

## **Suffolk County Vanderbilt Museum**

### **Board of Trustees**

#### **Minutes**

A regular meeting of the Suffolk County Vanderbilt Museum Board of Trustees was held in the Planetarium Lobby, Centerport, New York, on April 16, 2014.

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

Ron Beattie – President  
Gretchen Oldrin Mones - 2<sup>nd</sup> Vice President  
Betsy Cambria – Treasurer  
Kevin Peterman – Secretary  
Jack DeMasi - Trustee  
Anthony Guarnischelli - Trustee  
William Rogers - Trustee  
Dr. Steven Gittelman - Trustee  
Michelle Gegwich - Trustee  
Michael Mule - Trustee  
Lance Reinheimer - Executive Director  
Legislator William Spencer – 18<sup>th</sup> Legislative District  
Robert Pilnick  
Ann Marie Pastore – Stenographer

#### **Absent:**

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

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

**MR. BEATTIE:**

Welcome to the April meeting of the Suffolk County Vanderbilt Museum. I'd like to start with the Pledge of Allegiance.

{SALUTE TO THE FLAG}

Very good. Is there anybody who would like to address the Board? Can I have a motion to approve the previous meeting minutes?

**MR. DEMASI:**

Motion.

**MS. OLDRIN MONES:**

Second.

**MR. BEATTIE:**

Without objection?

**MR. PETERMAN:**

I have to abstain because I wasn't at the last meeting.

**MR. BEATTIE:**

Okay, it is noted. **(Vote: 9/0/1/5 Abstained: Mr. Peterman. Absent: Mr. Dujmic, Mr. Armstrong, Mr. Melore & Mr. Glascock. One vacancy.)**

Let's start with our committee reports, the Finance/Treasurer's Report.

**MS. CAMBRIA:**

I can report for the actual February. We don't have figures past that. The "Admissions" was greatly up, which is good. "Special Events" was down because in the month of February there were basically minimal special events.

The "Site Use" reflects deposits for wedding for the upcoming wedding season. Those are the comments regarding the income.

As far as the "Expenses" are concerned, there is a slight increase in the professional expenses having to do with pruning of trees, monies for the website and also accounting fees.

We still have not, as reflected here, received Suffolk County funds as in Hotel/Motel Tax funds. That's all I have to report on the month of February.

**MR. BEATTIE:**

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

Let's move on to Education and Exhibits.

**MS. OLDRIN MONES:**

So on the way into the meeting tonight, perhaps you noticed that there was a big sign on the lawn and at the gate advertising the Museum Education recess workshops. Some people have already booked and have said they did so because they saw the sign, so that's good.

Summer Workshops include four sessions of Museum Education and Astronomy for Kindergarten through fourth grade. Museum Education programs will run 10 a.m. to 1 p.m. daily. Astronomy programs and activities will run from 1 p.m. to 3 p.m. and will be taught by Roger Ledgister and Tom Rico.

Preschool Workshops will run eight Wednesdays in July and August.

The Stoll Wing just keeps getting better and better. Those of you who were down there today will certainly agree with that. The renovations have been very positively covered in a *Newsday* piece on March 20 and in a *New York Times* article on March 16 in the Metropolitan Section.

There's nothing like seeing the improvements in person, however. It's well worth your while. This is a great time to view the progress because Sean Murtha is completing the diorama background from the small antelope diorama and he's bringing about a really magical transformation.

The 20 animal head mounts have been excellently refurbished and reinstalled. Additionally, staff installed wall canvass. The staff includes Lance, with his expertise, in the new diorama space which will be painted in May by Sean.

In the Marine Museum all cases are completely empty of lights, specimens and shelving. Peter is experimenting with repainting water damaged display cases.

The mansion tour statistics show a decline from last year - most probably because Easter and Spring Break were in March last year. This March there were 551 tours compared to 740 tours in March of 2013.

Dave Weyerman, who is a photo editor from the *Providence Journal* in Rhode Island, contacted Stephanie for his article that appeared in the February 15 edition. I will pass that around. The bottom got cut off a little bit, but I think you can fill in the blanks.

A documentary filmmaker visited the archives and researched the connection between Vanderbilt and Tesla. Stephanie was able to direct him to the right person, which was Willie's father, who had invested in Tesla's inventions.

There's a lot going on in the Planetarium. Dave Bush attended an IMERSA conference in Colorado and brought back ideas and information. First of all, market analysis shows that astronomy is still number one for show popularity.

Staff is looking into purchasing a new show to add to public and school programs. The show is called "Dynamic Earth" and has won a number of awards. I'll pass this around so you can see what the awards are. That's the *Journal of the International Planetarium Society*.

Lorraine and Dave would like to use this show, narrated by Liam Neeson, to build a new program on climatology and weather, which would be available for this fall. They are also going to develop a new planet solar system program entirely in-house.

The committee felt it vital to keep things fresh by offering new reasons for people to keep coming back to the planetarium; hence the new programs.

One of the current shows, "Black Holes" is a must-see, extremely popular show. A brand new show "Earth, Moon and Sun" will premiere when we change over to summer hours around July 1. It's for audiences 8 to 80 year olds.

An Electro-Acoustical Journey of experimental music put together by a crew of composers who will show off their music in the dome is scheduled for April 27. Pat has sent out a more detailed description of this intriguing and unusual event. I don't know if you got a chance to look at it, but if you didn't, you really should.

Patricia Shil is planning a show – possibly two shows -- in November. She and her husband promote global awareness through their live show entitled, “Songs in the Key of Earth.” She is a local performer who is very popular with the schools.

By May there will be a new lobby exhibit of Astro-Photography entirely funded by the Astronomy Club using money from the \$1,000 that they had collected from the money well that they donated.

Dave is retooling the rock show to make a family friendly “Rock N Show.”

New birthday invitations have been designed; one is for the planetarium and one for the theater. Additionally, a card providing information for corporate or other events has been designed. I will pass those. I have the corporate one. I don't have the birthday ones.

**MR. REINHEIMER:**

I have one here.

**MS. OLDRIN MONES:**

Okay, here comes one birthday and one corporate.

Now to my favorite part, which is reading feedback from children who have recently attended programs at the planetarium and have made suggestions about new names or are just saying thanks.

This first letter is from Freeport Charter School that has never booked before. Lorraine talked to the teachers as they were here taking a break and customized the program. I'm not going to read all these letters. I'll just read one or two, although I do like all of them.

“Dear Lorraine, Planetarium Show Host, and Paul, Tour Guide to the Mansion, I am writing on behalf of the sixth grade at DeLaSalle School in Freeport. My class had such an amazing time at the museum. The tour was phenomenal, as was the custom star show. We felt so welcome and were able to truly enjoy ourselves. My students learned so much and could not stop talking about how much they loved the star show.”

“I just wanted to express my gratitude for you sharing your kindness and knowledge with us. I hope to encounter you both on future field trips to the Vanderbilt Museum and Planetarium.”

Enclosed are a few letters of gratitude from the members of the sixth grade at DeLaSalle who wrote on behalf of their class."

"Dear Paul and Lorraine, thank you for allowing us to go in and see Mr. Vanderbilt's mansion. It was an amazing site -- even the custom planetarium show. I hope when I persuade my parents to take us there, they will be happy to see the sites, too."

"Thank you again for allowing us to enter."

I will pass those around. You can read whatever you want, but wherever it goes, the last person, please return them to Lance. These are things that they might use in the brochure and definitely things that we want to hang on to.

These letters are from North Massapequa Montessori Children's School. This is kindergarten through first grade. It's amazing to me how well they write. Their letters have suggestions for names for the dog and cat. If you remember, Lorraine was running a contest not only to rename a whole program, as she did last semester, but to rename the dog and the cat that she uses to further intrigue younger children.

"We like the planetarium. I want you to name the cat Britney and the dog Michael. Thank you for having my class." That's from Sophia.

This person also liked the planetarium but said the dog should be Rocket and the cat should be Cloudy. These were very popular names, Rocket and Cloudy. Again, you can read the rest of these. They're really cute.

The last group is written by second graders from Setauket Elementary School. The teacher writes, "Thank you for a wonderful show, like always. You do a fabulous job keeping students engaged and teaching them important facts about our sky. We love the new and improved show. Sincerely, Amanda Besold, Setauket Elementary."

"Dear Lorraine, thank you for a wonderful show. I really enjoyed the thunderstorm because it felt and sounded so real. Something new I learned was that the sun's rays are not just one color. They are the colors of the rainbow."

"An idea I have for the new title of the show is *More Space, More Fun*. I can't wait to find out the new title. Looking forward to coming back soon. Sincerely, Maddy."

Again, there are about 30 letters here. Each one is cuter than the next, enjoy. That's the end of the report. Our next Education and Exhibit Committee meeting is going to be on May 8 at 1 p.m. Everyone is invited to attend.

**MR. BEATTIE:**

Thanks, Gretchen. Nothing says more about what our mission is than to hear those types of letters. It always points back to the great staff that we have. Thanks, Gretchen. Any questions for Gretchen and the Education and Exhibits Committee?

The Development Committee, I'm going to hold off on and talk about development issues in the President's Report, if you don't mind, unless anybody has any other development subjects they want to bring up.

Planning/Strategic Plan, do we have anything to discuss?

Okay, Community Relations Committee, Mike, I think we had a couple of emails that we probably need to discuss.

**MR. MULE:**

Yes, thank you. I received an email last week from one of the neighbors. It referred back to issues that were brought to our attention in September of last year. They wanted to know the Vanderbilt was doing to address the – what the email said was, "impending noise and traffic issues."

Lance responded, and, Lance, correct me if I'm wrong, but the response was basically three-fold that we reduced the amount of music festivals this year from five music events last year to two scheduled this summer.

As far as traffic issues and parking, that the Vanderbilt will control the parking in the manner that we did at the last music festival of last year using no parking signs, where appropriate taping off areas to restrict parking on Little Neck Road and picking up the signs and tape and any street debris by the next morning.

Also, as far as events that occur on the lawn, that the museum will monitor and control the decibel levels for those events. I think that was basically what was addressed in those, unless you have something else to add, Lance.

**MR. REINHEIMER:**

No, that's correct.

**MR. MULE:**

One of the other things I guess I should mention was that we did address the fact that at this point we do not have a permanent facility for food service. These measures are really the measures that we could do at this time to address particularly any noise issues, which is really to try to monitor and control on a per-event basis.

**MR. BEATTIE:**

Very good. Thanks, Mike.

Just to address the last issue that you brought up. It kind of goes back to the catering contract issue that the Board has been dealing with the last couple of months. This Board approved in October not of last year but the year before the Economic Sustainability Plan that does call for a permanent structure for that.

When we go to rebid the catering contract, my intent is to issue that RFP based on those parameters that we put in there and hopefully we won't be having any noise complaints from our neighbors. We want to be good neighbors. I think I made that statement before. We have great neighbors and to the extent that we're not good neighbors, I want to deal with that as expeditiously as possible. I think we have.

Lance did a great job in immediately addressing those issues. And the longer term will hopefully – with the Economic Sustainability Plan – get those issues addressed.

Any other questions on Community Relations?

Let's move to Operations/Buildings and Grounds.

**MR. PETERMAN:**

We have pretty much the same issues with water issues in the archives, the guide's room, the Northport Porch, the Habitat, and the Windsor Bedroom.

Some good news is that thanks to the removal of the trees, from what I understand, it's a much better view of the Harbor. I was told recently that it would probably be a great place for a spot to picnic now, so good job on that.

**MR. REINHEIMER:**

That's correct.

**MR. PETERMAN:**

That's the end of my report.

**MR. REINHEIMER:**

Bring your sandwiches.

{LAUGHTER}

**MR. BEATTIE:**

I think Lance also brought up that it also really highlights the poor condition of the pool. I think Lance has a plan that he's working on that will spruce that up a little bit.

**MR. REINHEIMER:**

I spoke to Peter about that. The cabanas down by the pool have regular shingles on there. They are residential shingles that do not look that nice.

The first thing we're going to do this spring is put on the clay pipe tiles to at least make those roofs and those cabanas nice and start to do some cosmetic work and restoration work on the pool.

With the trees down and the trimming that we've done -- and we've done some trimming behind the pool, too. You can see the Harbor beautifully. But what it does is the pool is very visible from the mansion now. Its present state is not consistent with the architecture of the rest of the museum.

**MR. BEATTIE:**

Thanks, Lance.

Operations and Technology, this is the first time I saw the screen in operation. That looks great. I know the new website is on-line. I didn't get a chance to really look at it in depth, but do you want to address that a little bit, Lance?

**MR. REINHEIMER:**

Sure, we're constantly making changes. They migrated the old website and a lot of the information over. We're finding lapses and deficiencies in the current website, but that's when you start digging into it.

It's interesting because sometimes the obvious is missing. One of the things that was missing on the planetarium page was the price of a planetarium show. We corrected that today.

It's a lot easier for us to make a lot of the edit corrections. It depends on the page. Some pages where there's a lot of code, the web provider will do that. But there are other pages where we can just go in and make edits on the fly. We can respond quickly. We can do it at any time.

We also have analytics on the web. This is interesting. Yesterday we had – it tells you how many views you have on the web site, what pages people are viewing, what they're using to search, and what words are they searching. They are searching Vanderbilt Museum, Vanderbilt Planetarium, Planetarium and Long Island Planetarium.

Since we went live with the website, which was right around the middle of March, yesterday we had the highest number of views in our long history of a month and a half of 5,600 views, just yesterday. Today we had, before the end of the day but toward late afternoon, we had 4,000 today, and you can see it. It starts on Fridays. Saturdays and Sundays it's high, and then it goes down the beginning of the week. People are looking starting Friday. But this week, especially, it was interesting to see 5,600 views yesterday.

The website is working well. It looks nice. You have to go home and hunt around and look. It's easier to navigate. The information is there. It's easy for us to make changes.

**MR. BEATTIE:**

It's a work in progress. This was our first cut at it. Lance was talking about the metrics that this particular website gives us, and it's going back and looking at the metrics of what people are searching for, etc, that will allow us to improve it going forward.

Then we're going to start to tailor content to educators and build it in that way. I think we made a good decision on the company. They are nice people.

**MR. REINHEIMER:**

It's working well. Actually we had a one-hour conference call yesterday, Pat, myself, and the person from Flexible Solutions, to talk about our Facebook page and Twitter. They're going to link those sites. They're going to help us manage those sites. Anything that's

listed on our website automatically gets posted to Facebook and Twitter.

They looked at our Facebook account. We made changes so that they actually now – one of the people in Flexible is now an administrator to our Facebook page, so they can go in and make changes.

They brought it to our attention that pictures needed to be changed and things needed to be done. That all started yesterday.

They also talked about segments and what segments do we want to concentrate on. So for the summer for the next few months, they wanted to know what we wanted to be concentrating on. We're concentrating on summer camps, families and date nights.

They talked to us about, like you said, Ron, writing blogs and what content we need. They're starting to guide us on doing that. It's exciting. It should drive more visitors here and also make us more visible to the public if they just want to do research and learn about us, too.

**MR. MULE:**

May I ask a question?

**MR. BEATTIE:**

Sure.

**MR. MULE:**

Lance, I renewed my membership on-line. I thought it was terrific. I immediately got an email back, which I thought was great. I wanted to know if when the year is up, is there an automatic notice that will go out that says, "Time to renew" or some type of reminder that's in progress this way we could not only capture memberships but also maintain?

**MR. REINHEIMER:**

Yes, that's a separate system. That's ALTRU. Our memberships are managed by the ALTRU system that we did a year and a half ago. Yes, we are notified on renewals.

I actually had somebody send me an email letting me know that they have been a member for a number of years, but their membership kept lapsing because the Vanderbilt never sent them renewal notices.

I assured them that we're doing that now. This new system allows us to do that.

It's always a challenge. You want new members, but it's important to build a foundation and base support of members not only to get them but to keep them. One way is to ask them to renew again. The other way is to give them a reason to renew with new programs. We started a membership reception to be a part of this institution and not just what's in it for them but what's in it for the community, education and supporting this institution for the greater good.

**MR. BEATTIE:**

Thank you. Very good.

Human Resources, Tom isn't here. He chairs the committee, but we did have an Executive Board meeting to talk about how we can improve the organizational structure here. We've had issues in the past. We've had issues very recently.

As long as I have been involved with the Board has been when basically the middle management was decimated because of budget cuts.

In my opinion that exposed our Executive Director, who everybody directly reported to. We have had a hard time with that. I think we spoke as a Board a couple times on this. I drafted an organizational chart that we'll discuss further.

Also, with that organizational chart, we will have basically salary requirements for each level so that we don't get into some of the problems that we had before and some of the organizational issues. Any other questions on Human Resources?

Okay, let's move to the Executive Director's Report.

**MR. REINHEIMER:**

Thank you. The County Executive's Capital Program came out yesterday. I just want to go over that with you. We had six projects that we requested funds for a total of \$5.8 million.

The recommended budget came out from the County Executive's Office with four projects for \$5.4 million. On a project by project basis, I'll go over what the impact was.

For restoration and stabilization of the seaplane hangar, we had requested \$200,000 in 2015 for planning and the permitting process to do work on the seaplane hangar and \$3 million in 2016.

The County Executive pushed that back to subsequent years, which would be 2018 or later. He put in \$3.1 million.

The second project, restoration of driveways and gutters, we requested \$1 million in 2016 and he kept the million dollars in 2016. Primarily that's for retrofitting or, I should say, reconditioning and restoring the bridge going into the courtyard. That money is in 2016 still.

This year they're supposed to assess the condition of that bridge and come up with a plan. We wouldn't be ready until 2016 to do construction there anyway.

Improvements to the Vanderbilt Planetarium, we requested \$90,000 to retrofit the space behind the store for a café and \$200,000 to replace the doors on the front of the Planetarium to bring them up to handicap code.

Both of those project requests were eliminated by the County Executive's Capital Budget.

Waterproofing and roofs, we requested \$400,000 in 2015. We got the \$400,000 in 2015.

We requested \$200,000 in 2016 and 2017, and that money was scheduled back to subsequent years.

Wiring and historic structures, we asked for \$100,000 in 2015. They gave us \$50,000 in 2015 and \$50,000 in 2016. Reconstruction of the Vanderbilt seawall, the wall is where the granite blocks are. That wall needs to be re-pointed, and there are three places where it's starting to be undermined to fall.

We requested \$35,000 in 2015 for the permitting and planning process and \$250,000 in 2016 to do the construction. The recommended budget reschedules that back to subsequent years.

With all that being said, what does this means? The year that really counts is 2015. The rest of the years are a plan or a schedule. What

this means is that the \$90,000 that we requested for the café is not included in the budget. I think Ron will speak about that possibly later.

The restoration for the seaplane hangar, that's critically important. I think it's important that we still have a chance, a second bite of the apple, to make our case for the Legislature to see if they would schedule funds in there for 2015 for the planning and permitting process and to move up the construction to next year.

That building is getting worse every day. The ramp is a danger. The building is failing, so funds need to be appropriated to fix that.

Waterproofing of roofs, they rescheduled the funds back to subsequent years, but we got the \$400,000 that we requested in 2015. We'll worry about 2016 during next year's Capital Program.

Rewiring of historic structures, we requested \$100,000 primarily to do work in Normandy Manor, to rewire Normandy Manor. Whether we have \$50,000 or \$100,000, at least we have \$50,000 out of the \$100,000.

Lastly, the seawall, I think that's an important project, too, that we should lobby the Legislature for to start that process. As time goes on, that's going to get worse and worse. It needs to be re-pointed – the whole wall. That wall, in round numbers, is about a half mile long. It's a lot of work that needs to be done there.

Any questions on the Capital Program?

**MR. PETERMAN:**

Yes, I have a question.

**MR. REINHEIMER:**

Yes, Kevin.

**MR. PETERMAN:**

It's my understanding that the Legislature deals with the Capital Program in June.

**MR. REINHEIMER:**

They do the report – the report comes out the middle of May.

**MR. PETERMAN:**

But they vote on it in June, correct?

**MR. REINHEIMER:**

Yes, they vote on it in June.

**MR. PETERMAN:**

If you have some pictures that you want to educate them on – would we be doing any photos or videos that we could show the committee?

**MR. REINHEIMER:**

Well, the projects – we can take pictures of the seaplane hangar. I submitted pictures of the seaplane hangar and of the wall to the County Executive's Office. I'll take that back. I'm not sure about the seaplane hangar. I know we gave them pictures of the sea wall. Pictures make a big impact – also on water intrusion. I submitted pictures to them to show the water intrusion problems.

We got \$450,000 scheduled in 2015. That's \$250,000 more than we have this year, but it's far short of what we need to run this place properly. It's a delicate balance.

**MR. PETERMAN:**

I understand, but if you are truly trying to persuade them a little bit, and I'd be willing to help you, if you need help with this –

**MR. REINHEIMER:**

Yes, that would be great.

**MR. BEATTIE:**

That would be great. There's a term that I have become familiar with in my work in my local community called demolition through neglect. I think the seaplane hangar definitely falls in that category.

Also, the case needs to be made that it's a liability to the County. Somebody will get hurt out there, and the dollars that they're not approving today are dollars that they will be spending in a lawsuit later on. The same thing is true with the seawall.

We haven't even talked about the boathouse. There are probably – and I'm not exaggerating – to say there are probably a hundred instances that we can point to here that are liability issues for the County.

Making that case, Kevin, is a great idea in terms of doing a video. I don't think it should be limited to the seaplane hangar. I think we need

to talk about gargoyles falling from the sky in this winter that we had. We have a lot of issues like that.

I know that the County is in bad financial straits. Everybody knows that, but I think to look at it in a short-term perspective of, "We'll put it back to another year," then you're not going to have to worry about it because it's not going to be there anymore. That's the logic that I think we need. We need to make a better case for it. Kevin, we would appreciate your help.

**MR. REINHEIMER:**

Any other questions on the Capital Program?

I think that's a great idea, Kevin. If we can make a video and present that to the Legislature, I think that would educate them and show them that what we're asking for is critically important. We're not asking for anything extravagant.

**MS. CAMBRIA:**

I have a question.

**MR. REINHEIMER:**

Yes, Betsy.

**MS. CAMBRIA:**

How would that work? Some time in May just before June we would take time in a session to show them the video? Can we do that?

**MR. REINHEIMER:**

They have committee hearings, so they have scheduled hearings for the Capital Program and people that want to come before the Legislature can present a video and give reasons why the Legislature should support amending the Capital Program and support what we're requesting.

**MS. CAMBRIA:**

And we should go at that time? Some of us?

**MR. REINHEIMER:**

It's good for Kevin to be there. It's always good to have a showing and have support of the Trustees. These are usually during the day, usually mid day. But a show of support by the Trustees always helps.

**MR. MULE:**

Lance, if you could also maybe find out a little more information as to the amount you had mentioned that there are very few seaplane hangars in the country. I think we should supply that information to the County Legislature because it's such a rarity to have this and to have demolition by neglect would really be a travesty.

**MR. REINHEIMER:**

Sure, I'll see what I can do on that.

**MR. BEATTIE:**

Good point.

**MS. CAMBRIA:**

That should be the title of the video.

**MR. BEATTIE:**

That's good. I think also it's very much worth noting that the things we ask for when you talk about asking for \$200,000 to stabilize the building, we're not asking to renovate the building. We're asking to stabilize it. We weren't being extravagance.

**MR. REINHEIMER:**

The \$200,000 is for the planning.

**MR. BEATTIE:**

I'm sorry.

**MR. REINHEIMER:**

This building is going to take several million dollars to do any of the stabilization work. You need permits because of its location on the beach and a plan.

**MR. BEATTIE:**

And, again, not an extravagant ask just for the \$200,000 to plan to stabilize it. Go ahead, Lance.

**MR. REIMHEIMER:**

Okay, at the request of Bill Rogers, I had another arborist come in and look at that tree in the courtyard. He didn't have to look at it too long.

He feels the same as the first person that that tree has to come down for two reasons. For public safety reasons, he felt definitely it needed to come down. There are hollow branches, squirrel nests in the

branches above, and he said the tap root is also rotting out. He said the combination of those and where it's located, that that tree has to come down.

He's a local person. I got his name from Bill Hall, one of our master gardeners. It's a person from Greenlawn who came and looked at the tree. It's sad to say, and it's going to make a difference in the courtyard. We're going to miss that tree. It's always good to be cautious and to get a second opinion.

Work is going to start in the boathouse to relocate raccoons. It's our raccoon relocation program.

{LAUGHTER}

Peter was in there a couple days ago and said that the problem is getting worse. That's starting on the 23<sup>rd</sup>, if I remember correctly.

They started to install the tent today. That's being put up. We're getting new carpeting this year. The tent should be up by next week.

As you know, the museum is open this week because of school vacation. We have had a lot of people here. This week starting on Friday through today we have had \$11,600 in admissions. So far the week has been pretty good.

Generally as these weeks work and as the week goes on, more and more people come. It usually gets off to a slow start on Monday and Tuesday, and then it picks up during the week as the week goes on.

Some of you – Michelle mentioned that there's a new sign at the front, "Path through History." It's a New York State Program. New York State has ten regions. They pledged \$1 million, which comes out to \$100,000 a region. Nassau/Suffolk is a region.

Part of that is signage to direct people to historic sites. They want these signs up by Memorial Day. The sign was put up in front of the museum a couple days ago. The sign says, "Suffolk County Vanderbilt Museum."

I've got a problem with that. They came here, and they quickly left and didn't take my recommendation that it should say, "Suffolk County Vanderbilt Museum and Planetarium," especially when you have roads on the expressway and people are trying to find it.

The planetarium is an important aspect for visitors. Most of our visitors come here for the planetarium. To leave that off the sign I think does an injustice. The signs are going up.

Many months ago, you asked me to look into highway signs, directional signs. I did that. I toured. I took pictures. I located all the signs I could locate. I logged them, and I have a list of where those signs are. I stopped at knowing that the "Path through History" was going to do signage. I wanted to see where they started and left off before we started to do our signs.

I haven't forgotten about your request to do highway signs. I started that – that was last spring that you asked about that. Last summer I took the pictures and logged all our signs. We'll see what "Path through History" does. The only sign I've seen so far "Path through History" is the one here. But Michelle said she saw one on 25A.

**MS. GEGWICH:**

The small brown one.

**MR. REINHEIMER:**

Yes.

**MS. GEGWICH:**

There's one coming west just before Little Neck, maybe a half mile before Little Neck.

**MR. REINHEIMER:**

Okay, so they're supposed to fan them out to direct people. They didn't share much information as to how many signs and where they were going to be. It's my understanding, too that they should be going on the expressway also. If they aren't, we need to get them on the expressway on those directional signs.

I passed out the best I could on the mission statement. Jack and Michael have corrected their copy. We'll make the corrections on this, but if anybody sees anything on this that needs to be changed, Michael and Jack made some corrections. What I'll do is change the statement. I will reissue it next month so that we can see and agree that this is the mission statement as amended and adopted by the Board of Trustees.

This is critical – this we have on our website. It's also with the AAM. When we do our reaccreditation, of course, the first thing they start

with is our mission statement, so I want to make sure I've got it correct as you amended it. I also want to note that it was amended by resolution on March 19 by the Suffolk County Board of Trustees at the Vanderbilt Museum.

News 12 was here today. They spoke to Dave. If you get home in time, you might see Dave on your TV in your bedroom. I thanked them for coming here. Ken Grimball was here to just highlight activities and things for children. Any publicity we get, of course, is always very positive. It's nice that they thought of the museum. Thank you, News 12.

That concludes my report. I will take any questions if anybody has any questions. Thank you.

**MR. BEATTIE:**

I think I'm going to grab the portable mike. What I want to talk about in the President's Report is something that we have talked about here before. It's an amenity that I think is long overdue here.

I met with the Presiding Officer and his Chief of Staff recently to get – we talked about some of the capital dollars that were completely eliminated, which was really doing an amenity here in the planetarium. I'm hoping that we could have it done sooner rather than later, especially for the summer rush.

I don't know if anybody remembers the concept of the "Under the Stars Café." I spoke with them. They asked for revenue projections. They seemed to be very supportive of that. I just wanted to go into a little bit more detail with you guys so you know what direction we're heading. I think we all approved it.

Basically, it would be in his corner here where we would have one of those mall kind of gates here for when it's not in operation. We would have the same thing on the other side of the observatory. We would knock this wall out here. We would basically have a wine and cheese kind of atmosphere in here.

The idea with the amenity is to get people who would have come to a show – the people who have this nostalgic view of the old laser light show. We're going to talk to the people up in Boston. We might be able to get a laser light system cheaper and bring that back if we can make this successful.

On weekends where mom and dad go out for date night, they have a place where they can come in, see a planetarium show, a laser light show or a rock show, have a place to go to have a bite to eat, glass of wine or beer and then go back to see another show. This way we will sell more tickets to the planetarium by having an amenity like this.

The idea is it's a Thursday, Friday, Saturday, Sunday kind of thing in this area. I think they're supportive of it. I'm going to continue with the revenue projections for them. Hopefully by next meeting we'll have some more details.

It's basically DPW said it's an \$80,000 construction. I think we can probably do it for cheaper, but as a worse case – with the Health Department, it's not a big issue because there's no food preparation here. We buy the food separately. It's all pre-wrapped stuff. It's basically a concession.

The State has told us that beer and wine license, that they would fast track us on that. So I think we have a chance of making this happen sooner rather than later.

Any questions?

**MS. CAMBRIA:**

A couple months ago I brought up the fact that not as a date night simply by the fact that – and you had indicated that that was the perfect area. But you can't get food here when you're coming to a show in the day time. I'm just wondering – I know you take baby steps and see how it goes from there, but I think as part of the overall picture, we can't ignore the fact that people who come here during the day do need to have some place to get prepared food as well. I don't know whether you see that as part of the initial package.

**MR. BEATTIE:**

Well, I don't know about the initial package. I think with the baby step kind of concept, that we need to at least establish that so that we can do the date night kind of thing. If it's successful, we can see what the possibility is.

When it comes to, for example, school trips, there are restrictions about what you can offer kids coming for a visit. Because if everybody doesn't get the same opportunity to buy, you can't sell – so we have to be a little bit sensitive about that. But certainly in a targeted period of time, for example, this week with spring break, we could certainly

throw the doors open for the entire week where families are coming through and you don't have these restrictions.

**MS. CAMBRIA:**

Yes, families come through on weekends on Saturday and Sunday afternoons, as well.

**MR. BEATTIE:**

Right. I didn't mean to say exclusively night time. Maybe I should have specified.

**MS. GEGWICH:**

I agree with you, Betsy. I feel like we have the market of people coming in the day. The date night is something to build, and I like the idea, but it seems that we should start with the business we already have, which is the regular folks on weekends.

**MR. BEATTIE:**

You're absolutely right. I probably misspoke. I didn't mean to stress the date night thing.

**MS. CAMBRIA:**

No, I love the date night thing. There's just one thing. If I were here on a date, which hasn't been for a while, I would take my glass of wine and I would stroll outside to the promontory, which is better than ever. I'm just wondering in your plans –

**MR. BEATTIE:**

Absolutely, the rose garden out there should have tables set up where people can go out there, grab their pre-wrapped food and go out there on a summer night. They shouldn't be restricted to being in here. The idea here is to cut into the ceiling, do LED lights, black ceiling with LED lights and –

**MS. CAMBRIA:**

Who is designing this?

**MR. BEATTIE:**

We have to get somebody through DPW.

**MS. CAMBRIA:**

And it should be someone that has a flair for restaurants or something like that.

**MR. BEATTIE:**  
I absolutely agree.

**MS. CAMBRIA:**  
Thank you.

**MR. BEATTIE:**  
Any questions on the President's Report?

Anybody have any old business that they'd like to discuss? I'm sure there are a lot of people who would like to discuss old business but how about tonight? Any new business?

Just prior to eight o'clock, I'll ask if anybody has a motion to adjourn.

**MR. PETERMAN:**  
Motion.

**MS. CAMBRIA:**  
Second.

**MR. BEATTIE:**  
Without objection, we stand adjourned. **(Vote: 10/0/0/5 Absent: Mr. Dujmic, Mr. Armstrong, Mr. Melore & Mr. Glascock. One vacancy.)**

**(Mr. Ron Beattie adjourned the meeting at 8:00 p.m.)**

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

# **Suffolk County Vanderbilt Museum**

## **April 2014 Meeting Agenda**

April 16<sup>th</sup>, 2014 / 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 / Strategic Plan**
  - 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**

## **Mission Statement**

"The Suffolk County Vanderbilt Museum — a unique combination of mansion, marine and natural history museum, planetarium and park — is dedicated to the education and enjoyment of the people of Long Island and beyond. This mission shall be achieved through the thoughtful preservation, interpretation and enhancement of the Eagle's Nest estate as an informal educational facility. Many exhibition and program themes focuses upon Long Island's Gold Coast Era and upon William K. Vanderbilt II's desire that his marine, natural history, and ethnographic collections promote appreciation and understanding of the marvelous diversity of life, other cultures, and scientific knowledge. Planetarium programming focuses on science and astronomy and seeks to capture William K. Vanderbilt II's sense of adventure and exploration through state-of-the-art entertainment."

Amended by resolution March 19, 2014  
by Suffolk County Vanderbilt Museum Board of Trustees

# SUFFOLK COUNTY VANDERBILT MUSEUM

## Treasurer Report

February 2014

	Actual	Budget	Variance
	February	February	
<b>Revenue</b>			
Admission	\$ 46,496	\$ 9,000	\$ 37,496
Membership	\$ 5,560	\$ 7,916	\$ (2,356)
Museum Store	\$ 5,068	\$ 2,000	\$ 3,068
Special Events	\$ 2,997	\$ 2,000	\$ 997
Suffolk County Funds	\$ -	\$ 85,697	\$ (85,697)
Endowment	0	0	\$ -
Site Use	\$ 4,975	\$ 5,000	\$ (25)
Donations & Gifts	\$ 2,125	\$ 1,818	\$ 307
Real Estate Rental	\$ 5,500	4,167	\$ 1,333
Other General	\$ 212	\$ 42	\$ 170
<b>Total Revenue</b>	<b>\$ 72,933</b>	<b>\$ 117,640</b>	<b>\$ (44,707)</b>
<b>Expenses</b>			
Salaries & Wages	\$ 80,466	\$ 84,500	\$ (4,034)
Benefits	\$ 17,541	\$ 19,500	\$ (1,959)
Maintenance & Equipment	\$ 1,799	\$ 11,679	\$ (9,880)
Insurance	\$ 7,250	\$ 7,250	\$ -
Professional	\$ 24,105	\$ 12,500	\$ 11,605
Museum Store	\$ 2,225	\$ 2,916	\$ (691)
Telephone	\$ 2,021	\$ 2,833	\$ (812)
Utilities	\$ 16,404	\$ 15,000	\$ 1,404
Supplies, Programs, Gala	\$ 3,417	\$ 7,583	\$ (4,166)
General Expenses	\$ 1,444	\$ 2,500	\$ (1,056)
<b>Total Expenses</b>	<b>\$ 156,672</b>	<b>\$ 166,261</b>	<b>\$ (9,589)</b>
<b>Excess / Deficiency</b>	<b>\$ (83,739)</b>	<b>\$ (48,621)</b>	<b>\$ (35,118)</b>

**SUFFOLK COUNTY VANDERBILT MUSEUM  
TREASURER REPORT FOR THE YEAR ENDING 2014**

	Actual	Actual	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Project	Business	Dollar							
	January	February	March	April	May	June	July	August	September	October	November	December	Year	End	Plan	Variance			
<b>REVENUE</b>																			
<b>EARNED INCOME</b>																			
Admissions	37,235	46,496	60,000	72,000	75,000	75,000	95,000	95,000	45,000	40,000	40,000	35,000	715,731	650,000	65,731				
Membership	2,790	5,560	7,916	7,916	7,917	7,917	7,917	7,917	5,000	5,000	5,000	5,000	87,518	95,000	(7,482)				
Museum Store	4,413	5,068	9,000	9,000	9,000	9,000	12,500	12,500	5,000	5,000	5,000	5,000	90,481	85,000	5,481				
Special Events	8,197	2,997	3,000	4,000	5,000	15,000	30,000	17,000	18,000	5,000	10,000	6,000	124,194	125,000	(806)				
Suffolk County Funds	0	0	85,697	85,697	85,697	85,697	85,698	85,698	85,698	85,698	85,698	85,698	856,976	1,028,370	(171,394)				
Endowment	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Site Use	8,722	4,975	11,000	11,000	12,000	14,000	12,000	22,000	22,000	8,000	4,000	7,000	136,697	130,000	6,697				
Donations & Gifts	1,156	2,125	1,818	1,818	1,818	1,818	1,818	80,000	1,818	1,818	1,818	1,819	99,647	100,000	(353)				
Real Estate Rental	5,500	5,500	4,167	4,167	4,167	4,167	4,167	4,167	4,166	4,166	4,166	4,166	52,666	50,000	2,666				
Other General	142	212	42	42	42	42	42	42	41	41	41	41	770	500	270				
<b>Total Earned Income</b>	<b>68,156</b>	<b>72,933</b>	<b>182,640</b>	<b>195,640</b>	<b>200,641</b>	<b>212,641</b>	<b>249,142</b>	<b>324,324</b>	<b>189,640</b>	<b>157,640</b>	<b>158,640</b>	<b>152,641</b>	<b>2,164,680</b>	<b>2,263,870</b>	<b>(99,190)</b>				
<b>EXPENSES</b>																			
Salaries & Wages	84,956	80,466	92,500	92,500	92,500	97,500	97,500	97,500	97,500	94,500	94,500	94,543	1,116,464	1,120,043	(3,579)				
Benefits	23,170	17,541	20,000	20,000	20,000	22,000	22,000	22,000	22,000	20,000	20,000	19,948	248,659	246,948	1,711				
Maintenance & Equip.	2,740	1,799	11,679	11,679	11,679	11,679	11,679	11,679	11,679	11,679	11,680	11,680	121,331	140,150	(18,819)				
Insurance	7,215	7,250	7,250	7,250	7,250	7,250	7,250	7,250	7,250	7,250	7,250	7,250	86,965	87,000	(35)				
Professional	20,034	24,105	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	169,139	150,000	19,139				
Museum Store	2,782	2,225	2,916	2,916	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	34,175	35,000	(825)				
Telephone Communic.	2,209	2,021	2,833	2,833	2,833	2,833	2,833	2,833	2,834	2,834	2,834	2,834	32,564	34,000	(1,436)				
Utilities	17,991	16,404	15,000	14,000	14,000	15,000	19,000	19,000	18,000	10,000	10,000	11,000	179,395	175,000	4,395				
Supplies, Prgm., Ball	4,536	3,417	7,583	7,583	7,583	7,583	7,583	7,583	7,584	7,584	7,584	7,584	83,787	91,000	(7,213)				
General Expenses	2,875	1,444	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	29,319	30,000	(681)				
<b>Total Expenses</b>	<b>168,507</b>	<b>156,672</b>	<b>174,761</b>	<b>173,761</b>	<b>173,762</b>	<b>181,762</b>	<b>185,762</b>	<b>185,762</b>	<b>184,764</b>	<b>171,764</b>	<b>171,765</b>	<b>172,756</b>	<b>2,101,798</b>	<b>2,109,141</b>	<b>(7,343)</b>				
<b>Excess / Deficiency of Revenue</b>	<b>(100,349)</b>	<b>(83,739)</b>	<b>7,879</b>	<b>21,879</b>	<b>26,879</b>	<b>30,879</b>	<b>63,380</b>	<b>138,562</b>	<b>4,876</b>	<b>(14,124)</b>	<b>(13,125)</b>	<b>(20,115)</b>	<b>62,882</b>	<b>154,729</b>	<b>(91,847)</b>				