this point, we're through with Development.

**MR. DUJMIC:**
There was a motion and a second but no vote.

**MR. BEATTIE:**
I'm sorry. There was a motion and a second to create a lifetime membership for $1,000 –

**MS. GEGWICH:**
Not less than a $1,000.

**MR. BEATTIE:**
Not less than $1,000, a brick, an autographed copy of the Willie K. Book, and a tote bag. Can I have a vote on that? **(Vote: 10/0/0/5 Absent: Mr. Armstrong, Mr. Guarnischelli, Mr. Melore & Mr. Rogers. One Vacancy.)**

**DR. GITTELMAN:**
I will buy the first one. See it's a success already.

**MR. BEATTIE:**
I'm not giving you a brick and a tote bag, though.

**MR. DUJMIC:**
Motion to take the publishing agreement out of order.

**MS. OLDIN MONES:**
Second.

**MR. DUJMIC:**
I apologize, but I'm going to be turning into a pumpkin in a few minutes. Since I'm the one who helped to draft the contract, I'm sure if there are any questions, they are going to be directed toward myself or Dr. Gittelman. That's the reason why I'm looking to take it out of order at this point in time.

**MR. BEATTIE:**
Without objection? **(Vote: 10/0/0/5 Absent: Mr. Armstrong, Mr. Guarnischelli, Mr. Melore & Mr. Rogers. One Vacancy.)**

**MR. DUJMIC:**
This has been a really long time coming. I apologize that we haven't gotten here sooner, but what you have in front of you is a copy of the publishing agreement between the Vanderbilt Museum and Dr. Gittelman to publish Mr. Vanderbilt's photographer.

I think one of the more important parts of this – there was a question as to conflict of interest or whatever the case may be. If you turn to Section 7, Subsection B –

**MR. BEATTIE:**
If we're talking specific items in the contract, we're going to have to go into executive session.

**MR. DUJMIC:**
Okay, forget it. I take that back then. I ask you to take a look at the contract. If you have any questions with regard to the contract, I guess we will have to go to executive session. Otherwise I would make a motion to approve the contract at this time between the Vanderbilt Museum and Dr. Gittelman.

**MS. OLDRIN MONES:**
I'll second the motion.

**MR. BEATTIE:**
The motion has been made and seconded.

**DR. GITTELMAN:**
This is a point of information. There are two names that have to be added as junior authors. They are my daughter Emily Gittelman and Andrew Ian Wells.

**MS. GEGWICH:**
Where does that go?

**DR. GITTELMAN:**
It will just be added as additional authors, that's all.

**MR. DUJMIC:**
Right, and this was a draft copy for the Board to see. If you approve the details of it, then I will add the two additional names before it's executed and sent over.

**MR. BEATTIE:**
The motion has been made and seconded to approve the publishing agreement. All in favor? **(Vote: 9/0/1/5 Abstention: Dr. Gittelman. Absent: Mr. Armstrong, Mr. Guarnischelli, Mr. Melore & Mr. Rogers. One Vacancy.)**

Very good. Thank you, Joe, for doing the work on this. Steve, thank you. It really works out for the benefit of the museum and I know that was your intention all along.

**DR. GITTELMAN:**
Before you go on, I want to give this to Gretchen, who is one of my proofreaders. This is coming out in six days. It's a moorage. If you would pass it to Gretchen, please.

This is the latest in the series. This is Willie's cousin, Alfred Gwynne He goes down on the Lusitania. Read it; it's hot. It's on Amazon. I'll have copies for everybody as soon as I get them. I didn't get that many copies. This is the picture from his divorce proceedings, I believe. Anyway, thank you Gretchen for all of your effort in proofreading some of the dribble that I write.

**MS. OLDRIN MONES:**
Thank you for a copy of the book. It's great. I'm going away, so I will read it then. Is this the one that's going to be a movie?

**DR. GITTELMAN:**
Yes, there is a movie script out. It's been rejected everywhere.

**MR. BEATTIE:**
And, Joe, thanks again for working on that contract for us.

**MR. DUJMIC:**
No, thank you. I'm glad I could help.

**MR. BEATTIE:**
With that, actually, Steve, I made an error before in terms of the Strategic Plan being in new business. It's really under Planning.

**DR. GITTELMAN:**
So you want the museum accreditation now?

**MR. BEATTIE:**
Yes.

**DR. GITTELMAN:**
Okay, you asked me to just come back to the Board and give some insight into how I feel we should proceed. I looked at the American Alliance of Museums, also known as the American Association of Museums, to see how they liked to have people perceived.

They have a program, which I think is very appropriate for this institution. It's called the Museum Assessment Program. I will just read you a brief description they have here.

"The Museum Assessment Program (MAP) helps small/midsize museums strengthen operations, plan for the future and meet national standards through self study and a site visit from a peer reviewer. IMLS funded MAP Grants are non-competitive and provide $4,000 of consultative resources and services to participating museums. MAP provides guidance and growth in the following areas: prioritization of goals, focus on mission and planning, communications between staff, board and other constituents, credibility with potential funders and donors."

"The program offers four assessments: organizational, collections stewardship, community engagement, leadership" – that's for the full course program only.

"Each assessment can be completed in less than a year. The cost to participate ranges from $300 to $750. Applications are accepted twice per year by deadlines July 1 and December 1." I propose the December 1. It takes about seven hours to fill out the application. I looked at it. It's a bear.

"MAP is supported through a cooperative agreement between the institution, the museum, and library services and the alliance."

My point in suggesting this to the museum is because we would get a visit from somebody who is considered an expert. We would have a structure. It would be perfect, I think, priming for doing our self study. It might actually constitute a dry run on the self study, which is the most important component of doing accreditation.

When I looked at the lists of institutions that have participated in it, we're practically the only major institution in New York who hasn't. Just about everybody has.

The top cost, according to this, is $750. It's like a no-lose deal. I don't know why my printer missed all the consonants in the heading, but it did. I provided this for the Director. I'm willing to work with the Director on filling the application out. I'm willing to work on providing the funds after the $750 required.

It would give us structure, once we get it, if we get the grant, which I think we will, it will give us structure. It will take between that and a year after that, a year and a half to achieve these goals. I just think it's a good way for us to proceed.

**MR. BEATTIE:**
Great work.

**MR. PETERMAN:**
Did you get it off the web?

**DR. GITTELMAN:**
Would you mind emailing the URL to us?

**MR. PETERMAN:**
I have no problem doing that at all. I just want to caution you that this is a lot of work. I don't know who is going to do it. What I mean by that is that I don't know if we have the staff to do it.

Normally on a self study at the college, there is usually a Trustee or two that is part of that committee. We normally have quite a few faculty members and administrators that take part in this. This is an incredible amount of work. I just want to caution you that this is not something that's just making phone calls. It's huge.

**DR. GITTELMAN:**
Let me underline that he is right. I've done it twice. I will tell you right now, that this is exactly that, an incredible amount of work. But we have six years to do it in. Is that what it is now? We're talking 2019. The best time to start on something this enormous is to start relatively soon. But we can't afford to give up our accreditation. This is mandatory for us.

**MR. PETERMAN:**
I totally agree. We have accreditation every ten years, it's mandatory, and we have a mid point visit of five years. The sooner the better for us starting, but I just needed to let you know that this is huge, but I agree that we should be doing this.

**DR. GITTELMAN:**
Well, if you'll join with me, I will be glad to be Chairman of that Committee. It's so much better to have someone else suffer with you. It will require the Director. It will require somebody in the staff who realizes this is critical.

I want to explain to you that some of our funding, although not clearly connected, but the fact that we are one of twenty-one institutions that has AAM accreditation and one of two on Long Island that has it, I believe it, in terms of museums, is a big part if you read the wording of the Hotel/Motel Tax. It's why we get it. I wouldn't walk away from this ever. All right? So I think we have to do it. We have to have a long range vision for doing this, and I think that this would be a nice way to begin. So, of course, I will send the URL around to everybody.

**MR. BEATTIE:**
And I also want to point out that this is something that we should have in place for when we're applying for grants. Right now not having a lot of information when we apply for grants is hurting us at times. They even came up with the Better Business Bureau thing at the last meeting.

It gets us all on the same page in terms of what direction we're heading in as an institution. I think we've been mired in financial difficulty and trying to plug holes and not really looking at the strategic purpose. Now that the planetarium is open, this is a perfect time to go ahead and do this. Why December, though?

**DR. GITTELMAN:**
That's their deadline. We can submit it now, and they award them continuously, but the deadline for the -- actually, we could have it in for July 1. I don't have the time to get it done in a week. He doesn't have time to get it done in a week.

**MR. BEATTIE:**
I didn't realize there were those cut-off dates.

**DR. GITTELMAN:**
Yes, they have cut-off dates, July 1 and December 1. I don't know whether they'll look at them continuously. Will they award it on an interim basis? If it means going down to Washington, I'll do it. I'll go with Lance.

I just think of this as something we can organize our thinking. I'm thrilled they have a program like this as an interim step toward self study.

**MR. BEATTIE:**
Can I have a motion to participate in this program?

**DR. GITTELMAN:**
Yes, from me you do.

**MS. OLDRIN MONES:**
Second.

**MR. BEATTIE:**
Without objection? **(Vote 9/0/0/6 Not Present: Mr. Dujmic. Absent: Mr. Armstrong, Mr. Guarnischelli, Mr. Melore & Mr. Rogers. One Vacancy.)**

Steve, thank you. I appreciate it.

**DR. GITTELMAN:**
You're welcome.

I have one more issue I wanted to bring up. I know we have an event coming up on the 27th.

**MS. GEGWICH:**
The Clam Bake.

**MR. BEATTIE:**
The 25th.

**MS. GEGWICH:**
No, it's the 27th.

**DR. GITTELMAN:**
Okay, the 27th, let's get that straight. So we have an event on the 27th. I don't think we will have the new book printed by then, but we could have the old book by then. I'm not trying to do a signing, but is there some way we can incorporate the book with that event? It's nice to have a book. It's our book.

**MR. REINHEIMER:**
Which book are you talking about?

**DR. GITTELMAN:**
I would love to have the photographer book done, but I don't know if I can get it done in a month. I think that's too fast. We have the Willie K. Book which is really this museum's book. It's Willie's story. I don't know if we can do something with it there. We can get copies. I can provide copies. I'd be glad to sit there like a goof and sign them,

whatever it takes. If it's something that's good, I'll do it. If you don't like it, I won't. But if you want me to do it, I'll do it.

**MR. BEATTIE:**
I think we should do that, and I think we should set up a membership table.

**DR. GITTELMAN:**
I think that's good, too.

**MS. GEGWICH:**
And I think we need to have baskets and raffles.

**MR. BEATTIE:**
We do that anyway.

**MS. GEGWICH:**
We do one or two, but I think we should have more.

**MR. REINHEIMER:**
We only had a couple of baskets.

**MS. GEGWICH:**
And they were last minute. I think if we can build that up, people come to these expecting to –

**MR. REINHEIMER:**
Absolutely, but I can't do the baskets with the staff that I have. That's one of the things – talking to staff and the galas that they had before, it's intense to do the baskets when we have people only working part-time to begin with.

**DR. GITTELMAN:**
I'm still on the book, sorry. How about if we give a book to everybody who signs up for a membership or they can buy one at the $32 sticker price, but $32 might be an incentive for anybody who wants to buy a membership right then and there. We throw it in with the membership that day.

**MR. BEATTIE:**
I think the opposite. I think they sign up for a membership, and they get a book.

**DR. GITTELMAN:**
That's what I meant. That's what I thought I said.

**MR. BEATTIE:**
Okay.

**DR. GITTELMAN:**
I don't have that many copies, but I could bring 20 or so to help move that along. We can order more. I don't know what we're paying for them, but –

**MR. BEATTIE:**
I think it's a great idea. I would also make a suggestion that every Trustee is responsible for a basket. Go to the stores that you do the most business at and see if each Trustee could come up with a basket.

**MS. CAMBRIA:**
You're going to have to tell the Trustees –

**MR. PETERMAN:**
I'm big on guidelines. I really am. I can bring a basket with a bottle of Absolute, and I can bring 10 or 20 bottles of wine.

**MR. DEMASI:**
I would bid on your basket.

{LAUGHTER}

**MS. GEGWICH:**
I think you're looking for a dollar guideline?

**MR. PETERMAN:**
Yes, just like when on the job you have a holiday Secret Santa or something, you have some value you put on it. Otherwise it's – you know, I want it to be fair and consistent.

**MS. GEGWICH:**
So what do you think is reasonable?

**MR. PETERMAN:**
I'm not a basket guy.

**MS. GEGWICH:**
I think $100 is reasonable.

**MR. REINHEIMER:**
I think you're on the right track, but nobody has ever complained about a basket that's too big. The point is, I think what you're looking for is a floor or a minimum. It's good to have differently priced baskets anyway. If you have a basket that's worth $300 and one that's worth $50 –

**MR. GITTELMAN:**
Why don't we just say a minimum of $35? Is that fair?

**MR. BEATTIE:**
I think a minimum of $100.

**MS. CAMBRIA:**
Yes.

**DR. GITTELMAN:**
Okay, a minimum of $100. I was being cheap.

**MS. GEGWICH:**
People also donate services, too. If someone has a skill, you can donate that, and that can count toward the value.

**DR. GITTELMAN:**
I agree. Speaking of guidelines, you enforce the guidelines. You said you wanted a script?

**MR. PETERMAN:**
Yes.

**DR. GITTELMAN:**
Good, I'll email the link, which has the script.

**MR. PETERMAN:**
Okay.

**MS. CAMBRIA:**
There's just one thing, if we're going to do this at the Clam Bake, I think we need definite signage. We need to have this laid out at a table or above a table so that it's pretty explicit and so that people don't have to explain it. Steve Gittelman signing --

**DR. GITTELMAN:**
It's embarrassing.

**MS. GEGWICH:**
No, it's not. It's great.

**DR. GITTELMAN:**
It's just that it's the Willie Book and this is the Willie Museum.

**MR. PETERMAN:**
So I assume these baskets will be a silent auction?

**MR. BEATTIE:**
No, not silent. They would use tickets.

**MR. PETERMAN:**
That is a silent auction.

**MS. GEGWICH:**
No a silent auction you're writing down – we are buying tickets and putting your tickets in the containers, and then we pull a ticket/winner at the end.

**MR. BEATTIE:**
Right.

**MR. PETERMAN:**
That's what I meant by a silent auction.

**MS. GEGWICH:**
But it's different than a silent auction.

**MR. BEATTIE:**
It's a raffle.

**MS. GEGWICH:**
A silent auction you write $500 and then someone can outbid you and then when it closes –

**MR. PETERMAN:**
We're just putting tickets in a basket.

**MS. GEGWICH:**
Correct.

**MR. BEATTIE:**
Yes.

**MR. PETERMAN:**
So it's a ticket auction.

**DR. GITTELMAN:**
We can have some things that are auctioned, too. That's always fun. Do you want to do that?

**MR. PETERMAN:**
No.

**MR. BEATTIE:**
It takes too much out of what's going on.

**MR. PETERMAN:**
Do you know how much work that is to do? Just pulling off the Clam Bake is one thing, but –

**MS. GEGWICH:**
I think since last year we only did a couple of baskets, I feel like a nice way to start is if we did more baskets. Then if we build up to the silent auction – and the silent auction does require more effort. If we can all do it and have 15 baskets, I think we can raise a decent amount of money that way.

**MR. BEATTIE:**
There will be 14 baskets, unless we add a Trustee soon. But 14 baskets would be great. It's a lot better than two. I think these are all great ideas. Are we all on board? I don't think we have to have a vote on that.

**MS. CAMBRIA:**
But we have to make sure the other Trustees know.

**MS. GEGWICH:**
I will volunteer to put it in some sort of email what we said with the limit, and I'll talk to Lance. We will pick a date that you want them by, and then I'll put that in an email of when you want people to drop them off to you by.

**MR. REINHEIMER:**
I think the week of the event, any time during – you can bring the basket the day of the event – no, but actually it's better to have them ahead of time because people want a listing that you can put on the table. If you have 15 baskets, you have a listing of what those baskets are, a description of each of the baskets and what number basket that is. I would say –

**MS. GEGWICH:**
The week before or the Friday before.

**MR. REINHEIMER:**
At the latest.

**MR. BEATTIE:**
And it's going to be in the promotional material for the event that these are going to be here.

**MR. REINHEIMER:**
We need a head-shot of the author, I think.

**MS. GEGWICH:**
Yes.

**DR. GITTELMAN:**
I haven't seen mine.

**MR. BEATTIE:**
Didn't we get a head-shot the last time?

**MS. GEGWICH:**
Yes.

**DR. GITTELMAN:**
I like the tractor.

**MR. PETERMAN:**
Kevin took them all last month.

**MR. BEATTIE:**
In the promotional material – I'm not even asking you to join it – but the closest to the pin thing, do we want to do that for the Clam Bake again? We should promote it, so that people can bring their own clubs

if they want. I think a lot of people didn't like the fact that they were using borrowed clubs.

**DR. GITTELMAN:**
We had someone get a hole in one and closest to the pin in a tournament recently and it was on a regular course.

**MR. BEATTIE:**
Very good. We did not have a Community Relations Committee meeting.

**MS. CAMBRIA:**
Can I say something?

**MR. BEATTIE:**
Yes, Betsy?

**MS. CAMBRIA:**
We should have a Community Relations meeting.

**MR. BEATTIE:**
Okay.

**MS. CAMBRIA:**
Who here is on the Community Relations Committee? Would you be opposed to having a meeting soon?

**MS. GEGWICH:**
I think that's important.

**MS. CAMBRIA:**
I think it's important, too, that we have a meeting soon because of the upcoming events. We want to make sure that the neighbors' concerns are addressed if there are any.

**MS. GEGWICH:**
I'm glad you bring that up, Betsy, because I just received an email yesterday of the day before from someone following up on the cell phone meeting last July.

**MS. CAMBRIA:**
I'm not talking about the cell phone issue.

**MS. GEGWICH:**
I know, but I'm just saying that because we haven't reached out. People are reaching out now and checking in on old issues.

**MS. CAMBRIA:**
Okay, we need to talk about a lot more than the cell phone tower. We need to talk about other neighbor concerns. In fact, I think we don't want to get sidetracked talking about the cell phone issue. If I may, would you set a date for the meeting? Sorry, I didn't mean to interrupt.

**MR. BEATTIE:**
No, I think we should. We should do it before the Clam Bake because we want to reach out to the neighbors and get as many of them here as we can.

**MR. MULE:**
Do you want to circulate some dates?

**MR. BEATTIE:**
How about the second week in July? I have a meeting here, the HR Committee meeting on the 9th, but we like to do the Community Relations meetings in the morning, right? If we could do it in the evening, the HR meeting is at seven, but I don't know how feasible it is for you guys to do a six o'clock. No? Then how about the 10th or 11th at eight in the morning, and we'll do it where we had the last one, over in the Cottage? Does that sound good?

**MS. CAMBRIA:**
What day of the week is that?

**MR. BEATTIE:**
Thursday.

**MS. GEGWICH:**
Wednesday.

**MR. BEATTIE:**
Which one, the 10th or the 11th?

**MR. MULE:**
Either one is fine.

**MS. GEGWICH:**
Either one is fine with me, too.

**MR. BEATTIE:**
So?

**MS. GEGWICH:**
Thursday.

**MR. BEATTIE:**
Okay, Thursday, the 11th.

**MS. CAMBRIA:**
Okay, great. Is someone going to tell Steve Melore?

**MR. BEATTIE:**
I'll tell him. I think I chair the committee. Can we have the cottage that day, Lance?

**MR. REINHEIMER:**
Sure, what day was that again?

**MR. BEATTIE:**
The 11th.

**MR. REINHEIMER:**
What time again?

**MR. BEATTIE:**
Eight in the morning.

**MR. REINHEIMER:**
Okay, no problem.

**MR. BEATTIE:**
Okay, Operations, Buildings and Grounds.

**MR. PETERMAN:**
It's really a repeat of every month. I think I have to say this and put it on the record just so we realize that as much as we're trying to get more money from the County in capital projects, we are making progress. In the archives, the water is dripping from the ceiling onto the desks and computers, as I've reported the last several months.

In the guide's room the ceiling is still leaking. Now we have large pieces of plaster falling, not just small pieces of plaster.

In the Northport Porch we still have the flooding and the leaching of the stones.

In the habitat the water leakage is getting worse. The air conditioner is now not working at all.

Finally, the Windsor Bedroom, that plaster wall – at some point in my report, there may not be any plaster left. It's not good.

Here again we're trying to – we're fixing some roofs, and we're trying but I'm really concerned about the real damage that's going on because water is the worst.

That's the end of my sorry report.

**MR. BEATTIE:**
And the water has just been terrible this year. It's just complicating things all the more.

Do we have any idea in terms of the facades? Do we have any idea if we did every piece of facade work and restore that, what that budget item might be?

**DR. GITTELMAN:**
I might give you a suggestion. You might want to look at the garage. Remember that? Over the garage the door, the fresco over the garage, we reproduced one doorway at a cost of –

**MR. REINHEIMER:**
I think it was $10,000.

**DR. GITTELMAN:**
I think it was more than that, somewhere between $10,000 and $20,000 just to replicate a single doorframe. Now multiply that by whatever it takes to finish the whole place, and you've got a rough idea as to what it would take to rebuild this place, if we lose it.

**MR. BEATTIE:**
There are stages of that. There is securing the building and the water leaks first and restoring the frescos is another line item. I think from just stabilizing the existing infrastructure that's there, do we have any

idea what – if we were to hire a contractor tomorrow to do the whole thing in one shot, do we have any idea of the cost?

**MR. REINHEIMER:**
It's millions. Public Works has approached that in the past. When you have a project that is that comprehensive, it's kind of hard to manage. When you're talking about having to pay prevailing wage and all that, $8 million to $10 million I would think. That's just a good guesstimate.

**MR. PETERMAN:**
I think it's more than just a good guesstimate because we have both spoken to people in DPW. The problem is that it probably is $8 million to $10 million. The other problem is it's a capital project with the County. Unless the economy turns around, I just don't see that happening. There's got to be a way to just stop the leaks.

The problem with the water sometimes, like with the cell tower or the clock tower, is it's coming in at the top at the roof, and if you're taking a tour, it's in the basement, and it's not pretty. Sometimes with water, you just don't know where the leak starts. That's part of the problem.

The bigger issue is, we have to just find the leaks and stop them. That's the hard part, but we are talking a lot of money to fix the problem.

Unless things get much better, I can't keep reporting this every month. There's got to be a way that we try to – I don't know how, but the problem is we have to get the money from the County, unless we get some large donation from somebody that's going to do it without a capital project.

**MR. BEATTIE:**
That's what I was talking about for the clock tower. If we can start looking for dollars, somebody who is going to basically restore the clock tower, and then that's their naming rights.

There are opportunities here, and I think as a Board we need to start looking at those types of opportunities so that we can at least stabilize it to the point where no more damage is occurring. Then we can get into the restoration stuff as we go along.

**MR. PETERMAN:**
I'm concerned, obviously, about water leaking on the staff and everything, but the other thing from a PR point of view, we have people touring the mansion and Willie K.'s bedroom, I think that's a problem. It's bad enough that we have water leaking that's behind the scenes, but this is our tour.

**MR. BEATTIE:**
Okay, thank you for more good news.

**MR. GLASCOCK:**
Can I ask you something? Do we fully understand what requirements there are to just start working on property or to grant naming rights for property? This is a County owned facility, at least in part. So I'm concerned that – I would think there are opportunities to do that and certainly it's to the benefit of the museum to be able to make repairs. It's to the benefit of the museum to drive contributions that would come through the giving of naming rights, but I think we need to make sure we understand the process that we have to go through.

**MR. BEATTIE:**
I think at this point, we do, because we just did it with the planetarium. The way the County works is when it comes to these types of projects, if we raise the money, they would manage the project under their guidelines and under DPW's management, because they want to make sure it's done to their standards. They don't have a problem with that, but it's coming up with that amount. We know it's not coming from them.

**MR. GLASCOCK:**
And that's the distinction with, for instance, the bridge that goes over the museum whereas that was County money, even if it was set aside so we couldn't just do direct repair, for example. If I remember, the delay was –

**MR. PETERMAN:**
I thought that bridge issue was almost $1 million.

**MR. REINHEIMER:**
I guess they really don't know what it's going to cost. They have to remove the decking and see the condition of the steel plate that's underneath it and to the extent that that needs to be replaced drives the cost. That money hasn't been appropriated so there is no money

for that. There's $100,000 for planning. There is no construction money for that bridge that has been appropriated.

**MR. GLASCOCK:**
I thought that I had heard that if we had someone that was willing to donate the money or to do the work, we didn't have carte blanche rights to make that repair. We still had to get approval from the County.

**MR. BEATTIE:**
That's correct.

**MR. GLASCOCK:**
Okay.

**MR. BEATTIE:**
To go into technology issues, under Operations, there's another issue that we need to take a look at as a Board because in our meeting yesterday, one of the things that came up is the fact that our accounting system is old. It's not tied to this ALTRU system.

I'm going to start looking into – ALTRU has an accounting module. I don't know how much it costs, but we have a big area of vulnerability there. If that goes down, we are in big, big trouble. We're not on maintenance on it. We're not eligible for maintenance on it. I'm going to take a look at that, and I'll have a report at the next meeting.

I also spoke with Kevin about possibly getting an IT intern from Suffolk Community so he's going to look at that.

The recording system I completely forgot about. I sent an email out today to Kevin, Ann Marie and Lorraine. Hopefully we're not going to be passing around microphones. It's not a complicated system to get. We're going to evaluate it. Since we don't have a meeting in July, hopefully by the August meeting, we'll have one.

Human Resources, Tom.

**MR. GLASCOCK:**
We had a meeting last night. We continually over the last year have tried to work on policies, trying to update and improve the employee handbook and things of that nature. We have dealt with certain HR issues, as they have arisen.

Last night the focus of the meeting was more on trying to provide some structure. There are quite a few employees here. There are a lot of operations. People are on different schedules, whether that be hours, whether that be part-time versus full-time. There are varying job responsibilities, changing titles, etc.

We were trying to provide structure in terms of an organizational chart to cover all the rules that are here to give some certainty to people what their responsibilities are, how things move up the chain, how things move down the chain, so to speak, and then related issues to that in terms of the organizational chart, what are the job titles, what are the job descriptions, and then everything – having a little more of a system in terms of reviews, compensation, etc. to provide more certainty for people and a little more, to use the word again, organization for this place, particularly with all the positive changes that are happening with quite a few new hires and to have a better system and have a better organization and have more satisfied staff.

**MR. BEATTIE:**
Yes, but the main focus is still on the personnel manual. I think we have a four-step program to getting to that point.

**MR. GLASCOCK:**
Yes, we have an outline in terms of – really like a six-step outline or four-step outline in terms of – there's more detail than what I just described. It kind of builds upon itself.

Amongst that, the head of HR with the committee is working to address specific areas of the employee manual so that we can try to have something.

One of our goals is that we keep on hoping to have certain completion and they're not quite getting there. One of our goals by next month is to have a draft of certain provisions so that we could try to wrap that up, but I think that's part of a broader scheme. I think an employee manual works and plays with greater structure. We have a kind of a greater umbrella that we're trying to work toward. That's the important piece of it.

**MR. MULE:**
Tom, do we have an idea of how the Health Care Act will affect the cost of employees?

**MR. GLASCOCK:**
I was trying to think of a good response, but I couldn't. That's an issue we need to talk about because that's something that's coming on line pretty soon. It's something that employers are quite concerned about. So not being a for-profit enterprise, I'm not certain as to how that plays into it. It's something that we need to discuss with our HR professionals and to the extent that we need to do some homework, we need to do that.

**MR. BEATTIE:**
Yes, Lance, has there been any discussion in terms of how that would impact our budget?

**MR. REINHEIMER:**
No, we only have nine full-time employees. I don't know how that impacts your part-time employees. We provide health insurance for our full-time employees through the County, which is a self-insured program. They set the premiums for us so we don't have much say as to what our health insurance costs are.

**MR. PETERMAN:**
Do we have any part-timers that work 30 hours?

**MR. REINHEIMER:**
On a regular basis? Not on a regular basis.

**MR. GLASCOCK:**
That ties into one of the issues we talked about, the recording of time and description of time spent. That would allow us to monitor that to make sure that we don't have an exposure that's unanticipated.

**MR. REINHEIMER:**
To clarify, we do have employees that work over 30 hours part-time, but that's on a case-by-case or infrequent basis or seasonal basis. We do have employees that may work over 30 hours as a part-time employee, but when you look at it over the 52-week year, they're working 30 hours fully.

**MR. PETERMAN:**
May I suggest we're self-insured with the EMHP, so it might be worth making a phone call to someone at EMHP to get some idea. I know they are dealing with that now. I know that they're dealing with those issues.

**MR. BEATTIE:**
It's a good question, thanks. Is that it for Human Resources? Any questions for Tom?

Okay, Executive Director's Report.

**MR. REINHEIMER:**
To pick up on what Kevin was talking about with Public Works, they have been here a lot the past couple weeks. We walked the property again. We talked about the facades. We talked about the roofs. We talked about handicapped compliance.

They are looking to do some work here working on the facades and doing it, as they call it, time and materials. They discussed it -- a significant amount of money for the facades to do time and materials and to see how far that takes them and to try to address the immediate needs first. Some of the immediate needs are the marine museum, too. That also needs a lot of work.

To that end, too, they were talking about putting on glass doors on the marine museum to protect the wooden doors and also to protect it from the weather.

Replacing the brick handicapped walk-way that goes from the parking lot to the marine museum that is sloping. The pitch is not the code for handicapped compliance, and the retaining wall that is next to that is starting to lean into the walk-way. That wall probably had no footings in it and wasn't installed in a way that would be stable for long periods of time.

They are also looking to redo the bathrooms in the guard house and the public restrooms to make them ADA compliant.

They just replaced the oil burner in the guard booth with a gas burner. That's finishing up any day now. They have been here for probably ten days working on that.

They just finished working on this building finishing and working on the facade, filling the cracks and painting, so the whole building is complete. I think today was the day they finished. We had done the front of the building for the opening and had done some work on the side. They continued the work on the three sides that were remaining filling the cracks, dry locking the whole building with a coat of dry lock and painting the building. So that's all done.

They're looking to put a handicapped compliant bathroom in the planetarium, one unisex bathroom and a family bathroom to be handicapped compliant over where the vending machines are. I looked at the preliminary plans and how that impacts stacking. That won't have a major impact on how we load and unload from the theater. So they are going forward with that.

There's a lot that they're talking about that they're going to do. This is with funds that are already appropriated. They are going forward with the $100,000 that was appropriated this spring to do the immediate concerns for the mansion and also the power house.

Then this ties into the capital program for 2014. The County Executive only included $100,000 for the museum. The Legislature put in an additional $100,000, and this is for 2014, for waterproofing. We have $400,000 scheduled next year for waterproofing.

It doesn't mean the money is there. It has to be appropriated, but at least the first step is having it scheduled. It's not a lot of money, and for a 43 acre estate with 100 year old buildings, $400,000 on ongoing capital programs is almost embarrassing. But we do have several million that has been appropriated. Those are the funds that we would be using for the facades and for the handicapped compliance.

**MR. GLASCOCK:**
Did you say several million?

**MR. REINHEIMER:**
Yes, I think it's $3 million for facades. There is a question as to if any of that is going to sunset. It's there. The authorization to bond it is there. Sometimes Bond Counsel, if it's an older appropriation or an old bonding resolution, Bond Counsel sometimes doesn't let you go forward.

This is money that's been there for a while, but some of it has been spent. That kind of resets the clock, but I know there could be an issue with Bond Counsel. Public Works is checking into that.

Part of the plan for the facades is digitizing the facades, like Steve said, to be able to replicate the facade and computer generate a mold to do like they did over at the house.

As a matter of fact, when we walked the property, Public Works stopped, and they looked at that doorway to see how it was holding up. They did that ten years ago.

It's a doorway, a small doorway. It's not one of the garage doors. It's a regular side door, 42 inches. The detail above it was $10,000 they said. Steve, you may be right, it might have been more. If you take that little piece that doesn't look like a lot and multiply that toward the more complex facades that we have and it's a lot of money.

**DR. GITTELMAN:**
Lance is an expert on this, but I have to pipe in because I'm not clear that everybody else understands what's quite going on. Some of you, I'm sure, know what's going on.

Decades ago, ten or fifteen years ago, we had a bloody battle to get these millions in the budget. We got them appropriated. We got them voted in. They were put into law for all intents and purposes, it's almost unprecedented for us not to receive the money.

Now they're sunsetting. Let me tell you what we're about to lose. We're about to lose a fight that would take years to replicate. It took me years to get it through. We got through almost $30 million. That million here or million there, as it ages, it doesn't get better. It gets to the point where they said, "You didn't use it. You don't have it anymore."

If we use part of it, as Lance is saying, then the clock could be reset, but Bond Counsel can walk in there and say, "No, good luck." Getting new money is going to be a hard task because this was a hard task to get before.

Losing this money, I'm telling you, you will not see it again. The money that paid for that projector is the same kind of money. It was money that we put in and fought for almost twelve years ago. Don't lose it. It won't come back easily. It wasn't easy getting in there, and it just may age and disappear. It's not like fine wine. It doesn't get better with age; it just goes away. So you're about to lose an enormous multi-million dollar asset, and it won't even go out with a wimp.

If you wanted to make a fuss, it's because the County, who voted it in, they made it law, they appropriated the money, and they didn't spend it. Did you hear that right? Yes, you did. They made it into law, and

then they didn't follow their own law. That's exactly what's happening here. I'm not a lawyer but some of you are. This is where the Trustees have to go into action. This is where you have to assert yourselves and say, "Wait a minute. This process – is it legal?"

If you lose that money, that money is your hope of fixing those facades. We will be hearing these reports until we all get tired of it if we're not already. The only hope of fixing those facades is the money that's sitting there about to disappear.

**MR. REINHEIMER:**
You're right. Right now Public Works has been very aggressive about working here. The only thing that can derail all these plans is the County Executive's Office, if he doesn't sign the purchase orders, it doesn't go through.

**DR. GITTELMAN:**
Now let's go through what you just said. The County Legislature votes it in. The County Executive signs it into law, and the subsequent County Executive refuses to sign the purchase orders to enact the law that governs him. He's not taking a legal step. He's not saying, "I veto this, out-vote me." In fact, in some cases, he did veto it, he was outvoted and now he chooses not to sign the purchase order.

**MR. REINHEIMER:**
That can happen. I'd like to say it hasn't happened. The Bellone administration has been very supportive.

**DR. GITTELMAN:**
This administration.

**MR. REINHEIMER:**
But it can happen.

**DR. GITTELMAN:**
Yes, I was just going there. Not only did it happen, but it was happening all day long in the Levy administration. Let's be square about this.

**MR. REINHEIMER:**
You're right.

**MR. MULE:**
It's called mandamus in the law, the act of mandamus. It's just an act; it's really an administerial act of just signing the purchase order, is that what you're saying?

**DR. GITTELMAN:**
That's what we're saying. There are plenty of court decisions on this issue. We have different branches of government. We vote it in, even if the County Executive said, "No," and was overridden, he has an obligation to follow through on the will of the Legislature that had overridden him, and it's not happening. It's not just a technical point. It's the future of this institution. You will not get millions of dollars back in that budget any time soon. You have it there; don't lose it. You could sell a lot of memberships, and you'll never get there.

**MR. REINHEIMER:**
You're right. In this political climate with the financial state of the County, and that's one of the reasons why $400,000 in next year's capital budget –

**DR. GITTELMAN:**
This speaks well beyond the issue of a political or economic climate. This speaks to whether or not we have separate branches of government and whether or not a Legislature that overrides the County Executive, in fact, has any power whatsoever. If they are simply saying we are no longer enfranchised, they might as well all give in and resign because that's what they're in office for. They voted for this money, they overrode the County Executive at times, so it belongs for the purpose it was put in there for.

The County Executive, by sitting on something, should not be able to – and I don't think legally he can do what he's done or what they have done. That money has to come to this institution before you're taking it home in dust bags.

**MR. GLASCOCK:**
It would seem to me that we need to understand how much money we're talking about, when it was derived, when it has to be used by and if there are any applicable requirements. It sounds like it's not this County Executive we're talking about but the failure to act by a prior County Executive. However given the time period involved, does that put that money in jeopardy? By knowing that, then we're in a better position. If we can identify uses for that money –

**DR. GITTELMAN:**
The money is targeted. It certainly has a time frame associated with it. Whether or not it was delayed and put in jeopardy from one administration to the next and now it falls to the current administration to follow the will of the Legislature as it had acted.

**MR. PETERMAN:**
I appreciate your enthusiasm. Every year there's a capital budget that goes through the Legislature in June. Lance, you don't have to comment, but sometimes things are pushed out to years beyond the original appropriations. Sometimes things are passed, but then the appropriations aren't there.

I will say that the County is in dire straits. They are talking about closing the nursing home, and we're talking about now getting forced by the State to build another part of the jail. There's an incredible amount of pressure being put on 18 Legislators and a County Executive. I'm not defending their inactions, but I can tell you this. There are people that are getting laid off. There are all kinds of things going on, and sometimes things get pushed back to outer years. That's a reality. That's just something, whether we like it or not, that we're faced with.

**DR. GITTELMAN:**
It may be in fact what we're faced with, but our responsibility as Trustees rises higher than that sentiment. We are responsible for this institution, and we have to speak for its future. If that money sunsets and that money won't come back, this institution crumbles.

**MR. PETERMAN:**
Let me just say that in June, there were two public hearings, one in Hauppauge and one in Riverhead, where people could speak about capital programs.

**DR. GITTELMAN:**
Those are about capital programs that are currently being enacted. That's not speaking about items that are threatened by sunsetting.

**MR. PETERMAN:**
Again, I'm not defending the process. I'm just saying that any citizen has the right to go to those capital budget hearings and speak. They already happened. In June is when they happen. That's when they vote. They vote on capital. So if you want to make that passionate speech, I would argue that you do that at a public hearing in June.

**MR. BEATTIE:**
This is the first I'm hearing about the sunset. I'll set up some meetings, and find out what our options might be on that. It is a priority.

**MR. REINHEIMER:**
I'm sorry, I didn't mean to cut you off, but we're aware of this. I have what's appropriated. I know what's appropriated by project and what the free balance is as of today. I know those numbers. Behind those numbers – and the getting into the detail of things, their financial system combines resolutions. It's difficult to track exactly when that money was appropriated because they mix appropriations and put it into one pot now.

But Public Works can unwind that detail during the process of looking at that. They are concerned about it. They want to go forward with the purchase orders.

At this point, there doesn't appear to be any problems. The administration is continuing to sign purchase orders for capital projects, and they have been very good about our capital projects, but when I tell you these are the plans. We're going forward with these things.

I just want to make you aware that everything looks good, but the County Executive has the ability to sign or not sign purchase orders. Whether that's legal or not, I don't want to go there.

But at this point, he's been signing them. I don't have any indication that he's going to stop signing them. I'm looking at this like these projects will go forward. Once we start using that facade money, it resets the clock. If there are problems with Bond Counsel, we'll find that out. Right now we don't have an indication that we have those problems.

**DR. GITTELMAN:**
I recommend that through every capital project including those in the waterfront --

**MR. REINHEIMER:**
Those appropriations are – we have $3 million for the waterfront. A good deal of those appropriations probably have expired.

**DR. GITTELMAN:**
That's right. So what I'm saying is that we can look at the waterfront and see what could happen and has happened.

**MR. REINHEIMER:**
Right, and there's a good chance that at least half of those appropriations have expired, in addition to the –

**DR. GITTELMAN:**
I don't want to make this an academic discussion. I want this to be real for every member of this Board. Millions of dollars have illegally escaped us.

**MR. MULE:**
What I would like to just find out, and I think it would be helpful for the Board – Lance, can you sort of give us a break down of what's at stake, what appropriation money is there and what's going to be expiring.

**MR. REINHEIMER:**
I can send you the spread sheet that has each of the projects listed and gives you the free balance on appropriations. What I can't give you is the exact status of all those appropriations as it pertains to Bond Counsel and the aging of those appropriations. The two areas that are old are the waterfront and facades. Everything else, which is the bulk of the money, between the two it's proably $6 million out of the money.

The rest of it is ADA funds. We might have $1.5 million in there. Those seem to be okay. The rest of the appropriations are okay. But I can send that out. I have that.

**MR. MULE:**
I would appreciate that. You said that the waterfront and facades are old. Does that mean they're done, expired?

**MR. REINHEIMER:**
Well, the facades they're looking into. We're hoping that they're okay. Some of that waterfront money probably can't be spent, even though it looks in the financial system that it's there, and those appropriations haven't been closed out, but they are old and Bond Counsel probably wouldn't go forward with those.

By waterfront, it's money for the seaplane hangar and money for the boathouse. I'm trying to think if there's anything for the seawall. I don't think there was. So the boathouse and the seaplane hangar are considered the waterfront money.

**DR. GITTELMAN:**
When somebody goes on that ramp and gets hurt, the lawsuit might make the amount of money that we save by deferring or not spending these capital improvements look trivial.
Beyond that, I will say that I attended almost every meeting at this Legislature for a period of almost ten years. I understand what goes on in the Legislature. I will tell you.

You're right, yes, we as private citizens could go there at a meeting in June and make our voices known. But I think we should have more of an organized approach to this and individually appearing without having a sense of why we're going -- I might understand why we're going, but I'm not clear that we all do.

**MR. BEATTIE:**
Okay. Are you done with the Executive Director's Report?

**MR. REINHEIMER:**
I'm almost done. I just wanted to talk about a couple of things that we're doing. First of all, Kevin mentioned the air conditioning and the dioramas. We're starting to look at the whole facility, planning and maintenance. Now that the planetarium is up and running, we have some cash flow that allows us to spend money for maintenance and not to defer it.

In conjunction with the work that they're doing in the habitat on electric, the feeds and the air conditioning there, I brought in CIS, which is the air conditioning people that work here on this building. They're familiar with the grounds. They have worked on the Education Center last year. They replaced the unit over there.

They discovered that the air conditioning units in the marine museum were in need of coolant. They are working on that. They should be up and running.

They are working on the one in the mansion. One of the components was leaking. They are getting that up and running.

We are looking to maintain these buildings, maintain the air conditioning, and change the filters and to work in concert with the improvements that Public Works made so that we have proper climate control in the building.

Things seem to be working okay in the mansion. Pete said some of the air handlers weren't working. I told them to go and look at the belts because it's usually the belts. The belts go on a regular basis. Every season, every six months we change the belts so that you don't wait until they break. We're getting up there. The air conditioning should be working in the habitat soon, if it isn't working today.

**DR. GITTELMAN:**
Lance, what would it take – or could you find out what it would take to get those buttons working? I realize it sounds like trivia, but the foot petals –

**MR. REINHEIMER:**
I've got that on my list.

**DR. GITTELMAN:**
I have to bring this up because if there's any piece of this place that speaks to Willie K.'s personality, it's the showmanship in his heart that made him want to walk up to a diorama and step in it with his toe when you weren't looking and have a shark pop out at you and scare the dickens out of you. That was vintage Willie.

I have tried to give that talk a million times. I used to have the buttons working. When I did it, and I could press on it, and the light would come on, it was great. I feel that that's animation that Willie thought of.

We ought to have that kind of animation. Let me now what it cost to get at least the easiest one done, so we can have one to say, "This is what he did. Maybe I could find someplace to raise the money.

**MR. REINHEIMER:**
Sure, I can talk to the electricians tomorrow to see if they're working on those buttons. If not, I will ask them and then I can check with Public Works to see what it would take to increase the scope of that project.

You're right; this is the ideal time to look at this because they're rewiring that whole place right now. What does it take to do the buttons, if they're already in there and under the floor.

**DR. GITTELMAN:**
Right, and explain to them what they were for and how we used them. Let them read the chapter in the book.

**MR. REINHEIMER:**
Okay, the other thing I wanted to talk about was tree work. Aside from being a museum and a planetarium, we're also a park. We have beautiful grounds here. We're starting to reclaim views, cut down brush and to work on the grounds to improve the overall aesthetics.

I'd like to thank Steve Gittelman for giving us the trees last spring. The Copper Beach Trees – we planted the Copper Beach Tree with an eye on what we need to do on the grassy knoll – the trees that have reached the end of their useful life cycle.

We had an arborist come in and walk the property. We started with the two Copper Beach trees over at Normandy Manor. That's a day's worth of work. He came over; he already fed the trees before he started the work. He said they have to be on a regular schedule to feed.

Part of the agreement is he will continue to feed those trees for free for their maintenance. He's going to work on those trees. Without going into detail, because I can't remember the details because I'm not a tree guy, there are two ways to work on those trees.

One of the ways, he said, would extend the life five years, but the right way to do it is the way we're going. I read into this, and it's more than five years to extend their lives. He is going to work on those trees first.

Right now we walked the property. We have probably 15 or 20 trees that were taken down. We trimmed trees -- trees for the planetarium to open up the sky view. They lost one of the planets – I think Venus or one of those planets – the other night. It went behind the tree. So we need to open up the view behind the planetarium for the telescope.

There are about nine days worth of tree work.

**DR. GITTELMAN:**
What kind of trees are you losing?

**MR. REINHEIMER:**
What kind are we losing?

**DR. GITTELMAN:**
Yes.

**MR. REINHEIMER:**
Trees that were damaged by the storm and trees that are pretty much dead on the grassy knoll. They're not Copper Beach trees.

**DR. GITTELMAN:**
The Copper Beach trees, unfortunately, there's a disease ripping through them in the Northeast. They are dying rapidly, unfortunately. You might be able to keep them for years, but they're not going to make it.

What I recommend is that you consider other beach trees or other specimen trees to diversify our holdings, if you will, because if you go with the mono-specific approach, you may lose too many of one type again. I'd be more than glad to – you can come over and pick out trees from our nursery. We'll dig them up and do the same thing again for as many trees as I need. I have more Copper Beach, if you want another dozen of them.

**MR. REINHEIMER:**
We put all the Copper Beach trees that you gave us on the grass knoll. I can't say for sure that we aren't taking down any Copper Beach, but we're doing it with the guidance and recommendation of the arborist.

Also going into the courtyard, the tree that's over the arcade, the one branch, and the tree that's in front of the Memorial Wing, that branch that obstructs the view, he's going to trim those back a little bit.

**DR. GITTELMAN:**
You can't take the whole thing down.

**MR. REIMHEIMER:**
Right, not take the tree down but even trimming that branch down because it has to do with the balance of the tree. The tree over the arcade, he'll do some trimming on that branch that's over the arcade,

and he said that he will thin that tree out. He said that with the wind and storms, the tree acts as a sail.

When you trim it out, that will help it survive storms. He knows what he's doing with the trees. He's taking down some damaged trees over by the Education Center and over by the parking lot. He's doing some trees over by the peacock area and a tree that fell down behind the powerhouse that's on the cliff. He's taking the trees, grinding the stumps, removing the wood and leaving whatever wood we want.

He's doing this at a cost of $2,000 a day. He's stationing the crew here. It will be three people. It's eight hours of work, three people, and we're getting a lot taken care of.

**DR. GITTELMAN:**
Who is it?

**MR. REINHEIMER:**
JLC Landscaping. They had donated the Christmas tree to us.

**DR. GITTELMAN:**
What's the status of the clock?

**MR. REINHEIMER:**
It's not running.

**DR. GITTELMAN:**
So now it can run.

**MR. REINHEIMER:**
Yes, and it has run.

**DR. GITTELMAN:**
You have a couple of choices. If you can get a guy in there – you have to have it running. It's the heartbeat of that place. You absolutely have to have that clock running. You want to have it striking during the day hours, not at night.

You can bring someone in to do a thorough cleaning and it will run. It will run fine. There's nothing wrong with it, per se, that I know of. If you bring someone in, I would be glad to meet with them and go over it with them.

Somebody might be willing to volunteer. There are a couple of tower clock people around, not that I know them, but I can work with them on it at least to help guide you. I have about ten tower clocks, so I understand them. I'd be glad to do it.

**MR. REINHEIMER:**
I'll add that to my list.

**DR. GITTELMAN:**
I know, but another thing you can do, which is horrendous, but you could remove the movement and put in an electric movement and put the movement on display and have it running someplace. But to have it without movement looks like we're getting ready to knock the place down. Let's put it back to life.

**MR. REINHEIMER:**
I have one more thing – well two more things – we're in the process of buying two lawn mowers for the grounds. We're trying to get the equipment for the guys who do that job. The mowers that we have, the walk-behind mowers, are twenty years old. They have served their time.

I do have the Clam Bake tickets, but in my haste, I left them in my office. I have numbered tickets for you, and I'll get those to you after the meeting.

**MR. PETERMAN:**
Just a question on the Clam Bake, can we buy them on-line?

**MR. REINHEIMER:**
Yes, as a matter of fact, good thing you asked me about the on-line question. It took a long time to get the website to do what I wanted it to do and make changes to emphasize all the things that we have going on.

As far as the biggest days, we have a lot going on this summer. We have five music festivals. We have Tango in the Courtyard, Alex Torres, Dancing in the Tent every Thursday night and Shakespeare in Courtyard.

We have a lot going on. We have weddings here, obviously. Our weekends are full. We should have a lot of people. We had 1,200 people here to the music festivals last year. We're going to have a lot of people here.

We have 350 people to Alex Torres. The only reason we have 350 people is because we stopped registration because we could only fit so many people on the dance floor, otherwise we would have 450.

Tango in the Courtyard I would say is in the neighborhood of 150 or 175 people and registration on-line for that looks good.

I checked out the website today before I got here this afternoon, when I got to the meeting, and they made some changes to the homepage to emphasize our special events. We're starting to make some changes. We now have drop-down menus to navigate. We're trying to emphasize what we have going. We have a lot going on this summer. It's going to be a busy summer. Hopefully it should be very positive, weather permitting.

So anyway, I have the tickets for you, but if you don't have any questions for me, I'm done with my report.

**MR. BEATTIE:**
Thanks, Lance. Just a suggestion for you, if you're not a tree guy, you can always branch out.

{LAUGHTER}

**MR. BEATTIE:**
I couldn't help myself. That's the root of the problem. Just kidding.

President's Report, the only thing I have is we did have an Oversight Committee Meeting with the Legislature, which went very well. The tone of that meeting seems to be getting better and better as time goes on. Maybe it wouldn't have been, had I known about this sunsetting stuff.

The general feeling from the Legislature is we are turning the place around; we are getting there. They understand what our problems are, and they know our infrastructure problems. All in all, it's been getting continuously more positive as time goes on.

That's it for the President's Report. Any old business?

**MR. MULE:**
I just have one question. Do you know what the status is, if any, with the County with respect to the catering contract?

**MR. BEATTIE:**
That did come up. The catering contract was tabled because the Presiding Officer felt the RFP process that was put in place didn't really meet the RFP process that the County traditionally does in terms of a financial review of the prospective vendor.

They put that together. They requested the information from Mr. Colamussi who, we're told, provided that information so they are reviewing it. Then they're going to take action on it at a future date.

**MR. PETERMAN:**
Michele, I have a question for you. Last month I took the photos, and I sent them out. I sent them today to Keefe. He emailed me and asked where the bios were. I said that I wasn't doing the bios. I thought the bois were going to you.

**MS. GEGWICH:**
They are. I received half.

**MR. PETERMAN:**
Get the whip out.

**MR. BEATTIE:**
I wouldn't wait on it. If somebody doesn't provide their bio –

**MS. GEGWICH:**
That's what I was going to discuss tonight. There are six I have not received yet. Since we do have pictures, as long as it's okay with everybody, that's what we'll do. I'll give Pat what I've gotten from people and then other people who haven't submitted them, we're just going to have to say, "Coming soon." The ones that I got, I got right away. Then I haven't gotten anything. There are six more I'm waiting for.

**MR. BEATTIE:**
I think we're only missing one picture, and that was Tom's. We're going to take that tonight.

**MR. PETERMAN:**
Also, if you didn't like the photo, I have my camera, so I will take another shot.

**MR. BEATTIE:**
Any other old business? Is there any new business? Can I have a motion to adjourn?

**MR. PETERMAN:**
Motion to adjourn.

**DR. GITTELMAN:**
Second.

**MR. BEATTIE:**
We stand adjourned. **(Vote 9/0/0/6 Not Present: Mr. Dujmic. Absent: Mr. Armstrong, Mr. Guarnischelli, Mr. Melore & Mr. Rogers. One Vacancy.)**

**(Mr. Ron Beattie adjourned the meeting at 9:10 p.m.)**

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

# Suffolk County Vanderbilt Museum

## June 2013 Meeting Agenda

June 19th, 2013 / Planetarium / 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

VII. Old Business

VIII. New Business

IX. Adjournment

# SUFFOLK COUNTY VANDERBILT MUSEUM
## TREASURER REPORT FOR THE YEAR ENDING 2013

| | Actual January | Actual February | Actual March | Actual April | Budget May | Budget June | Budget July | Budget August | Budget September | Budget October | Budget November | Budget December | Project Year End | Adopted Budget | Dollar Variance |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **REVENUE** | | | | | | | | | | | | | | | |
| **EARNED INCOME** | | | | | | | | | | | | | | | |
| Admissions | 6,820 | 4,392 | 73,109 | 74,137 | 51,000 | 42,000 | 54,000 | 32,000 | 27,000 | 34,000 | 27,000 | 33,000 | 458,458 | 400,000 | 58,458 |
| Membership | 1,895 | 5,895 | 12,370 | 1,585 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 29,745 | 12,500 | 17,245 |
| Museum Store | 65 | 0 | 10,113 | 8,682 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 26,860 | 10,000 | 16,860 |
| Special Events | 10,140 | 913 | 2,167 | 1,202 | 5,000 | 5,000 | 9,000 | 9,000 | 2,000 | 6,000 | 6,000 | 6,000 | 62,422 | 65,000 | (2,578) |
| Suffolk County Funds | 0 | 0 | 0 | 155,023 | 77,512 | 77,512 | 77,512 | 77,512 | 77,512 | 77,512 | 77,512 | 77,512 | 775,119 | 930,140 | (155,021) |
| Endownment | 0 | 60,000 | 0 | 0 | 14,583 | 14,583 | 14,583 | 14,583 | 14,584 | 14,584 | 14,584 | 14,584 | 176,668 | 175,000 | 1,668 |
| Site Use | 1,575 | 6,964 | 12,206 | 12,071 | 7,000 | 7,000 | 7,000 | 7,000 | 7,000 | 5,000 | 5,000 | 7,000 | 84,816 | 60,000 | 24,816 |
| Donations & Gifts | 35 | 1 | 2,272 | 14,040 | 417 | 417 | 417 | 417 | 417 | 417 | 417 | 417 | 19,684 | 5,000 | 14,684 |
| Other General | 5,844 | 5,925 | 5,849 | 6,935 | 5,517 | 5,517 | 5,517 | 5,516 | 5,517 | 5,517 | 5,517 | 5,517 | 68,688 | 66,200 | 2,488 |
| **Total Earned Income** | **26,374** | **84,090** | **118,086** | **273,675** | **163,029** | **154,029** | **170,029** | **148,028** | **136,030** | **145,030** | **138,030** | **146,030** | **1,702,460** | **1,723,840** | **(21,380)** |
| **EXPENSES** | | | | | | | | | | | | | | | |
| Salaries & Wages | 61,171 | 58,929 | 73,891 | 68,030 | 71,000 | 72,000 | 72,000 | 72,000 | 71,000 | 71,000 | 71,000 | 71,000 | 833,021 | 820,000 | 13,021 |
| Benefits | 22,747 | 16,847 | 19,816 | 16,282 | 21,000 | 21,000 | 21,000 | 21,000 | 21,000 | 21,000 | 20,000 | 21,454 | 243,146 | 253,454 | (10,308) |
| Maintenance & Equip. | 1,335 | 1,574 | 3,527 | 7,769 | 1,750 | 1,750 | 1,750 | 1,750 | 1,750 | 1,750 | 1,750 | 1,750 | 28,205 | 21,000 | 7,205 |
| Insurance | 2,075 | 2,876 | 2,952 | 2,925 | 2,917 | 2,917 | 2,917 | 2,917 | 2,916 | 2,916 | 2,916 | 2,916 | 34,160 | 35,000 | (840) |
| Professional | 17,420 | 28,809 | 25,195 | 19,349 | 10,417 | 10,417 | 10,417 | 10,417 | 10,417 | 10,417 | 10,417 | 10,417 | 174,109 | 125,000 | 49,109 |
| Museum Store | 2,527 | 990 | 7,273 | 5,140 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 15,930 | 0 | 15,930 |
| Telephone Communic. | 2,613 | 2,319 | 2,395 | 2,829 | 2,083 | 2,083 | 2,083 | 2,083 | 2,084 | 2,084 | 2,084 | 2,084 | 26,824 | 25,000 | 1,824 |
| Utilities | 3,878 | 14,965 | 26,157 | 7,484 | 10,000 | 10,000 | 11,000 | 11,000 | 11,000 | 10,000 | 10,000 | 10,000 | 135,484 | 117,000 | 18,484 |
| Supplies, Prgrm., Ball | 1,307 | 6,536 | 4,104 | 8,240 | 5,517 | 5,517 | 5,517 | 5,517 | 5,517 | 5,517 | 5,517 | 5,517 | 64,323 | 66,200 | (1,877) |
| General Expenses | 2,261 | 6,149 | 2,848 | 11,996 | 1,342 | 1,342 | 1,342 | 1,342 | 1,342 | 1,342 | 1,342 | 1,342 | 33,990 | 16,100 | 17,890 |
| **Total Expenses** | **117,334** | **139,994** | **168,158** | **150,044** | **126,026** | **127,026** | **128,026** | **128,026** | **127,026** | **126,026** | **125,026** | **126,480** | **1,589,192** | **1,478,754** | **110,438** |
| **Excess / Deficiency of Revenue** | **(90,960)** | **(55,904)** | **(50,072)** | **123,631** | **37,003** | **27,003** | **42,003** | **20,002** | **9,004** | **19,004** | **13,004** | **19,550** | **113,268** | **245,086** | **(131,818)** |

# SUFFOLK COUNTY VANDERBILT MUSEUM

## Treasurer Report

## April 2013

| | Actual | Budget | Variance |
|---|---|---|---|
| | APRIL | April | |
| | | | |
| **Revenue** | | | |
| | | | |
| Admission | $ 74,137 | $ 57,000 | $ 17,137 |
| Membership | $ 1,585 | $ 1,000 | $ 585 |
| Museum Store | $ 8,682 | $ 1,000 | $ 7,682 |
| Special Events | $ 1,202 | $ 1,000 | $ 202 |
| Suffolk County Funds | $ 155,023 | $ 73,136 | $ 81,887 |
| Endownment | 0 | 14,583 | $ (14,583) |
| Site Use | $ 12,071 | $ 2,000 | $ 10,071 |
| Donations & Gifts | $ 14,040 | $ 416 | $ 13,624 |
| Other General | $ 6,935 | 5,517 | $ 1,418 |
| | | | |
| Total Revenue | $ 273,675 | $ 155,652 | $ 118,023 |
| | | | |
| **Expenses** | | | |
| | | | |
| Salaries & Wages | $ 68,030 | $ 66,000 | $ 2,030 |
| Benefits | $ 16,282 | $ 21,000 | $ (4,718) |
| Maintenance & Equipment | $ 7,769 | $ 1,750 | $ 6,019 |
| Insurance | $ 2,925 | $ 2,917 | $ 8 |
| Professional | $ 19,349 | $ 10,416 | $ 8,933 |
| Museum Store | $ 5,140 | $ - | $ 5,140 |
| Telephone | $ 2,829 | $ 2,083 | $ 746 |
| Utiilities | $ 7,484 | $ 9,000 | $ (1,516) |
| Supplies, Programs, Gala | $ 8,240 | $ 5,516 | $ 2,724 |
| General Expenses | $ 11,993 | $ 1,341 | $ 10,652 |
| | | | |
| Total Expenses | $ 150,041 | $ 120,023 | $ 30,018 |
| | | | |
| **Excess / Deficiency** | $ 123,634 | $ 35,629 | $ 88,005 |

TO: The Education and Exhibits Committee
Vanderbilt Museum and Planetarium

FROM: Paul Glatzer, Museum Educator

DATE: May 15, 2013

SUBJECT: Special Behind-the-Scenes Tour of the Planetarium

On May 4th, 15 members of the Unitarian Universalist Fellowship of Huntington, eleven adults and four children, had the distinct pleasure of learning first-hand the history and operation of the Vanderbilt Planetarium's former projection system, in contrast to the magnificent new Konica-Minolta, GeminiStar III system.

The tour group were successful bidders at a Goods and Services Auction held last November at the Fellowship, an experience I was able to offer after conferring with Planetarium Director Lorraine Vernola and receiving her supportive permission. This group arrived shortly before eleven o'clock on the 4th with great anticipation, and for the next hour were totally mesmerized by what was presented to them.

I write now not just to report this event, but to share with you the great appreciation of the entire group of attendees. In fact, one member of the group whose wife was unable to come at this time, asked me: "Please, can we do this again next year, with a new group? This has been fantastic!"

Indeed, the outstanding professionalism and enthusiasm of Ms. Vernola sparked and held the group's attention, as she first showed and explained the former equipment, and then totally overwhelmed everyone with a demonstration and discussion of the new GerminiStar III equipment: recessed-to-rising projector, catwalk storage of over 80 slide projectors, lighting and power system computers, new seating arrangement, and "awesome" control console. The group's intense enthusiasm soon matched that of their guide, as they hung on every word, asked questions, and examined all pieces of preparatory equipment.

Without exception, all talked of returning to enjoy a variety of the Vanderbilt programs. While the tour wasn't actually designed as a PR event for the benefit of the Vanderbilt, it clearly, thanks to Ms. Vernola, became one!

Sincerely,

Paul Glatzer

Paul Glatzer, Museum Educator
Member, Unitarian Universalist Fellowship of Huntington

✓ cc Lance Reinheimer, Vanderbilt Museum Director

SUFFOLK COUNTY
VANDERBILT
Mansion | Museum | Planetarium

# Media Coverage – Winter-Spring 2013

*Here are selected media clips, covering the reopening of the Planetarium and other Museum events and programs.*

**February**

- Valentine's Day dinner named one of Top 10 "Things to do This Week" (*Newsday*, February 3, 2013)
- Advertisement for Planetarium opening in John W. Engeman Theater playbill (February 2013)

**March**

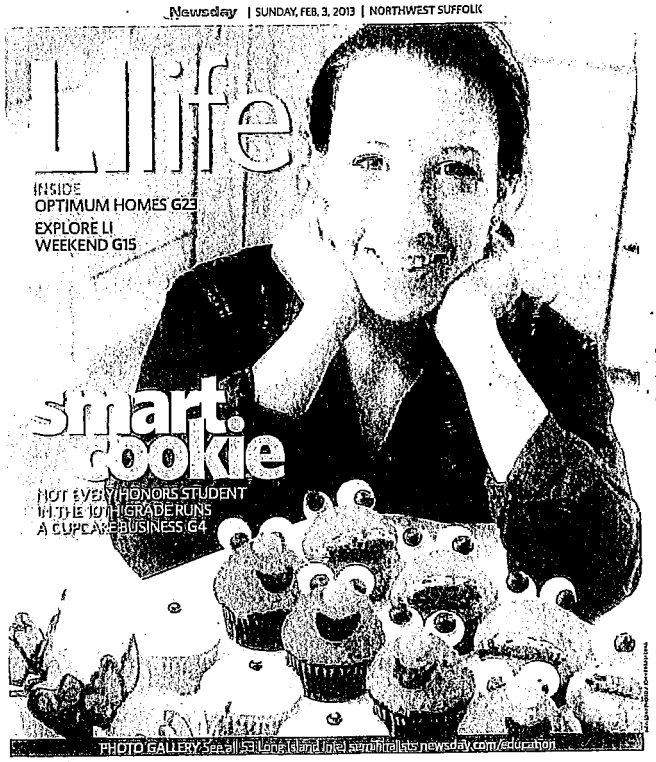
- Large feature story and photo on reopening of Planetarium (*The New York Times*, March 2, 2013)
- Article and photos on Planetarium reopening (*Newsday*, March 8, 2013)
- Planetarium reopening named one of Top 10 "Things to do This Week" (*Newsday*, March 10, 2013)
- Feature story and photos on reopening of Planetarium (*The Long Islander*, March 21, 2013)

**April**

- Article and photos on Gold Coast Mansions, including the Vanderbilt, published in Australian edition of American fashion magazine (*Vogue Living*, April 2013)
- Illustrated feature on reopening of Planetarium (*Long Island Press*, April 2013)

**May**

- Movie-related article on Vanderbilt and other Gold Coast mansions, with Vanderbilt featured first (*Condé Nast Traveler*, May 2013)
- Feature (in Danish) with photos of the Vanderbilt and three other Gold Coast mansions, tied to the opening of the Great Gatsby movie – published in the weekend magazine of *Borsen*, Denmark's leading business publication, the equivalent of the Financial Times (*Pleasure*, May 2013)
- Story and photo on Living History tours – a reprint of Vanderbilt press release and photo (*Northport Observer*, May 23, 2013)
- Feature-section cover story on Living History tours – a reprint of Vanderbilt press release and photos (*Times of Huntington*, May 30, 2013)
- Mid-Summer Night Dances featured as one of top 50 "Best Things to do This Summer" (*Newsday*, May 30, 2013)




# exploreLI weekly planner

Newsday
SUNDAY, FEB. 3, 2013
PULLOUT SECTION

# 10 TOP THINGS TO DO THIS WEEK

## 4 Dinner for a valentine

Feb. 14 draws closer, and Vanderbilt Mansion is offering its annual pre-Valentine's Day dinner. Choose one of two seatings to dine at the Gold Coast mansion overlooking Northport Bay. Dessert follows in the Lancaster Room, with a side trip to the Vanderbilt Library and the Moroccan Court.

**WHEN | WHERE** 6 and 8 p.m. Saturday, 180 Little Neck Rd., Centerport

**INFO** 631-854-5579, vanderbiltmuseum.org

**ADMISSION** $100

ISTOCK PHOTO

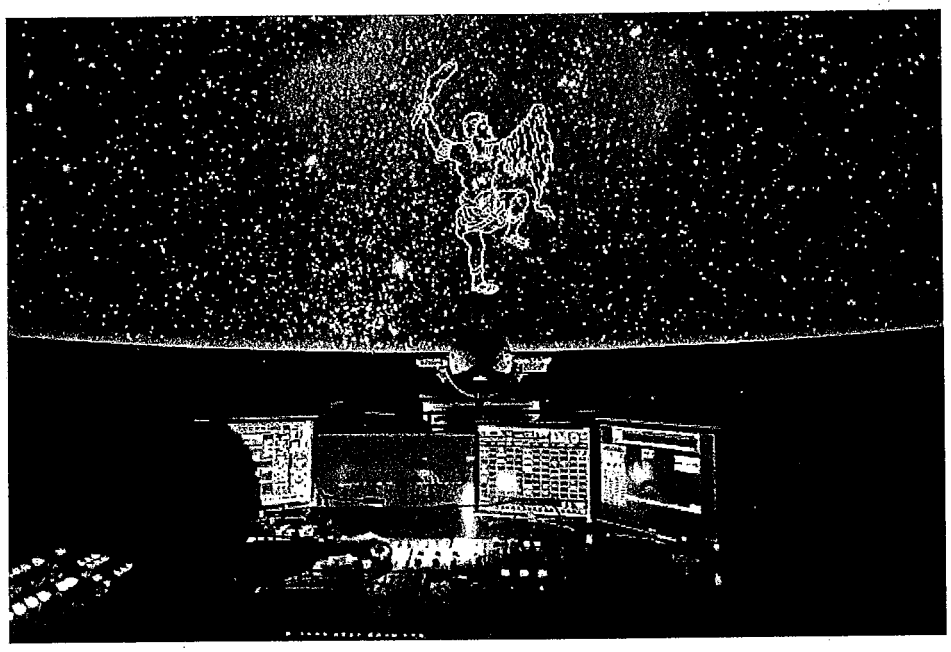
The New York Times

March 1, 2013

ARTS | LONG ISLAND

# At Planetarium, It's Not the Same Old Sky

## A Grand Reopening for the Planetarium at Vanderbilt Museum



David Bush worked the console of the planetarium's projection system, showing Orion.

By AILEEN JACOBSON

CENTERPORT, N.Y. — Standing behind the complex instrument panel that controls the gleaming Konica Minolta GeminiStar III projection system, Lorraine Vernola looks as though she could easily launch a spaceship, what with all the buttons, switches, computer screens and flashing lights in front of her. And in a sense, she can, at least virtually, for audiences inside the newly refurbished planetarium at the Suffolk County Vanderbilt Museum, the 43-acre former estate of William K. Vanderbilt II.

"This is the best spot in the house," said Ms. Vernola, the assistant director of public programming. She was in the domed planetarium building that was added in 1971, on the site of Vanderbilt's tennis courts. (The centerpiece of the estate is his 24-room Spanish Revival house, completed in 1936.) The planetarium, which has just had a renovation that kept it closed for a year and a half, reopens to the public on March 15, but Ms. Vernola has scheduled her first school-group presentation for Thursday.

The renovation cost $4 million, of which $3.2 million went to the new projection system, which includes video and surround sound; constructing the pit into which it retracts; and lighting inside the room. The rest paid for costs like paint, new seats, a new ticketing system, lobby

Huntington interior designer who donated her services. The lighting will be dimmed when visitors arrive for shows, he said, to acclimate them to the darkness in the auditorium. (It will not be quite so dark for children's shows, Ms. Vernola said.)

On a recent visit, one wall of the lobby was being decorated by Jennifer Karow, an Oyster Bay decorative artist who also donated her work. As she primed the wall, she said it would depict "some larger galaxies" using sequins, sparkles, shiny glass beads, rhinestones, glitter and silver leaf. "I want to create a 'wow factor,' " she said.

The main reason for the planetarium renovation, mostly financed by Suffolk County, is to increase the number of visitors to the museum and, thus, its income, Mr. Reinheimer said. The out-of-date equipment wasn't attracting as many individuals or groups as the museum wanted, he said. "As it aged, visitation dipped," he said. That drop began long before the museum faced a fiscal crisis a few years ago that threatened its existence. The crisis has been resolved, he said, through reduced spending and additional money from the county, fund-raising and other efforts to increase attendance and membership. The renovation plans, he said, "have been 15 years in the making."

The planetarium now can also better fulfill its other original goal, he added, which is to further the spirit of exploration and education held dear by Vanderbilt, who collected and displayed all kinds of artifacts and specimens — including a shrunken head, an Egyptian mummy and thousands of examples of marine life, for which he built a separate Hall of Fishes in 1922 — from numerous voyages around the world.

"We feel that if he were alive today, he would have approved of our teaching about celestial navigation," Mr. Reinheimer said. With the new equipment, which accepts satellite feeds from NASA, he said, "we can travel to the outer limits of the universe as we know it."

*The Planetarium at the Suffolk County Vanderbilt Museum, 180 Little Neck Road, Centerport, will be open to adults and families Friday through Sunday from March 15 through June 16, with days added in the summer. During the day, shows are $5 in addition to museum admission, $3 to $7. In the evenings, when the museum is closed, show tickets are $7 to $9. Information: (631) 854-5579 or vanderbiltmuseum.org.*

**http://www.nytimes.com/2013/03/03/nyregion/a-grand-reopening-for-the-planetarium-at-vanderbilt-museum.html?pagewanted=all**

NEWSDAY PHOTOS / THOMAS A. FERRARA

Vanderbilt's Dave Bush mans the museum's powerful new projector, beaming a graphic of an exploding star, or supernova

# universal appeal

## The sky's the limit at renovated planetarium

BY BETH WHITEHOUSE
*beth.whitehouse@newsday.com*

Under the dome of the newly renovated planetarium at the Vanderbilt Museum, visitors won't just see laser-sharp stars — they'll see them twinkle just as if they were experiencing the Earth's atmosphere.

They won't just see Ursa Major outlined over his constellation — they'll see the bear come alive as if running in place. And they won't just hear how astronauts explore the universe — they'll feel as if they're traveling with them, able to explore the galaxy.

"We can fly to the outer reaches of the universe as we know it today," says Lance Reinheimer, interim executive director of the Vanderbilt Museum and Planetarium in Centerport. "The sky's the limit."

The planetarium, which closed in August 2011, reopens Friday evening with $4 million of upgrades, the majority paid for by Suffolk County tax dollars. After the grand opening, the planetarium will resume a regular, public schedule of four new shows.

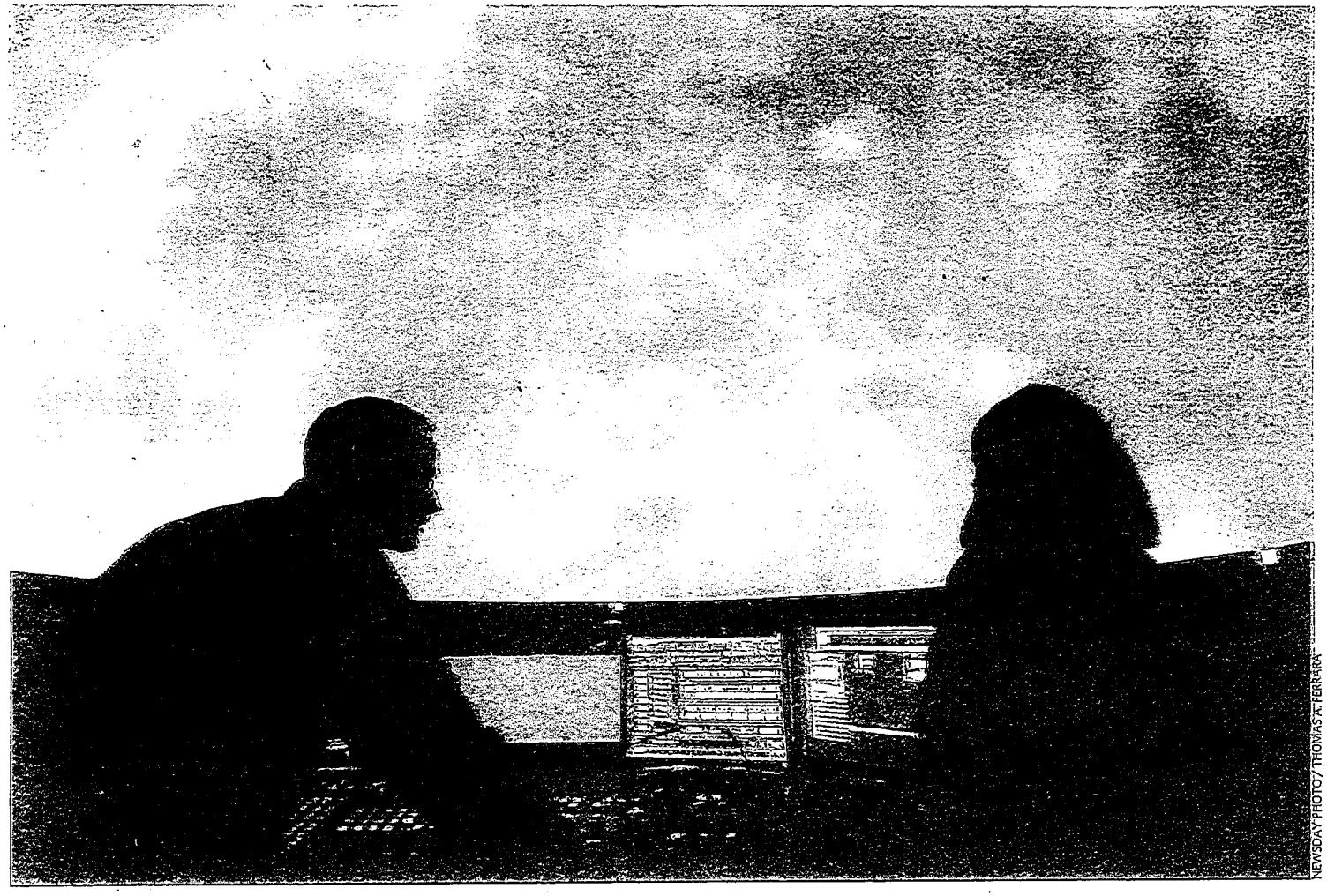
**ON THE COVER** Dave Bush points out a globular cluster of stars, which are made up of some of the oldest stars in the universe.

**WHAT** Grand reopening of the Vanderbilt Museum's Planetarium
**WHEN | WHERE** 8 p.m. Friday ("Long Island Skies") and 9 p.m. ("Stars"), 180 Little Neck Rd., Centerport
**INFO** $9; $8 ages 62 and older and students 13 and older; $7 ages 12 and younger; 631-854-5579, vanderbiltmuseum.org

### 'BONES THE SAME'

The familiar red dome of the planetarium remains. "The bones, the structure is the same," Reinheimer says. But once visitors walk through the doors, they'll see the transformation.

The lobby has been redone, with murals of space painted on the walls. A new store, selling planetarium and muse-



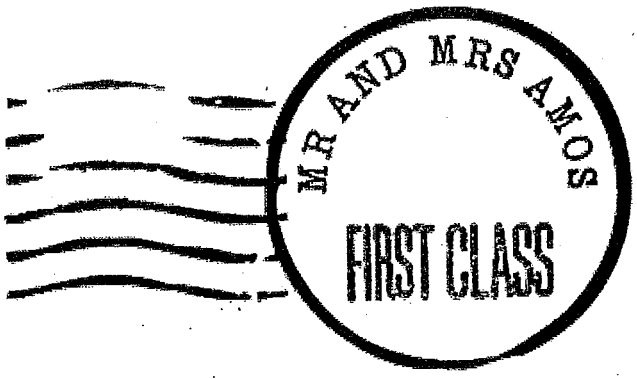
NEWSDAY PHOTO / THOMAS A. FERRARA

# 10 TOP THINGS TO DO THIS WEEK

## 2 Planetarium reopens

The Vanderbilt Planetarium, on the Vanderbilt estate in Centerport, shows off its $4-million renovation with an opening night of celestial films highlighting its new state-of-the-art sound, projection systems and telescopes. Screenings of "Long Island Skies" introduce viewers to the night sky and seasonal constellations and "deep sky" objects that can't be seen by the naked eye. Also on the bill is "Stars," a film about astronauts and space travel narrated by Mark Hamill.

**WHEN | WHERE** 8 p.m. Friday ("Long Island Skies" screens at 8 p.m. and "Skies" at 9), 180 Little Neck Rd.;
**INFO** 631-854-5579, vanderbiltmuseum.org
**ADMISSION** $9, $7 ages 12 and younger

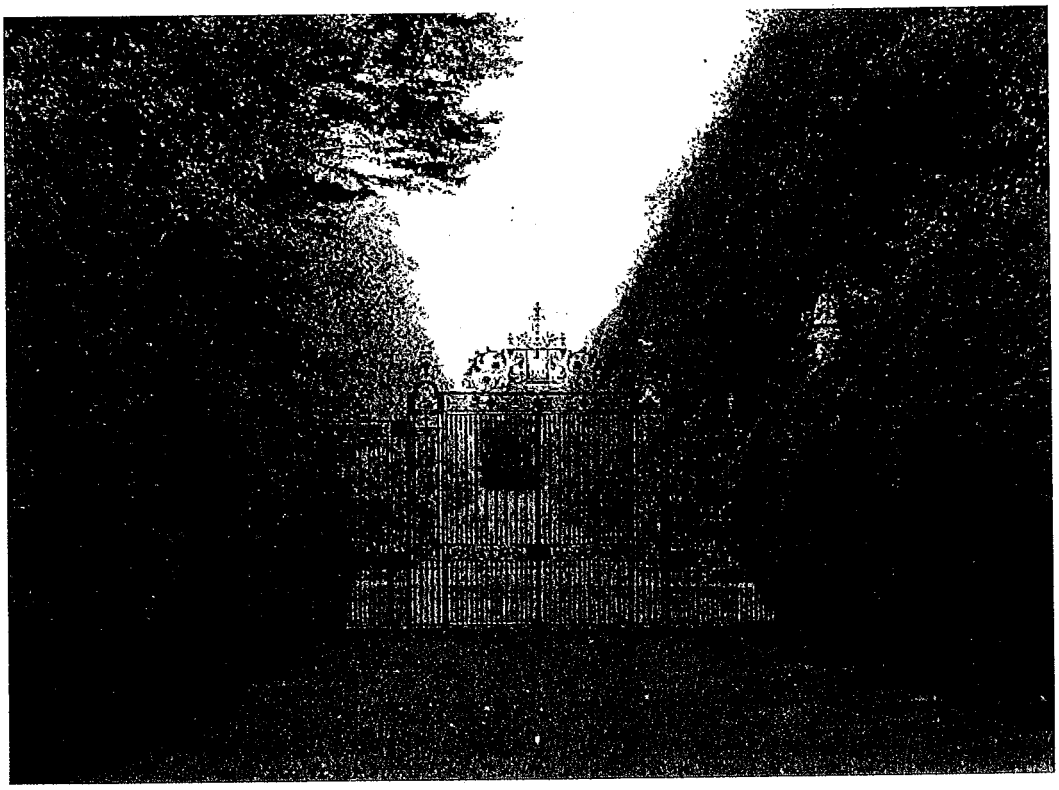



**VOGUE LIVING Australia, April 2013**

# Get Your Gatsby On!

## How the other one percent really lived in the Gatsby era.

Words: Lee Tulloch, Photography: Tony Amos



Gate - Old Westbury

# WHEN BAZ LURHMANN

chose a location for the new movie version of F Scott Fitzgerald's *The Great Gatsby* he decided to shoot the film in the stately homes of Sydney's Eastern Suburbs, rather the grand mansions of Long Island's 'Gold Coast', the setting for Fitzgerald's classic 1925 novel about a mysterious bootlegger and his passion for a mercurial young flapper.

He created a Jews-only Country Club, which remained that way until 12 years ago, and the Cold Spring Harbor railway station. Then he set about throwing parties and entertaining on a scale that outshone the Astors and their set. His 'zoo', as his less sociable wife called it, included guests George Gershwin, Douglas Fairbanks, Harpo Marx, Dorothy Parker, Enrico Caruso and his great friend Charlie Chaplin, who stayed many times. There were even circuses from time to time, with the elephants kept in a breezeway under the house.

KHAN WAS SHUNNED BY NEW YORK SOCIETY BECAUSE HE WAS JEWISH. HE BUILT HIS CASTLE ON THE HIGHEST POINT OF LONG ISLAND SO THAT HE COULD LOOK DOWN ON THE PEOPLE WHO EXCLUDED HIM.

Otto lived and died in the fast lane (a heart attack at 67) and in 1939 the house was sold to the New York Sanitation Department for a recreation and rest centre for its workers. All the contents were stripped and rare volumes of books, tapestries and statues were lost. During the war it was a school for maritime radio operators and later a military college. In 1979 the college closed its doors without locking them. OHEKA was ransacked by vandals who took anything of value including the fireplaces. Later, vagrants took up residence and fires were repeatedly set inside and then put out with water, creating black mould, which spread everywhere, including over the 37-foot high ceilings of the ballroom.

Gary Melius, a Long Island property developer, rescued the building in 1984, buying the ruined shell for $1.5 million and spending $30 million over the next twenty years in a labour of love that has restored OHEKA as closely as possible to its former glory. Melius lives in one wing of the mansion while the other wing has been transformed into a hotel with 32 guestrooms and suites, which helps a little to offset the massive costs of running OHEKA. Channelling Otto Kahn, Melius is an affable and generous character who often appears at dinner time to greet to guests and interrogate them about what they think of his ruling passion.

The castle's main income is derived from bar mitzvahs and weddings, which are more lavish on Long Island than anywhere in America, according to Gary's daughter Nancy, who is the driving force behind an initiative to market the mansions of the 'Gold Coast' as a group. For a recent wedding, the ballroom was turned into an ice palace complete with an enormous bar entirely carved out of ice and imported specially from Canada. (Otto would approve of such extravagance.) Revenue is also raised from renting the property for commercial photography and film and TV productions. Way back in 1940s, OHEKA was used as the exterior of Charles Foster Kane's Xanadu in *Citizen Kane* and in recent times it has been the location for US TV drama *Royal Pains, Gossip Girls* and countless magazine and catalogue shoots.

Our next destination is Eagle's Nest at Centerport, the 43-acre estate of William Vanderbilt II, the grandson of the transport tycoon, Cornelius, who started the Staten Island Ferry. Cornelius's son, William I, inherited so much money he was wealthier than the US government, but spent like a drunken sailor and the Vanderbilt fortune dwindled down to a 'mere' $20 million by the time William II inherited.

A lover of fast cars and exotic destinations, Willie sailed the world, collecting natural history specimens and anthropological artefacts and completed two circumnavigations of the globe, including a scientific voyage to the Galapagos Islands. He built the Eagle's Nest as a summer house in 1910, in a highly eclectic style based on the church architecture of Latin America, eventually adding a marine museum, a planetarium and a natural history museum that display the specimens from his travels in exquisite dioramas painted by James Perry Wilson, who painted the background scenes in New York City's marvellous Museum of Natural History.

Gould, son of railroad tycoon, Jay Gould, and on it he built a 100,000sq ft castle in the style of Ireland's Kilkenny Castle. Displeased with it when it was finished, he used it as stables for his horses. He then built another residence on the property, now known as Hempstead House, in the style of a Tudor manor house, with 40 rooms and a vast lawn sweeping down to the Sound.

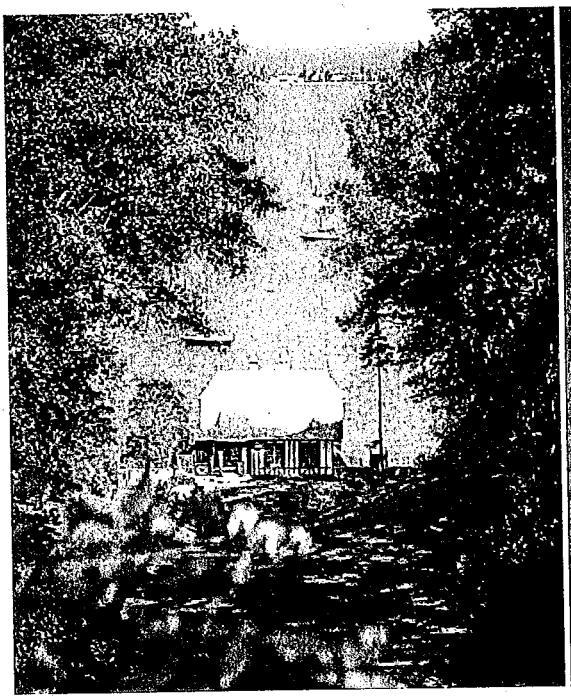
In 1908 his wife ran off with Buffalo Bill Cody and he sold the property to Daniel Guggenheim, of the eminent textile and mining family. In 1923 Daniel gave 90 acres to his son Harry, who wanted his own castle, and built a medieval manor known as Falaise on the bluff above the sea. Also on the estate is a waterfront country manor known as Mille Fleurs, which was built for Daniel's widow.

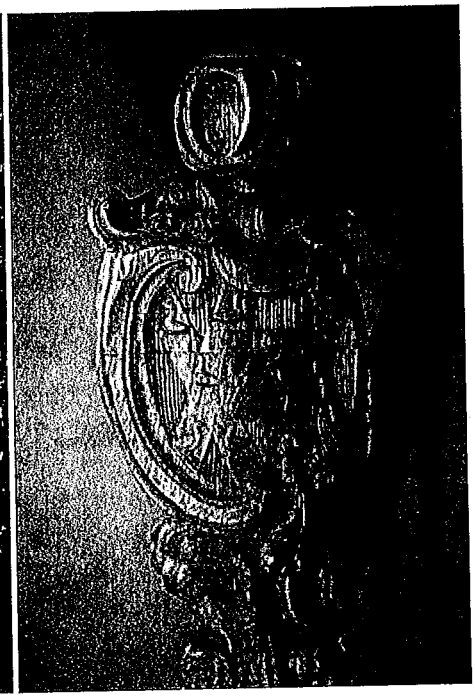
Falaise is the most interesting residence at Sands Point. Filled with rare religious artefacts and heavy medieval furnishings and tapestries, it too has been maintained precisely as Harry left it, down to Minton china in the dining room and the den full of trophies that Harry's race horses won. The dashing Harry was ambassador to Cuba during the Hoover administration and a navy pilot who served in two World Wars. Keen on aviation, he was a great friend of flyer Charles Lindbergh, who stayed there often and wrote his book 'We' in the guest bedroom. (Lindbergh's old car is still parked in the garage.) A significant number of eminent Americans passed through the doors, but these days Falaise piques people's interest for the fact that the famous severed horse head scene in *The Godfather* was filmed on Harry's bed.

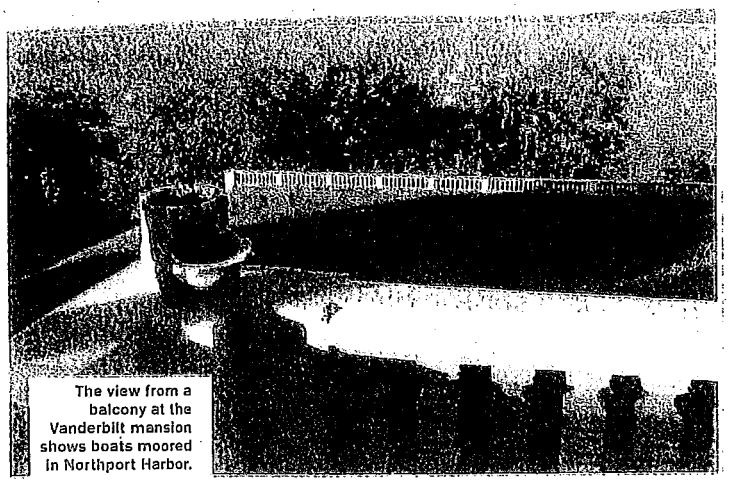
If you want to complete the Gatsby experience, you can drive (or preferably be *driven*) back to New York City and stay at the Plaza Hotel where the Gatsby characters party in a crucial scene. I suggest a Sidecar in the Oak Bar to make the whole experience 'top drawer.'

For the slide show and nine photos of the Vanderbilt, visit the author's site:

http://www.mrandmrsamos.com/







The view from a balcony at the Vanderbilt mansion shows boats moored in Northport Harbor.

Reinheimer. "It doesn't give us a lot of latitude to move things around." But, he adds, "We have the mummy in the mansion." Vanderbilt, who died in 1944 at the age of 65, had kept the preserved body in his Marine Museum, separated from the mansion by his three-hole golf course (now just rolling grass lawn), because he thought it was "bad luck" to bring it inside his house. The 3,000-year-old Egyptian is one of the star attractions today at the museum, which Suffolk County acquired in 1950 after Robert Moses reportedly turned it down.

The Vanderbilt family fortune had come from the New York Central Railroad and international shipping enterprises—Cornelius Vanderbilt was the precursor—and Willie K. circumnavigated the globe twice in his 264-foot custom-made yacht, the Alva, named after his mother, which fed his interest in celestial navigation. Inspired by the NASA moon landing in 1969, the museum board of trustees believed that a planetarium would be consistent with his vision and rededicated his tennis court to that purpose, although it wasn't completed until 1971.

"If Vanderbilt were alive today, this is where he would want to go!" remarks Reinheimer. Upgrading the planetarium is vital to ensuring the museum's survivability, he explains, since it is the main revenue generator, drawing almost 60,000 school children annually. It's not the only planetarium in the region, but in its scope and technical ability, the Vanderbilt rivals the Hayden Planetarium with its ultra-high-definition video, advanced computer system and ability to quickly upload the latest NASA imagery.

"We're one of the best planetariums in the country," Reinheimer says.

Weeks before the planetarium's official reopening, workers were mounting shiny metal letters above the dome entrance that would eventually spell out "The William and Molly Rogers Theatre," in honor of their generous donation that helped the project reach fruition. All told, considering the advanced equipment, the new plush seats and the redone lobby, the renovation will have cost the museum some $4 million.

Only a few years ago, the museum was about to go dark for good. The stock market collapse had shrunken its endowment, which funded 53 percent of its operating budget. The rest came from programs, membership, site use (for weddings and the like), grants and donations. Suffolk County was also facing a serious shortfall. In January 2009, the museum payroll fell $35,000 short, and Carol Ghiorsi Hart, then the executive director, told *The New York Times*, "If we can't raise that, we'll have to shut down."

But with a combination of changing hours, cutbacks, fee hikes, budget austerity, legislative largesse through a hike in the county's motel and hotel tax, and successful philanthropic fundraising, the night lights stayed on. And now the Vanderbilt Planetarium is entering the space age with a brighter future than ever before. The three-ton "star ball" projector can recede soundlessly into a central pit—where Vanderbilt once had the net on his tennis court—which allows for an array of special presentations that the previous design didn't.

Just as the planetarium has gone high-tech, some fans of its past are going to have to get with the times.

"No more laser shows!" says Reinheimer, with a grin, referring to the site's former hosting of projected galaxies choreographed to the music of Led Zeppelin and Pink Floyd, among other classic rock acts. He insists that "they're lame" compared to what this new system at the Vanderbilt can do.

Dave Bush, the planetarium's technical and production coordinator, and Lorraine Vernola, the assistant director of public planning, make the star ball work its magic inside the dome. Bush handles the Friday night live show, letting the audience learn what constellations and planets can be seen overhead. If the sky is clear, he'll take them to a powerful 16-inch telescope

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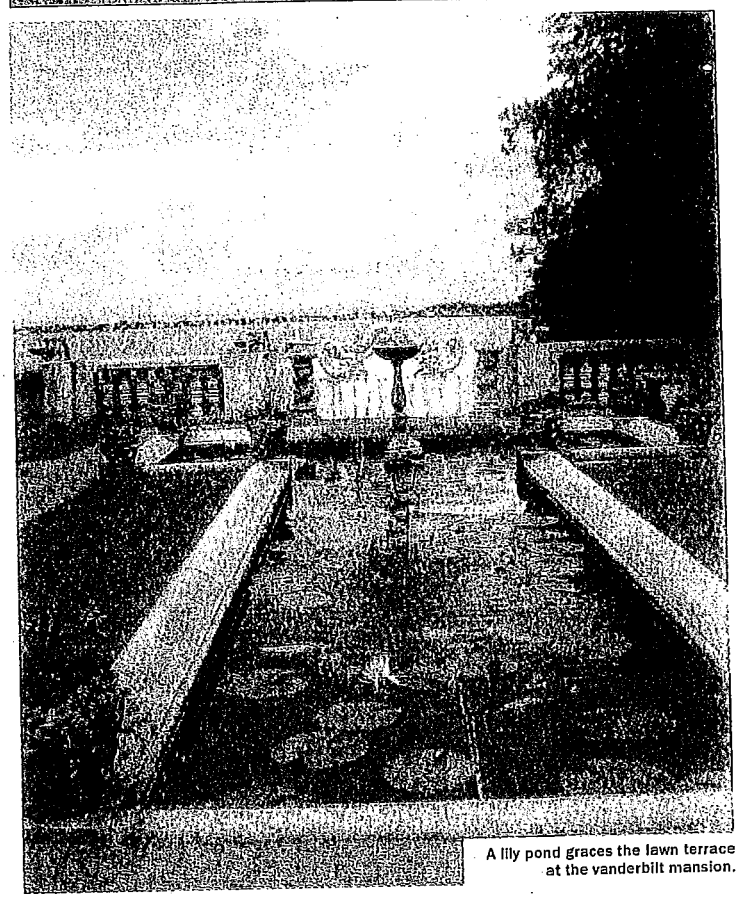

A lily pond graces the lawn terrace at the vanderbilt mansion.

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housed nearby in its own observatory with a retractable roof so they can see for themselves. Vernola handles the educational programs, which can be tailored to the curricular needs, age-group and scientific aptitudes of school visitors.

With the new star ball come new programs for children, adults and families, in conjunction with Sky-Skan, a specialized producer in this area, and planetariums in Britain, China and the United States. During our preview we sampled three trailers. *One World, One Sky: Big Bird's Adventure*, a Sesame Street production featuring Big Bird, Elmo and his friends, is geared to the pre-kindergarten set. *Solar System Odyssey* is modeled more like a video game adventure for middle school kids ("Hang onto your breakfast!" a space commander tells his teenage companion). Families and adults are the target audience for *Stars*, which is narrated by Mark Hamill and accompanied by the Nashville Symphony. With body-slamming sound and breathtaking special effects, it depicts the fiery birth and light-snuffing death of these vital celestial bodies.

Exploring what the new Gemini-Star III can do has been exciting for Bush because the old projector was 42 years old.

"The whole universe is in this system!" he says. "Just working with all of this stuff time flies—it's easy to get lost in this."

With the dome darkened, we sat back as Bush took us on a quick spin around the solar system, pointing out where Pluto, the "king of the dwarf planets," crosses Neptune's orbit—a planetary "no-no" in astronomical circles—and then, just like that, he zoomed out to the far reaches of the Milky Way, which is 100,000 light years across, reducing our sun to a shiny speck in one of the galaxy's spiral stellar arms.

At the touch of a button he can send the stars swirling, heads spinning and stomachs reeling. He admits he used to get vertigo himself but he's been doing this for more than 13 years so, not unlike a sailor at sea, he says, "You get dome legs!"

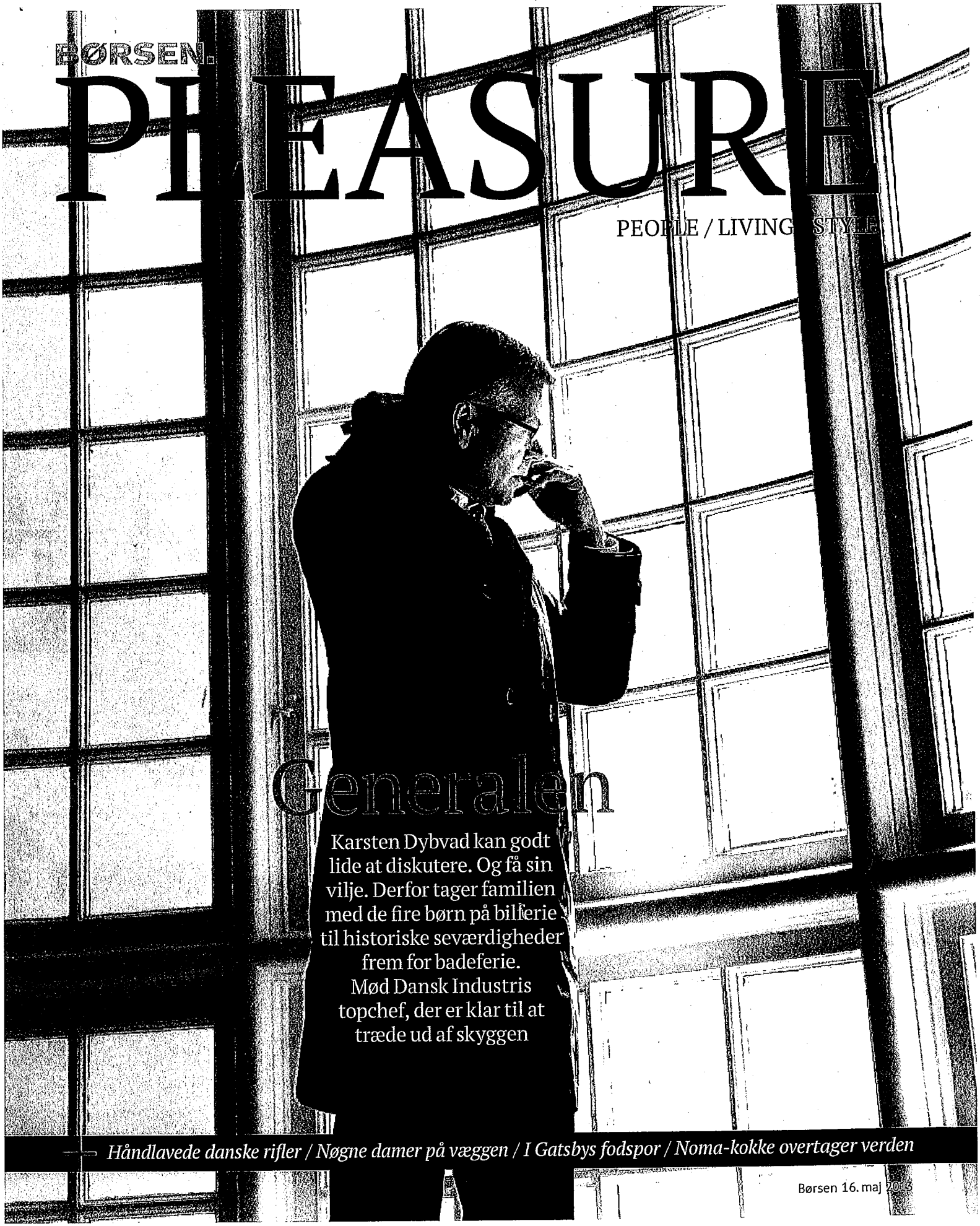
On tap for the Vanderbilt are a summer Shakespeare festival, a clam bake, concerts, children's theatre, and a classic-car show. So the museum is making a big push to appeal to new generations of visitors willing to space out through the solar system and beyond—or take a look back at the opulent lifestyle and interests of one of Long Island's most curious millionaires. ®

**The Suffolk County Vanderbilt Museum is at 180 Little Neck Rd., just a couple of miles north of the Centerport Fire Department off 25A. The new planetarium, which formally re-opened to the public on March 15, is operating its winter-spring schedule from now until June 16, featuring two shows on Friday evening, at 8 p.m. and 9 p.m., Saturday afternoon and evening, and Sunday afternoon. For more information call 631-854-5579 or visit www.vanderbiltmuseum.org.**

BØRSEN.

# PLEASURE

PEOPLE / LIVING / STYLE



## Generalen

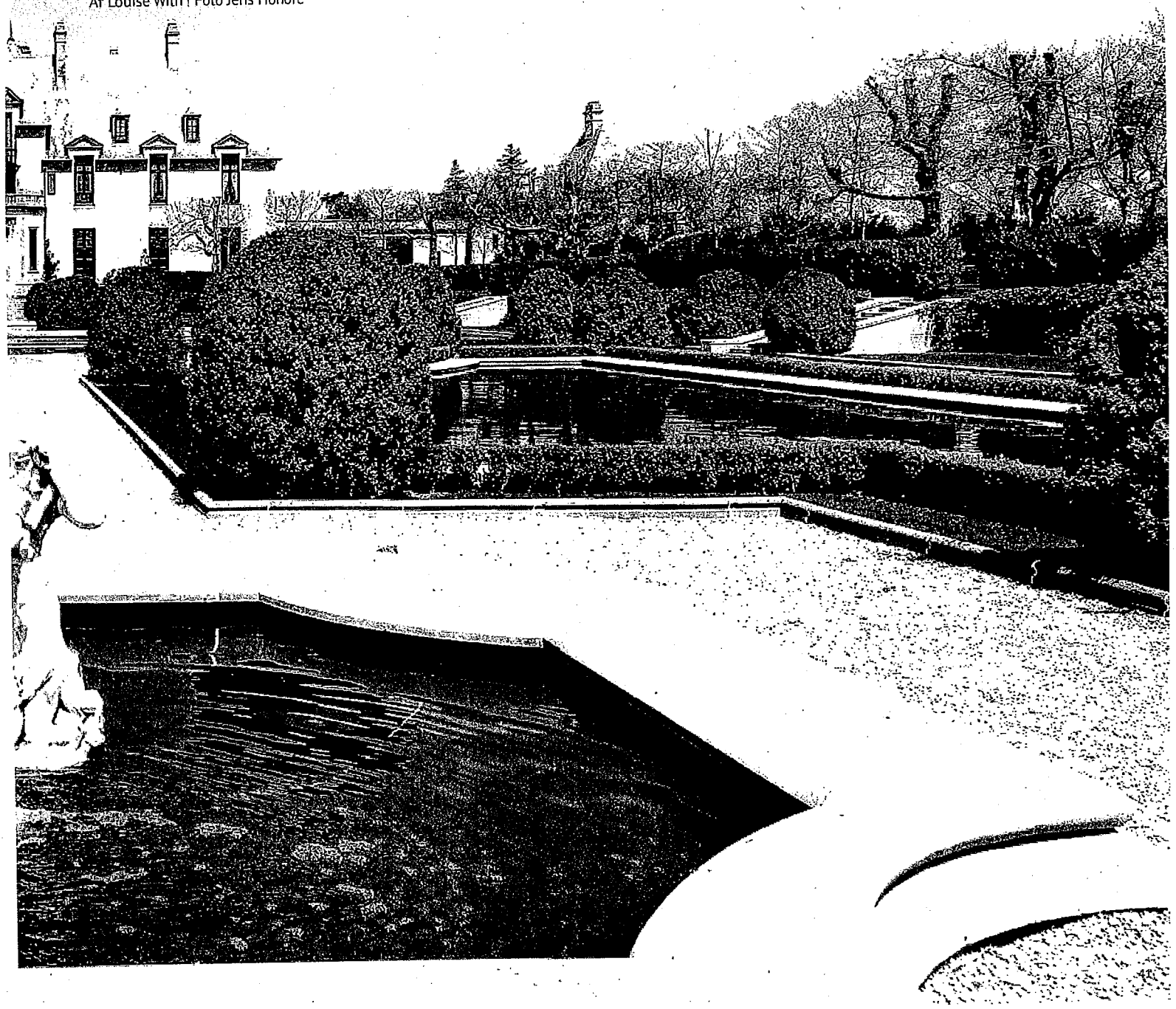
Karsten Dybvad kan godt lide at diskutere. Og få sin vilje. Derfor tager familien med de fire børn på bilferie til historiske seværdigheder frem for badeferie. Mød Dansk Industris topchef, der er klar til at træde ud af skyggen

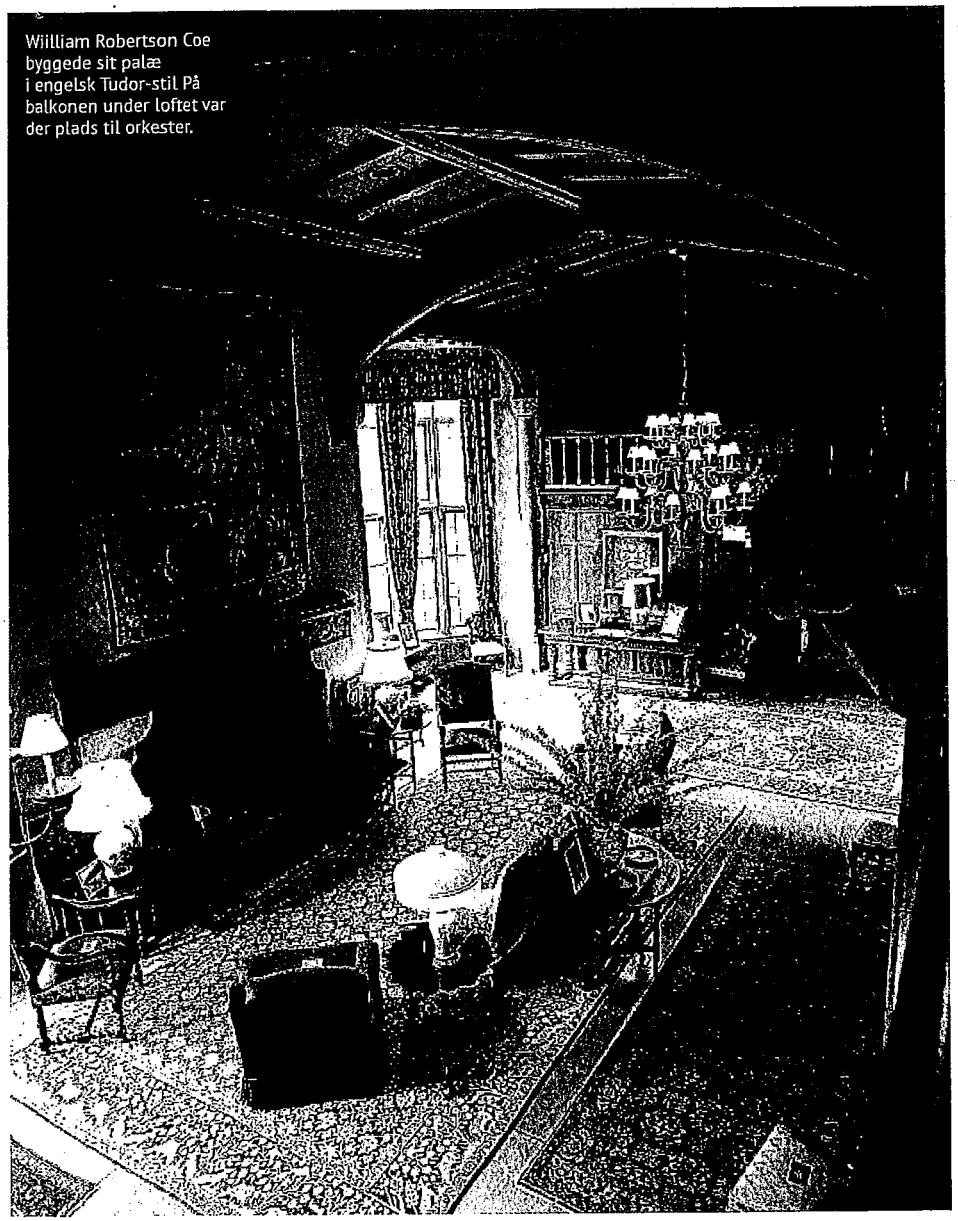
*Håndlavede danske rifler / Nøgne damer på væggen / I Gatsbys fodspor / Noma-kokke overtager verden*

# fodspor

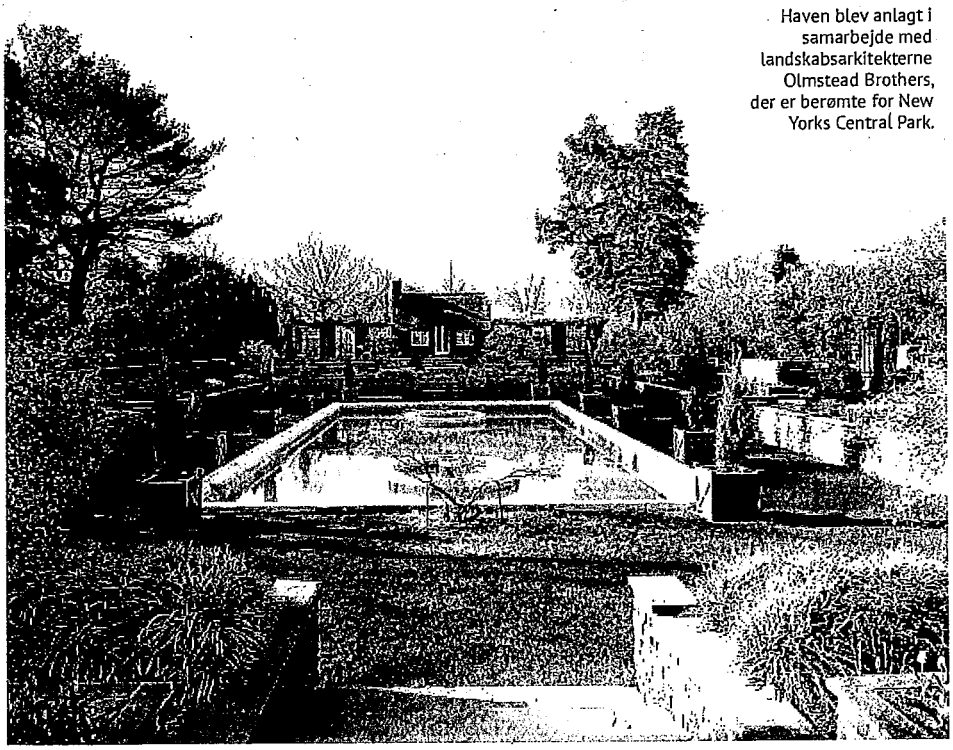
Hører man til dem, der ikke kan få nok af F. Scott Fitzgerald, nu hvor filmen "Den store Gatsby" får premiere, er der hjælp at hente i New York. Blot cirka en times kørsel fra storbyen kan man besøge The Gold Coast og nogle af de sommerpalæer, der var forlæg for romanfigurernes vilde og dekadente livsstil

Af Louise With | Foto Jens Honoré





William Robertson Coe byggede sit palæ i engelsk Tudor-stil På balkonen under loftet var der plads til orkester.



Haven blev anlagt i samarbejde med landskabsarkitekterne Olmstead Brothers, der er berømte for New Yorks Central Park.

fødselsdage, konferencer, filmoptagelser og andre selskaber. Men private besøgende er også velkomne, og i anledning af Gatsby-filmen udbyder Oheka for tiden en pakke med overnatning (på hverdage), frokost, champagne, besøg på to andre Gold Coast Mansions og morgenmad plus frokost den følgende dag – formedelst 895 dollar for to. Mod ekstra betaling kan man få lov at overnatte i Gatsby-suiten. Og møder man tilmed op i 20'er-kostume, så byder hotellet på en gratis cocktail i baren.

## Coe Hall

Det er blevet eftermiddag, da vi kører videre mod en personlighed: William Robertson Coe, der som Vanderbilt og Kahn ikke blot byggede eget sommerpalæ, men også satte sit helt personlige præg på stedet.

Coe Hall er bygget i 1918-21 i britisk Tudor Revival-stil, komplet med originale dekorerede vinduer hentet fra et af Henry VIII-tidens slotte. Coe, der selv stammer fra England, har succes som direktør i forsikringsbranchen – også selvom han i sin tid var med til at forsikre Titanic. Og han gifter sig til en endnu mere formidabel formue, da han siger ja til Mai (Mary) Rogers, som er arving til en del af Rockefeller-selskabet Standard Oil. Sammen får Coe og Rogers fire børn, blandt andet sønnen Robert, der i 1950'erne bliver USA's ambassadør i Danmark. Og sammen har de råd til at gøre sommerslottet til noget helt specielt.

Coe er vild med det vilde vesten og køber jorde op i Wyoming. Så i slottets morgenmadsstue får han malet bøffler og præriemotiver på alle væggene. I stuerne dekorerer han med gigantiske jagttrofæer. Og i haven bygger han stald til sine væddeløbsheste. Fordi han holder af "alt hvad der er vestligt", som husets assisterende kurator siger, så donerer han også ivrigt til at oprette og styrke en række nye afdelinger for amerikanske studier på flere universiteter, blandt andet i Wyoming og Delaware.

Præcis som Willie Vanderbilt er Coe ikke kendt for ekstravagante selskaber, men han får dog trods alt etableret en hjemmebar, der bekvemt er skjult bag et træpanel, så den ikke stikker i øjnene under forbudstiden. Ifølge arkiverne bruger han alene i 1919 ca. 300.000 omregnet i nutidsdollar på at hamstre alkohol, først og fremmest champagne og whisky til sine lagre.

Også her hos Coe kunne man tilbringe timevis. Men det er blevet sent på dagen og tid til at vende blikket mod Manhattan igen. Farvel til de fascinerede velhavere og deres passioner, farvel til de vilde luksuriøse sommerpalæer – og også farvel til hele rækken af rørende venlige og gæstfri lokale, der i dag tager sig af at vise arven frem. Såvel hos de højtuddannede professionelle som de mere autodidakte lokale historikere møder vi en fortælleglæde og passion for guldkysttiden, der formentlig kun får endnu mere næring nu, når Gatsby-filmen får premiere.

Hvad har vi ellers fået at vide? Engang var der over tusind såkaldte Cold Coast Mansions. Nu er der blot nogle få hundrede tilbage: En del er fortsat i privat eje og en del er ombygget til andre formål (skoler, hospitaler), men mindst ti er heldigvis offentligt tilgængelige. De kan besøges på en dagsudflugt som vores, eller på nogle få dages ophold, og de er en skjult juvel midt i noget, der i dag er blevet hyggeligt, men lidet opsigtsvækkende middelklasseområde – en oplevelse der er værd at rejse efter.

Deres stenrige og karismatiske ejere snobbede måske nok for Europa og alt europæisk, men de byggede også

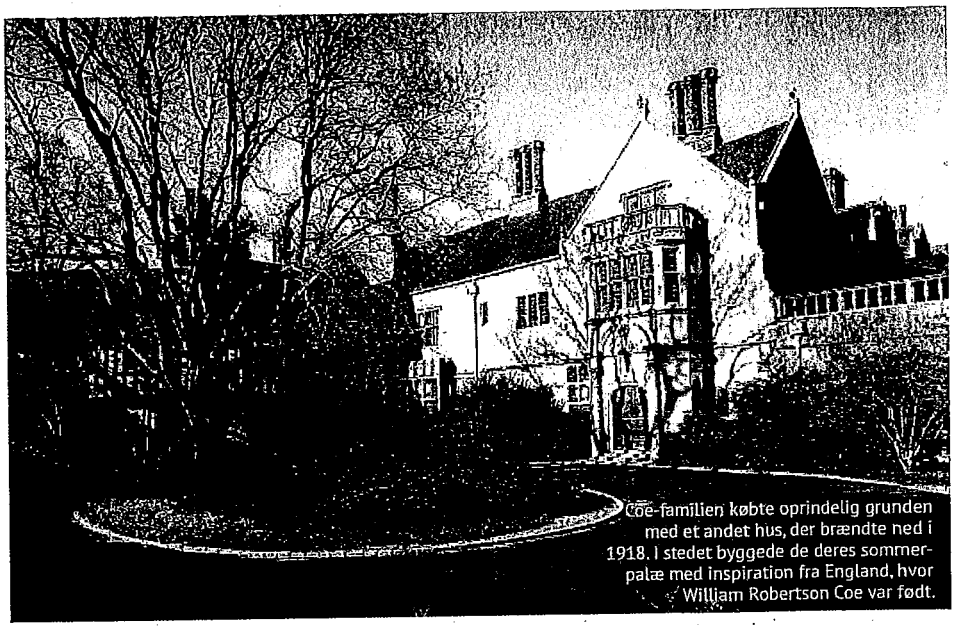
Amerika – hvad enten det var nationens jernbaner og skibsfart, industri og råvarer, skoler, biblioteker, kunstmuseer eller aviser. Mange af dem levede i en efter nutidig målestok næsten ufattelig velstand, men de udviste også samfundssind og søgte på hver på deres måde at dele ud af glæderne.

*"Gatsby believed in the green light, the orgiastic future that year by year recedes before us." (kap. 9)*

Og historien om Den store Gatsby? Dagen igennem diskuterer vi med vores rundvisere, hvorvidt den i sin kerne er en kritik af et samfund med enorme forskelle på rig og fattig, høj og lav? En politisk fortælling om, hvordan magt og overflod korrumperer? Eller mere en moralsk fortælling om gode mennesker, der farer vild i tilværelsen, drømmer store drømme og træffer forkerte valg?

*"He had come such a long way to this blue lawn, and his dream must have seemed so close he could hardly fail to grasp it." (kap. 9)*

Som i alle store romaner er der ikke noget entydigt svar, men der er meget at tænke over. God fornøjelse! Eller som Gatsby kunne have sagt det: "Enjoy, Old Sport." ●



Coe-familien købte oprindelig grunden med et andet hus, der brændte ned i 1918. I stedet byggede de deres sommerpalæ med inspiration fra England, hvor William Robertson Coe var født.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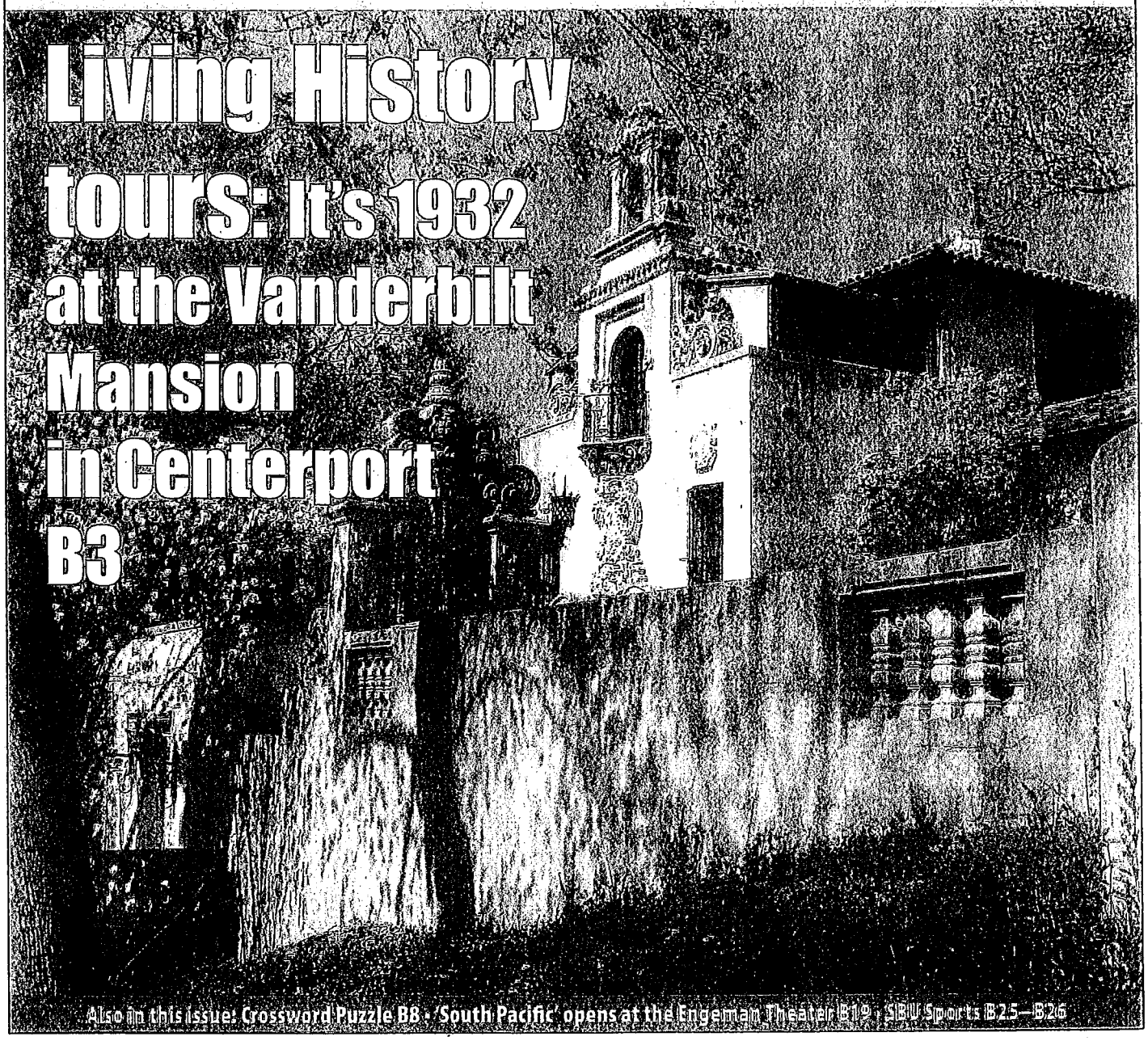

## Living History tours: It's 1932 at the Vanderbilt Mansion in Centerport

B3

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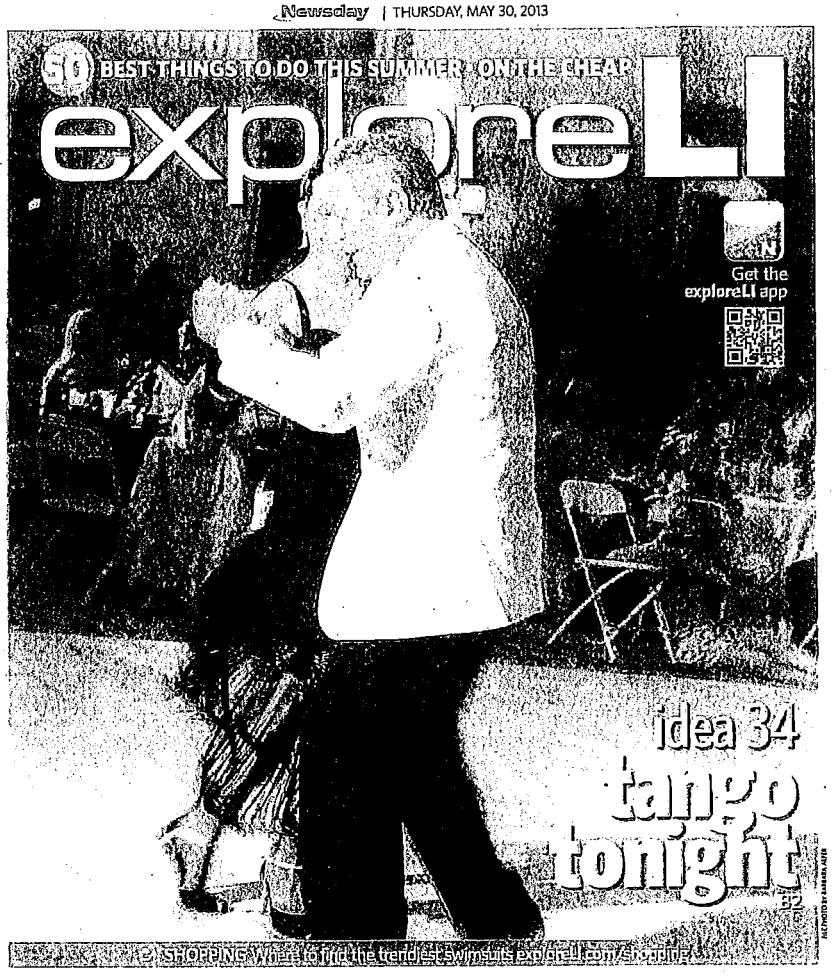


# explore » 50 BEST THINGS TO DO THIS SUMMER

## THE WEEK AT A GLANCE

**MONDAY**

**TUESDAY**

**WEDNESDAY**

**TODAY**

Everybody loves a bargain. Free outdoor concerts and fireworks shows are easy to come by all summer. Less so are inexpensive date nights and under-the-radar tours. We're spilling some open secrets on good-for-summer activities that cost less than $50 a person.

Bank on them.

ON THE COVER Madalyn and Nelson Avila tango at Latin Night at the Vanderbilt • Photo gallery: exploreLI.com/events

PHOTO BY DUNCAN AGNEW

### 34 DANCING DATE NIGHT

Dancing by moonlight at a historic mansion is a surefire way to impress your sweetie (we won't tell that it only cost you $20). The Vanderbilt Museum in Centerport is hosting outdoor dancing nights 7-9 p.m. most Thursdays this summer. The evening starts with a lesson in salsa, tango, fox-trot or the waltz. Then the scenic courtyard is yours for the taking (June 27-late August, $20 a person, 631-854-5555, vanderbiltmuseum.org).