

## **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 October 16, 2013.

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

Ronald A Beattie – President  
Gretchen Oldrin Mones - 2<sup>nd</sup> Vice President  
Betsy Cambria - Treasurer  
Kevin Peterman - Secretary  
Jack DeMasi - Trustee  
Dr. Steven Gittelman - Trustee  
Duncan Armstrong - Trustee  
Stephen F. Melore – Trustee  
Lance Reinheimer - Interim Executive Director  
Lorraine Vernola – Staff  
Ann Marie Pastore – Stenographer

#### **Excused Absence:**

Anthony Guarnischelli - Trustee

#### **Absent:**

Joseph Dujmic – 1<sup>st</sup> Vice President  
William Rogers - Trustee  
Thomas Glascock - Trustee  
Michelle Gegwich - Trustee  
Michael Mule - Trustee

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

**MR. BEATTIE:**

We're going to get started. We know three or four people are not going to be here. I know for a fact that two said they were going to be late. At that point, that would give us a quorum. I would say we get started for the sake of time. Let us begin with the Pledge of Allegiance.

{ SALUTE TO THE FLAG }

Can I ask if anybody in the public would like to address the Board? Hearing no one, we will move on.

We will skip the previous meeting minutes because we don't have a quorum yet.

Committee Reports, Finance/Treasurer's Report.

**MS. CAMBRIA:**

Okay, I am looking at the legal sized piece of paper, which Lance just went over with me. The "Actual" figure for August of \$259,000 is the Hotel/Motel disbursement from the County.

They had been holding it. One of the reasons that they were holding on to it was because they knew we were doing so well that we weren't needy, but according to the agreement, they did disburse it in August.

"Donations and Gifts," \$2,150 is actually small amounts from various people who came here and felt compelled to support the Vanderbilt.

Under "Utilities" under "Expenses," \$22,181, that's an inordinately large amount. However, it's August and that includes air conditioning.

Getting into the Hotel/Motel Tax, it's hard for me to explain. Lance explained it to me. Lance, can you explain this to them?

**MR. REINHEIMER:**

The budget amount for Hotel/Motel Tax for the year is \$930,000. If you were to apportion that equally over twelve months, it's around \$77,500. Through August, we've only received \$400,000. If you apportion \$77,500 per month, we would be owed an additional \$20,000 through August.

If you add all the actual numbers at the bottom of the spreadsheet, the way they exist right now, we show a small balance of \$2,600 in the black.

If we pro-rated Hotel/Motel Tax during that same period of time, we'd actually be ahead \$200,000.

Our cash flow was good during the summer, as you can see. Betsy pointed out, for August we had \$94,000 in admissions. In July we had \$96,000.

The County accrues Hotel/Motel Tax the first quarter of the year. They don't have much in that account. So they usually wait three, four or five months before they start to remit it.

In the past when we have had cash flow problems, they have been very generous with remitting us funds as we needed cash. This year, because we had such a good summer, we didn't ask them for distributions.

I know at the back end in the fall when we don't have the admissions that we have in the summer, we will need it in the fall. To me, it's money in the bank, and it is on the way. They owe us an additional basically \$500,000 through the end of 2012 – I mean 2013.

That explains the Hotel/Motel Tax.

**MR. BEATTIE:**

Is that the end of the Treasurer's Report?

**MS. CAMBRIA:**

Yes.

**DR. GITTELMAN:**

Question.

**MR. BEATTIE:**

Yes.

**DR. GITTELMAN:**

So it does seem as if we're running at a deficit without the Hotel/Motel funds.

**MR. REINHEIMER:**

Yes, that's correct. The Hotel/Motel Tax and/or the endowment is the balancing piece to the budget.

**DR. GITTELMAN:**

One would have to believe that August or July would be peak revenue months.

**MR. REINHEIMER:**

Absolutely.

**DR. GITTELMAN:**

Even in a peak revenue month, we're running approximately –

**MR. REINHEIMER:**

If you look at July when we had no Hotel/Motel Tax money coming in, we ran a negative of \$31,000.

**DR. GITTELMAN:**

Of course, that's the run rate at a very peak month.

**MR. REINHEIMER:**

And the weather was good, too. We had good attendance on outdoor events.

**DR. GITTELMAN:**

Wouldn't it make sense, not tonight but sometime, to add a projection with cash flows you feel we will get -- and I have recommended this in the past – to the end of the year, so you can get a sense of how much we need going forward? There's a lot of talk that we're doing so well that we don't need it, but we do.

**MR. REINHEIMER:**

Yes, we do, absolutely.

**DR. GITTELMAN:**

This Board should be cognizant of what the real story is.

**MR. REINHEIMER:**

Without the Hotel/Motel Tax and/or without the endowment or without some sort of non-operating revenue, we'd run a deficit of around \$1 million. That's pretty consistent.

**DR. GITTELMAN:**

And that's with the planetarium.

**MR. REINHEIMER:**

Yes, that's with the planetarium. Our budget has been low. Our budget in the past couple years was \$1.7 million. That's an artificial budget. That was a budget of necessity. We cut staff. We didn't buy any tools. We didn't have the things we needed to do our jobs. You can only do that for so long.

**DR. GITTELMAN:**

I'm not criticizing. What I'm trying to do is make sure that we are all cognizant of where we are. By what you're saying, there is a \$1 million shortfall in good times.

**MR. REINHEIMER:**

Correct. And also a realistic budget is more like \$2.1 million. When people look at us and say the budget is \$1.7, we did that because we couldn't afford – we didn't have the cash to buy the things we needed to run the museum properly.

**DR. GITTELMAN:**

Okay, so that's a million dollar shortfall with how many days of us being closed?

**MR. REINHEIMER:**

It varies with the time of year. During the summer we're closed on Mondays. During the fall we're open two days a week, Tuesdays and Fridays, which are very slow days. Starting in November, we're only open on Tuesdays, Saturdays and Sundays. Those days are slow, also.

What keeps us going, even though we're closed to the public, we had an excellent spring as far as school programs going. It's the school programs, when you have 60,000 children coming through here through school programs, that helps provide cash flow that replaces admissions that we didn't have from the public during that period of time.

**DR. GITTELMAN:**

The argument could be made that tourism money should support tourism.

**(Mr. Kevin Peterman entered the meeting at 7:10 p.m.)**

**MR. REINHEIMER:**

This is a destination, absolutely.

**DR. GITTELMAN:**

Yes, it is.

**MR. REINHEIMER:**

We have people –

**DR. GITTELMAN:**

There are people who are on vacation who come here during the week.

**MR. REINHEIMER:**

Correct. We have people from – I was talking to one of the guides the other day, and we had people from – I can't remember what country but we had people from other countries here. We had people from across this country on a regular basis. This is definitely a destination.

**DR. GITTELMAN:**

It's a star destination in the AAM guide. It is a destination by definition. There are very few star destinations on Long Island.

That Japanese tourist who comes to Manhattan and is looking for something to go out on Long Island for and wants to come to the Vanderbilt Museum can't get here four days out of five during the summer months –

**MR. REINHEIMER:**

Correct.

**DR. GITTELMAN:**

That costs money to stay open when nobody wants to show up. You have a staff here, security here, having doors open and you need to light everything – so if you ever try to address that audience, which will not pay for itself – then your million dollars will be bigger. People could make an argument that we have some obligation to serve them, too. They stay in the hotels and motels, too.

**MR. REINHEIMER:**

Right, and that's why the Hotel/Motel Tax is a perfect supplement for the Vanderbilt because we do generate tourism, and we are a destination. That's the appropriate use for those funds.

**MS. CAMBRIA:**

Can I just say something? It seems to me, though, that they do not stay in the hotels or motels during the time you're talking about when we are only open three days a week. They're not staying out on the east end in the middle of March.

**DR. GITTELMAN:**

But they don't go to the east end – actually, once you get into winter time here, it's tough to go to the east end.

**(Mr. Stephen Melore entered the meeting at 7:23 p.m.)**

**MS. CAMBRIA:**

Right, so –

**DR. GITTELMAN:**

They look for a mid-island destination.

**MS. CAMBRIA:**

I don't think we have many tourists here in the middle of winter. Do we? I don't know. I may be wrong.

**DR. GITTELMAN:**

It comes down to whether you want to serve that audience or – they are a trickle of people who look at travel guides and say, "Hey, what could we do on Long Island? We can go to the Hamptons or Jones Beach or we can come the Vanderbilt." How many places are open?

**MS. CAMBRIA:**

But if your rationale is that we should be open to serve twelve months a year, than I'm saying the hotels don't serve twelve months a year.

**DR. GITTELMAN:**

I don't even know how to address that.

**MS. CAMBRIA:**

Okay. I'm not arguing; I'm just showing you another way to look at it.

**DR. GITTELMAN:**

You're going to back into it by \$1.2 million deficit.

**MR. REINHEIMER:**

And the endowment right now – it's hard to say with the market fluctuating the way it is – but the endowment – and this is a

conversation I think the Board needs to have in executive session to determine if the investment objective for the endowment is correct now in this financial market. I have a real concern the interest rates and what that's going to do to the bond portfolio in the endowment. We're basically 50/50 in terms of our investment objective.

The endowment is somewhere around \$10.5 million right now. That cannot support a million dollar distribution on an ongoing basis. It's important that we continue with the Hotel/Motel Tax to leave the endowment alone, so that it can grow, and so in the future, if there was an interruption of Hotel/Motel Tax, we can survive.

**DR. GITTELMAN:**

On the comment that interest rates will go up and that the principal value of the bonds will drop, the ability of counsel to buy higher and to ladder into higher yielding notes will help yield the income stream for the museum if needed. To some extent, the bond portfolio is to generate stability and an income stream.

As they buy into 5 percent paper, which will become available when interest rates go up, yes, the principal will drop depending upon how long the term is of the –

**MR. REINHEIMER:**

They're in a fund. I assume, and I hope that they are in a more –

**DR. GITTELMAN:**

Mid-term fund.

**MR. REINHEIMER:**

Right. I hope.

**MR. BEATTIE:**

Very good. Thank you, Betsy.

On to the Education and Exhibits Report, Gretchen.

**MS. OLDRIN MONES:**

Just to build a little on what Steve and Betsy were talking about with the Hotel/Motel Tax and tourism and off seasons and on-seasons, I just got back from a trip to Russia and the guide kept saying how lucky we were to be there the last week of the season because after that, everything closes. They might be open a day or two days.

In fact, the schedule is kind of up in the air over there anyway. I think we're doing pretty good for being open.

By the way, I didn't see anything as awesome over there as the Vanderbilt.

The committee did not meet this month, but there are still some things to report. This is a big month for the traveling science classroom, which will be officially unveiled on Wednesday, October 30 at Old Field Middle School in Greenlawn.

Beth reports that calls are coming in to book the traveling classroom. On October 25, "Discovering the Universe" will visit a BOCES school in Wantagh, and on November 3 the bus will be at the Northport V.A.

There was a quote by Lance in the announcement flyer sent out by Patrick. Lance explains that the traveling classroom supported by our partnership with National Grid Foundation will help us expand our educational outreach and enhance our role as an adjunct to the science curriculum in the local schools.

I'm sure Lance probably has a lot more to say about this happy addition to our education programs.

Other museum education programs begin this week.

The Cold Spring Harbor Festival on September 28 was well attended. Both the traveling classroom and the museum education touch-table project were popular.

In the planetarium the school shows have begun and the new show entitled, "Let's look up," is well received. Lorraine reports the children love the new mascots in the pre-k and k show.

The Gardiner Manor assembly honoring four of their fourth grade students will be held October 21. These students won the contest to rename the first new planetarium show. Quotes from their letters were selected to go into our brochure. As the Assistant Principal pointed out, this is a way that students can see how powerful writing can be.

Stephanie reported the mansion tour statistics were 1,046 visitors in September of last year. This year we had 1,293.

In the archives on September 3, Jason Kostowitz visited to research for his upcoming Arcadia publication for the Town of Brentwood.

An Arcadian book on Great Neck published, and we are credited for an image in the publication. Author, Leila Mattson, sent a copy for the archives.

For exhibits, Stephanie reports that in the Stoll Wing HVAC has been installed in the attic space. Two units were installed at either end of the wing. She is in the process of getting quotes to remove twenty head-mounts from the Stoll Wing walls. They have been cleaned, refurbished and stored until space is ready. Stephanie is also scheduling consultation visits with artists regarding the dioramas background, foregrounds and taxidermy.

In the Hall of Fish computerized inventory with specimens on the second floor is complete. The display cases are being emptied and the contents stored in anticipation of the electrical work scheduled to begin in six weeks.

The first floor is scheduled to reopen the week of October 14, which is this week.

That's the end of my report.

**MR. BEATTIE:**

Thank you. Any questions for Gretchen?

Moving along to Development, we had a good meeting today with the staff on development. All these things that have been on our agenda are now being targeted to come up with what our projected revenue is going to be for 2014 in these areas on a monthly basis so that we can look at it and say our membership goal, for example, in February is set at X, and we didn't achieve X – that we can take a look at it on a more proactive basis going forward.

They have been working on that. They're going to figure out how to get it into ALTRU. That would be a monthly report that we'll be making to the Board here.

The other objective to that is to have a 2014 strategic plan that is going to be built around that. We're working on that. Any questions on Development?

I just talked about the strategic plan for 2014. That strategic plan also helps with other things that we're working on.

The Community Relations Committee did not meet this month.

Operations, Buildings and Grounds, Kevin.

**MR. PETERMAN:**

Certainly. I know we're trying hard, but we still have the issues in the archives with the water dripping on to the desks. The guides room and the ceilings, the leaking is getting worse. Large pieces of plaster are falling down.

The porch and the Northport Porch are still flooding and leaching of stone. The habitat water leakage is evident in several places. There are some issues with the air conditioning.

The Windsor bedroom, the plaster wall is getting worse, and the paint is bubbling from the water leak. I still don't think we realize where it's coming from.

That's what we have.

**MR. BEATTIE:**

In terms of capital projects, do we have any budget for those types of issues?

**MR. REINHEIMER:**

Not all of those issues. I met with Public Works. They're looking to do two things with facades. The water does leak through the walls.

One of the areas that Kevin mentioned over by the Windsor Bedroom is the stairway that's near there. We're pretty sure that the water damage in there is internal to the building and has to do with the heating system.

I'd like to get in there with Pete and see if we can open up those walls, because once the heating season comes around, that stairway is saturated. The outside wall that Kevin is talking about is leaching from the outside, but we're not sure.

**MR. ARMSTRONG:**

Lance, I'd like to view it with you at some point.

**MR. REINHEIMER:**

We're pretty sure it has to do with -- it's hot water. We think it's connected to the heating system because that stairway is dry during the summer months. It's pretty dry now. I'm surprised how dry it was. I've seen it when it's a wet saturated mess, and it's destroying the building. We have to do something. Obviously, it's better to try to do it now or do it before we start to turn on the heat. We're running out of time.

Public Works is looking to do the facades. Their plan is to appropriate around -- I shouldn't say appropriate because the funds are appropriated. But they are going to put in a purchase order for around \$750,000. Our primary target would be the bell tower. I'm concerned about the marine museum, too.

In the interim before they do that, which won't start until the spring, because this is not the time of year to be working on facades when it starts freezing, is to digitize so they can go through and digitize the facades. They need to at least have that so they can replicate that through computers, the pieces that are crumbling.

Steve has mentioned several times before that once they are crumbling, the facades disappear and the detail disappears. They are looking to do that the beginning of 2013 -- I'm sorry, the beginning of 2014 or the very end of 2013.

**MR. ARMSTRONG:**

Maybe they can digitize it, and we can get the three-dimensional print out of the whole place.

**MR. BEATTIE:**

Then we'll have a virtual tour of the Vanderbilt, which we actually talked about in another subject that will be coming up a little bit later.

I just wanted to get through the committee reports before -- now that we do have a quorum -- then we will vote on the previous meeting minutes.

In terms of technology, we had meetings in the last couple weeks in terms of a few things that are here. We started to look at replacing the accounting system, which we have identified as a key vulnerability to our ability to do business.

I met to ask you today about the planetarium LED display. Have we gotten anywhere with that?

**MR. REINHEIMER:**

I actually asked somebody to look into what we should be purchasing for that. We can either connect that to the computers that are there, or we could also have it stand alone. The question is, do we use a straight monitor or do we use a flat screen TV. I asked an IT person in Budget Review, and he's going to get back to me on that. I spoke to him at the end of last week.

Because of the time of year and the demands on his office, he wasn't able to get to it yet. But, yes, I'm still trying to progress that. We'd like to mount that where the clock is.

**MR. BEATTIE:**

Okay, thanks.

The IT intern, did you have something on that?

**MR. REINHEIMER:**

I gave Kevin our wish list for that.

**MR. PETERMAN:**

I did contact the person at the college that's in charge of that. She sent us the application, and we're trying to see what we can do.

**MR. BEATTIE:**

Kevin, while you have the microphone, we had a meeting last week on the recording system. Kevin found a very good alternative to the other one that we were considering. I emailed everybody that information. Can you just –

**MR. PETERMAN:**

I'll just point out that it's designed for board meetings. We have a very similar system at the college. The college has ten trustees. The system that the college purchased is this anchor system called the CouncilMAN, which you all have in front of you.

Basically, it's a microphone that has a long gooseneck so the stand stays out pretty far, so it doesn't mess with your papers. It's a mike that goes right to your mouth.

What it is is it has a volume control on it. It also has a button that you could turn it off. There's also a chair person's mike that's a little different, that the chair could actually turn off all the mikes. So if something got out of control or if, Jack, you went a little crazy, we could shut you down.

{LAUGHTER}

The point is and what's nice about the system, instead of having all the cables running all over the place, they daisy chain between the mikes. Instead of having a mike mixer, you don't even need that. You basically have the mikes running along each other with four or six foot cables. Then it just goes to a little speaker.

It also has an option of a wireless mike, which I would recommend because if we do have a group or someone that wants to speak, we could actually have someone in the audience be able to speak and it would all be amplified by a small speaker.

The only other thing that we would have to do with that, would be to have some kind of digital recorder, which are relatively inexpensive. Instead of having that tape system, it would be really efficient. It's a little hand-held digital mike that could either do a wave file or an MP3 file. It could do hours of recording. You can put that in your SD card reader and you can actually email the file. It's the right technology.

The only other thing would be to have some kind of system that helps the stenographer.

**MR. BEATTIE:**

And that is only \$200. Not the whole system, though.

**MR. PETERMAN:**

Ideally, if money was no object, we would have 14 mikes, so everyone will have one and you wouldn't be sliding anything around. Could you have one in between two people, I think you could because it's a gooseneck and you could move it. There wouldn't be any sliding. It's about a two foot long gooseneck that you could move back and forth.

Ideally, we should have fourteen, but I think we should get as many as we can afford right now. The system starts out with six mikes. You can add ten. You can add fourteen. The wireless mike is optional, of course. I think that's about \$300. I do have some prices on that.

I was going to try to bring the system here tonight. We have it in a rather large case because we have board meetings in all three campuses. They start off, depending on what time of year it is. Right now the three board meetings for October, November and December are at the Brentwood Campus. Then it gets shipped to Ammerman, which is in Selden, for the first meetings there. Then the middle of the year, it gets shipped to the Riverhead Campus.

We use it for that purpose, but the point is we wouldn't need to deal with that, but we have a board meeting tomorrow so I couldn't bring that system here tonight. Ideally I would have loved to have done that.

The only reason I'm kind of recommending or suggesting this is because I have first-hand knowledge of it. It works very well. We did a lot of research before we purchased this. It was about the best system they had out there. That's the only reason I was suggesting it.

**MR. BEATTIE:**

So what are we talking about if we went from the standard six microphones – we would actually need fifteen, at the very least, on the high end.

**MR. PETERMAN:**

Fourteen plus the wireless.

**MR. BEATTIE:**

We have 15 Trustees.

**MR. PETERMAN:**

Oh, we're fifteen Trustees. I forgot.

**MR. BEATTIE:**

Yes, we're missing one.

**MR. PETERMAN:**

Right, I'm sorry. Okay, let me give you a breakdown. The basic wireless system with the speaker that will handle a wireless mike without the mike -- the package of wireless mike with speaker and six microphones is about \$2,300.

I just have to double check if that includes the wireless mike or not. If it does not include the wireless mike, the wireless mike is \$332.

Each additional microphone is \$230. A basic system would be basically \$2,300. I believe the wireless mike would be an additional \$332.

**MS. OLDRIN MONES:**

This says it includes the wireless mike.

**MR. PETERMAN:**

It looks that way, but I just want to make sure about that.

**MR. BEATTIE:**

And that comes with six.

**MR. PETERMAN:**

Yes, it comes with six. The basic package is six.

Like I said, it seems to work very well. All I can say is I think we can get away with – I think we have to at least have one mike for every two people. You might need eight mikes.

**MR. BEATTIE:**

And the people at the Legislature were saying that the new microphones and their impedance are so much better that you might not even have to do the gooseneck.

**MR. PETERMAN:**

Right.

**MR. BEATTIE:**

Especially if we become more disciplined and not do any background noise into our recording device.

If this is Kevin's recommendation – and I know Kevin knows a lot more about it than any of us – I know Ann Marie saw a demo, not only of this but the one that I was talking about last month. Go ahead, Kevin.

**MR. PETERMAN:**

There's only one other thing we would need and that would be a digital recorder. That's about \$200. Ann Marie, the one I showed you the other day was like a four-channel super stereo recorder. That's about \$300. We don't need that. It's a basic one that we would need. It's about \$200.

As I mentioned before, it will do either a wave file or an MP3 file. It has an SD card. It's really straight forward. That's what we need, I believe.

**MR. BEATTIE:**

By the way, if we decided that we wanted to add microphones, if the two per person wasn't working, we could certainly do that down the road, also.

**MR. PETERMAN:**

I don't know – and, Lance, I know with the college if it's over a certain amount, we have to go out to bid, but I don't know if we have to do that here or not.

**MR. REINHEIMER:**

I don't think we do for \$2,000 or \$2,500 because of the research you've done.

**MR. PETERMAN:**

Okay.

**MR. BEATTIE:**

This might be a little more than that, though, because we're talking about – it's actually sixteen that we would need because we would need one for the Executive Director, who is at all these meetings as well.

**MR. REINHEIMER:**

I was going to say, maybe it would be wise just to start with say eight? One for the Chairman and then seven others?

**MR. BEATTIE:**

Okay.

**MR. REINHEIMER:**

And then you can add on if you need them.

**MR. PETERMAN:**

Yes, I agree with that.

**DR. GITTELMAN:**

We're doing it with five right here.

**MR. BEATTIE:**

But this is not working correctly.

I would say then a total of eight we're talking about. Two additional mikes would be approximately \$2,600?

**MR. PETERMAN:**

I think the easiest thing to do – one of the vendors that the college uses a lot, and I don't own stock in them or anything, but they're called B&H Photo in New York City. They are really responsive. That's where I got the prices. They are usually pretty good. We can call them and get an actual quote for everything we need. I can itemize everything and then we can get an actual cost.

**MR. BEATTIE:**

At this point, we have already kicked this can down the road for months now. I don't want to be confused with Congress in Washington.

{LAUGHTER}

**MR. ARMSTRONG:**

We don't want to be labeled.

**MR. BEATTIE:**

What I would ask then is for a motion to approve a budget of not to exceed \$3,000.

**MR. PETERMAN:**

I'll second that or make the motion.

**MR. BEATTIE:**

Whoever wants to make the motion, it's fine with me. Kevin made the motion.

**MR. ARMSTRONG:**

Second.

**MR. BEATTIE:**

Without objection? **(Vote: 8/0/0/7 Absent: Mr. Dujmic, Mr. Glascock, Ms. Gegwich, Mr. Guarnischelli, Mr. Mule & Mr. Rogers. One vacancy.)**

Kevin, will you please take care of that for us?

**MR. PETERMAN:**

Sure.

**MR. BEATTIE:**

With that, let me ask for a motion to approve the meeting minutes from last month's meeting.

**MR. DEMASI:**

Motion.

**MR. ARTMSTRONG:**

Second.

**MR. BEATTIE:**

Without objection? **(Vote: 8/0/0/7 Absent: Mr. Dujmic, Mr. Glascock, Ms. Gegwich, Mr. Guarnischelli, Mr. Mule & Mr. Rogers. One vacancy.)**

There's one other committee report. The Human Resources Committee met last night after several delays. We're making very good progress on that new HR manual.

Just to remind everybody, and we talked about this months ago, we determined that this was going to be something that was going to be – we're a little behind schedule because we wanted to be in place when we geared up staffing for the new planetarium.

I believe the new people were operating under the old manual.

**MR. REINHEIMER:**

Yes, absolutely.

**MR. BEATTIE:**

Last night we had the first real concrete draft of a final one, but Tom – and I'm making this report for Tom because he couldn't make it today. He felt that there were some things that we just wanted to fine tune and make perfect before we did this. We wanted to add in a performance review procedure going forward to that.

The plan of this committee is we're meeting on October 29. We're going to, as a committee, finalize that draft into a final format to propose to the Board.

What I will do is I will email that to everybody prior to the meeting so that by the November meeting, I'm hoping that we can vote on that.

Now we go to the Executive Director's Report.

**MR. REINHEIMER:**

Thank you. I already said part of my report pertaining to Public Works.

In addition to that, the restrooms over by the parking lot, that's in planning design right now. Public Works is planning on going forward with that I hope in the spring. But they're in the process of doing the plans for that. That project would make that handicapped compliant and renovate those two restrooms, which are really in need of restoration.

Gretchen touched a little bit into the marine museum. That first floor is going to open up. The second floor is probably not going to open for about three months.

I asked Public Works to expand the scope of that project to include outdoor lighting. That building has no outdoor security lights and has no ambient light. We do have wedding ceremonies. When the grounds crew cleans up at night, they can't see.

In addition to that, what we're looking to do is washing the front of that building with lights so when you're in the tent or on the grounds at night, the façade of that building would shine, once it's restored.

They feel that they can expand the scope to include outside lighting, plus security lighting, which is really important in that area.

We have some important dates to remember. This Sunday we have "Mammoth Winds Quintet" sponsored by the Long Island Composers Alliance. That's at 6:30 here in the planetarium.

That's another multi-media program where they're doing live music that they're composing and doing images on the dome. Lorraine and Dave have been working with the Long Island Composers Alliance in doing the media part, the video part. Tickets for that are \$15 for adults, \$12 for seniors and \$10 for children 12 and under.

Tuesday night is the Long Island Community Foundation. Right now they have 80 people that are reserved for that. That goes from 6:00

to 8:30. It starts here in the planetarium with cocktails and hors d'oeuvres followed by a custom show by Lorraine and Dave to show off our planetarium.

It's a real compressed schedule for 80 people to do a planetarium show. Then from there they will go on to do mansion tours and dessert over in the mansion.

The logistics of moving 80 people and doing that is going to be a challenge. I sent them an email suggesting that possibly they rent a small vehicle van type bus that would fit into the courtyard and can move people.

But that's really exciting. That's a tremendous response. They get somewhere around 30 to 40 people usually for something like this. So I hope Board Members can make it. It's important to be here and to talk to these people that are coming here really with the interest of seeing what they can do to help us. That's a real exciting night. It's really taking off. Eighty people exceeds all expectations.

**MS. CAMBRIA:**

What can they do to help us?

**MR. REINHEIMER:**

This is a foundation that people go to to make donations to local non-profits and people that are doing things in the community.

**MS. CAMBRIA:**

So we're asking for money?

**MR. REINHEIMER:**

We're not specifically asking for money. The foundation is coming here to showcase us so that if their members or people who use them have a desire to donate money to the museum, they know who we are, what we have, and what we're doing.

This all started when the planetarium opened. Somebody through that Long Island Community Fund made a donation for one of our chairs. Through that we started a dialogue. They came here and visited, including the President, David Okorn. He wanted to do a reception here.

They do them, from what I gather, periodically throughout the community just to showcase worthy organizations. We certainly are

worthy, and we certainly have a good story. We really have something positive for people to support. That's real exciting. That's Tuesday. I hope most of you can make that.

Gretchen mentioned Old Field Middle School. This project is really taking off. The school is very excited. We're showcasing the traveling classroom at the science club, which at this time of year, is for sixth graders. They change it in the spring for older children. They have about 20 to 25 children in the science club.

I met with the teacher advisor, and he's very excited. The school is going to have the principal there, the assistant principal there and the superintendent there. They're really happy that we're coming out there. It's nice that we're making this roll-out in our community. To have the reception that we had at Old Field Middle School is really exciting. That's Wednesday, the 30<sup>th</sup>, and that's at 3:00.

**MS. CAMBRIA:**

Is there any charge to the students?

**MR. REINHEIMER:**

No, there is no charge to students for this. Our feeling is that this is showcasing the museum and our programs. We're going to do a demonstration with that club. It's to our benefit to work with the school and partnership with them, so there is no charge to them.

**MR. BEATTIE:**

Can I ask a question on that?

**MR. REIHEIMER:**

Sure.

**MR. BEATTIE:**

In terms – and I'm sure that Pat has been working on this – the chances of getting News Twelve out there. That would be great coverage.

**MR. REINHEIMER:**

We're working on that. We sent out the press release I think two days ago. It was sent out to all the Trustees and to the Legislature, and with the release of that, Pat is going to be working with News Twelve. They have a short time frame. You have to time it just right -- News Twelve and Channel 55, also.

**MR. BEATTIE:**

Yes.

**MR. REINHEIMER:**

And I think partnering with the schools is a perfect backdrop to try to get them there. That's our hope to do that, yes.

Gretchen, again, mentioned the Stoll Wing. She steals all my best stuff.

{LAUGHTER}

**MS. OLDRIN MONES:**

You can go first next time.

**MR. REINHEIMER:**

No, that's okay. You serve as the entrance into it, and then I just fill in.

**MR BEATTIE:**

She does the teaser.

**MR. REINHEIMER:**

That's right. They did start to put in the HVAC. With that we are planning on removing the heads. This is money that was donated by the Stoll family – the Speer family, actually, who was related to the Stoll family.

They're coming the day after Thanksgiving to see our progress. We will make progress. We're planning on – once we remove all the heads and hope that we can get them restored – is to freshen up the hallway, put in molding around the dioramas, paint the hallway, put in better lighting and work on the floor.

It's going to be done in stages, obviously. The first piece is to get the HVAC in. But as they're doing that, we're going to be doing some cosmetic work, too. By the end of November, we should have a pretty good handle and make pretty good progress so that when Mrs. Speer comes, she can see the progress of her donation.

**MR. CAMBRIA:**

Are we doing the floor, too?

**MR. REINHEIMER:**

Yes, the floor, too, but we won't get to the floor before Mrs. Speare gets here.

The other thing is we have a new provider for our web service that's working with us to optimize search engines. They analyzed our website, at our request, and looked at it. The face of the website looks good and to non-technical people, it looks fine, but as far as search engines and optimizing search engines, it's not driving enough people.

This company will also change the type of design we have so that we can go in and make changes directly onto our website. Right now we have to send an email. If we need to make changes after Friday afternoon, those changes don't get done until Monday. This gives us the ability to go in and make the changes.

We did a lot of research on companies. They are local. They are in Hauppauge. They have great customer service. This is really exciting. This should roll and be in operation by the beginning of the year, January 15, in about a three-month period.

We just started this. I think it's what we need for the next part in order to drive people here, market our events and give people a reason to come to the museum.

One of the things they said to me when they looked at our website is the home page doesn't give people a reason to come here. It tells nothing about the museum. If you didn't know what the Vanderbilt Museum was, our website, the way it is now, doesn't tell people who we are.

It's nice to have somebody from the outside tell us about optimizing search engines and helping us because as far as driving people here and linking with mobile media, which is also important, our website doesn't translate to telephone mobile media as well as it should. Sometimes it does, and sometimes it doesn't. The spacing and how it formats our website onto a mobile device doesn't always work. We need to improve that.

**MR. BEATTIE:**

I'd just like to add something because I met with these people with a demo that Lance had set up. The real great thing about them is that

they wanted our site to create excitement. They were excited. It was infectious.

I think they have already been here for tours to really get a feeling for the place. They're coming here. They're getting the tours. They're seeing really what our product is. It's really a great group. I think Lance and staff did a great job finding these guys.

**MR. REINHEIMER:**

And they're coming here. They went for a tour. It really reminds me of something you would say, Steve. They said, "There are a lot of great stories here, and you're not getting that across." There are so many reasons to come here.

I have one last thing. I would like to thank Steve for his donation of two 25 foot trees. I think they're Golden Deodara Cedars.

**DR. GITTELMAN:**

Yes, one of them and the other one is a {Puwa} Cedar. You could have had more.

**MR. REINHEIMER:**

We ran into challenges in getting the trees dug up. These are huge trees. They are right out here on the way to the planetarium. They're just gorgeous trees. I want to thank Steve for the donation of those two trees. We did talk about them at the last meeting.

**DR. GITTELMAN:**

You would have had a third, but the ground is dry and hard. The spade just couldn't penetrate it. It was bad.

**MR. REINHEIMER:**

It took them about an hour and a half to get the one tree out.

**DR. GITTELMAN:**

I know; I've never seen it this bad. We had diggers come and I had to tell them that they were done because we had to call it off. They came again on Saturday. They still couldn't do it.

**MR. REINHEIMER:**

Thank you, Steve. They're really beautiful. It's unfortunate that you got here at night because the trees are really gorgeous. They really are.

**DR. GITTELMAN:**

If you want more, just let me know, come back and grab them. There are plenty where they came from.

**MR. REINHEIMER:**

That concludes my report.

**MR. BEATTIE:**

Any questions for Lance?

**MR. MELORE:**

What was the name of the company providing the internet optimization?

**MR. REINHEIMER:**

Flexible Systems. They're in Hauppauge.

**MR. BEATTIE:**

Very good. The only thing I have to report on the President's Report is the Staff and Volunteer Appreciation Day or barbeque went really well. I think the staff really enjoyed. I enjoyed it.

I want to thank the Trustees that came. Gretchen, who accuses me of never remembering her name when I'm announcing it at the event, and she's probably right, Kevin, Betsy and Michelle were there. We appreciate that. I think the staff appreciated it, also. Barbara sent us a nice thank you note for her bench for her 23 years of service.

**MR. REINHEIMER:**

Twenty-three and counting.

**MR. BEATTIE:**

What about Noel –

**MR. REINHEIMER:**

I'm sorry, I thought Ron knew but I guess not. Noel Gish's father passed away a week ago. I'm sorry that you didn't know. I just assumed you were in contact with Noel and you would have known.

**MR. BEATTIE:**

Well, our best to Noel who we also tried to get to dedicate his bench that day, but he was having some health issues taken care of, so he couldn't make it. We will have to continue to do that, but our best to him. I will reach out in the name of the Board.

Does anybody else have any old business to discuss?

New business, the formation of the Nominating Committee. We can make it a committee of one, and I know it can't be me. If anybody would like to volunteer for said Nominating Committee – okay, it will have to be Joe Dujmic, since he's not here.

{LAUGHTER}

That will serve him right. We will take all the people that weren't here today and make them the committee. I will work on that, but we do have to present the slate in November and vote for it in December – or do we do that in January?

**MR. REINHEIMER:**

January.

**MR. BEATTIE:**

Okay, we vote in January. We have a little bit of time.

**MR. PETERMAN:**

If you do find a volunteer, I did it last year, and I will gladly show whoever it is my notes.

**MR. BEATTIE:**

I think you did it with Tom Glascock, right?

**MR. PETERMAN:**

Yes.

**MR. DEMASI:**

So if I volunteer, you'll give me all your crib stuff, so I'll just have to go with that? Okay, I'll volunteer.

**MR. BEATTIE:**

Very good. A tag team.

Does anybody have any other new business to discuss? With that, I will take a motion to adjourn.

**MR. PETERMAN:**

Motion.

**MS. CAMBRIA:**

So moved.

**MR. BEATTIE:**

Without objection? **(Vote: 8/0/0/7 Absent: Mr. Dujmic, Mr. Glascock, Ms. Gegwich, Mr. Guarnischelli, Mr. Mule & Mr. Rogers. One vacancy.)**

Thank you.

**(Mr. Ron Beattie adjourned the meeting at 8:05 p.m.)**

**RB:ap**

**Attachments**

# Suffolk County Vanderbilt Museum

## October 2013 Meeting Agenda

October 16<sup>th</sup>, 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**
    - 1. Fundraising**
      - Membership
      - High Net Worth Donations
      - Bricks & Benches
      - Special Events
    - 2. Naming Rights**
      - Planetarium
      - Marine Museum
      - Clock Tower
      - Others (i.e. car, etc.)
    - 3. Admissions**
      - Grounds
      - Museum Tours
      - Planetarium
      - School Trips
    - 4. Grants**
    - 5. Site Fees**
      - Weddings
      - Special Events
      - Movie Location
  - D. Planning / Strategic Plan**
  - E. Community Relations Committee**
  - F. Operations**
    - 1. Buildings and Grounds**
    - 2. Technology**
      - Accounting Systems
      - Planetarium Lobby Displays
      - IT Intern
      - Recording Systems
    - 3. Human Resources**
- V. Executive Director Report**
- VI. President's Report**
- VII. Old Business / Staff & Volunteer Appreciation BBQ**
- VIII. New Business / Formation of Nominating Committee**
- IX. Adjournment**

# SUFFOLK COUNTY VANDERBILT MUSEUM

## Treasurer Report

**August 2013**

	Actual	Budget	Variance
	August	August	
<b>Revenue</b>			
Admission	\$ 94,928	\$ 32,000	\$ 62,928
Membership	\$ 1,875	\$ 1,000	\$ 875
Museum Store	\$ 11,503	\$ 1,000	\$ 10,503
Special Events	\$ 16,174	\$ 9,000	\$ 7,174
Suffolk County Funds	\$ 259,808	\$ 77,512	\$ 182,296
Endowment	0	14,583	\$ (14,583)
Site Use	\$ 25,626	\$ 7,000	\$ 18,626
Donations & Gifts	\$ 2,150	\$ 417	\$ 1,733
Other General	\$ 5,739	5,516	\$ 223
<b>Total Revenue</b>	<b>\$ 417,803</b>	<b>\$ 148,028</b>	<b>\$ 269,775</b>
<b>Expenses</b>			
Salaries & Wages	\$ 87,355	\$ 72,000	\$ 15,355
Benefits	\$ 18,751	\$ 21,000	\$ (2,249)
Maintenance & Equipment	\$ 11,301	\$ 1,750	\$ 9,551
Insurance	\$ 6,802	\$ 2,917	\$ 3,885
Professional	\$ 35,221	\$ 10,417	\$ 24,804
Museum Store	\$ 4,882	-	\$ 4,882
Telephone	\$ 2,525	\$ 2,083	\$ 442
Utilities	\$ 22,181	\$ 11,000	\$ 11,181
Supplies, Programs, Gala	\$ 7,388	\$ 5,517	\$ 1,871
General Expenses	\$ 3,232	\$ 1,342	\$ 1,890
<b>Total Expenses</b>	<b>\$ 199,638</b>	<b>\$ 128,026</b>	<b>\$ 71,612</b>
<b>Excess / Deficiency</b>	<b>\$ 218,165</b>	<b>\$ 20,002</b>	<b>\$ 198,163</b>

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

	Actual January	Actual February	Actual March	Actual April	Actual May	Actual June	Actual July	Actual August	Budget September	Budget October	Budget November	Budget December	Project Year End	Adopted Budget	Dollar Variance
<b>REVENUE</b>															
<b>EARNED INCOME</b>															
Admissions	6,820	4,392	73,109	74,137	67,356	65,713	96,606	94,928	27,000	34,000	27,000	33,000	604,061	400,000	204,061
Membership	1,895	5,895	12,370	1,585	2,545	1,640	4,085	1,875	1,000	1,000	1,000	1,000	35,890	12,500	23,390
Museum Store	65	0	10,113	8,682	5,750	6,747	12,552	11,503	1,000	1,000	1,000	1,000	59,412	10,000	49,412
Special Events	10,140	913	2,167	1,202	1,479	14,568	33,410	16,174	2,000	6,000	6,000	6,000	100,053	65,000	35,053
Suffolk County Funds	0	0	0	155,023	0	0	0	259,808	77,512	77,512	77,512	77,512	724,879	930,140	(205,261)
Endowment	0	60,000	0	0	0	50,000	0	0	14,584	14,584	14,584	14,584	168,336	175,000	(6,664)
Site Use	1,575	6,964	12,206	12,071	13,102	15,072	12,706	25,626	7,000	5,000	5,000	7,000	123,322	60,000	63,322
Donations & Gifts	35	1	2,272	14,040	2,850	1,533	2,356	2,150	417	417	417	417	26,905	5,000	21,905
Other General	5,844	5,925	5,849	6,935	5,744	6,047	5,702	5,739	5,517	5,517	5,517	5,517	69,853	66,200	3,653
<b>Total Earned Income</b>	<b>26,374</b>	<b>84,090</b>	<b>118,086</b>	<b>273,675</b>	<b>98,826</b>	<b>161,320</b>	<b>167,417</b>	<b>417,803</b>	<b>136,030</b>	<b>145,030</b>	<b>138,030</b>	<b>146,030</b>	<b>1,912,711</b>	<b>1,723,840</b>	<b>188,871</b>
<b>EXPENSES</b>															
Salaries & Wages	61,171	58,929	73,891	68,030	75,860	76,466	78,989	87,356	71,000	71,000	71,000	71,000	864,691	820,000	44,691
Benefits	22,747	16,847	19,816	16,282	19,350	24,474	16,417	18,751	21,000	21,000	20,000	21,454	238,138	253,454	(15,316)
Maintenance & Equip.	1,335	1,574	3,527	7,769	5,258	2,381	10,524	11,301	1,750	1,750	1,750	1,750	50,669	21,000	29,669
Insurance	2,075	2,876	2,952	2,925	2,902	4,104	4,971	6,802	2,916	2,916	2,916	2,916	41,271	35,000	6,271
Professional	17,420	28,809	25,195	19,349	34,451	25,963	49,398	35,221	10,417	10,417	10,417	10,417	277,474	125,000	152,474
Museum Store	2,527	990	7,273	5,140	4,757	5,847	3,576	4,882	0	0	0	0	34,992	0	34,992
Telephone Communic.	2,613	2,319	2,395	2,829	4,122	997	2,181	2,525	2,064	2,064	2,064	2,064	28,317	25,000	3,317
Utilities	3,878	14,965	26,157	7,484	13,555	13,037	4,771	22,181	11,000	10,000	10,000	10,000	147,028	117,000	30,028
Supplies, Prgm., Ball	1,307	6,536	4,104	8,240	29,072	15,594	25,572	7,388	5,517	5,517	5,517	5,517	119,881	66,200	53,681
General Expenses	2,261	6,149	2,848	11,996	8,739	3,963	2,514	3,232	1,342	1,342	1,342	1,342	47,070	16,100	30,970
<b>Total Expenses</b>	<b>117,334</b>	<b>139,994</b>	<b>168,158</b>	<b>150,044</b>	<b>198,066</b>	<b>172,826</b>	<b>198,913</b>	<b>199,638</b>	<b>127,026</b>	<b>126,026</b>	<b>125,026</b>	<b>126,480</b>	<b>1,849,531</b>	<b>1,478,754</b>	<b>370,777</b>
<b>Excess / Deficiency of Revenue</b>	<b>(90,960)</b>	<b>(55,904)</b>	<b>(50,072)</b>	<b>123,631</b>	<b>(99,240)</b>	<b>(11,506)</b>	<b>(31,496)</b>	<b>218,165</b>	<b>9,004</b>	<b>19,004</b>	<b>13,004</b>	<b>19,550</b>	<b>63,180</b>	<b>245,086</b>	<b>(181,906)</b>