

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 November 19, 2014.

The following were in attendance:

Ron Beattie – President
Joseph Dujmic – 1st Vice President
Betsy Cambria – Treasurer
Kevin Peterman – Secretary
Michelle Gegwich - Trustee
Jack DeMasi - Trustee
Michael Mule – Trustee
Stephen F. Melore – Trustee
Dr. Steven Gittelman - Trustee
Anthony Guarnischelli - Trustee
Lance Reinheimer - Executive Director
Robert Pilnick
Ann Marie Pastore – Stenographer

Absent:

Duncan Armstrong - Trustee
William Rogers – Trustee
Thomas Glascock – Trustee

Excused Absence:

Gretchen Oldrin Mones - 2nd Vice President

(Mr. Ron Beattie called the meeting to order at 7:10 p.m.)

MR. BEATTIE:

Welcome to the November 2014 meeting of the Suffolk County Vanderbilt Museum. We'll start with the Pledge of Allegiance.

(SALUTE TO THE FLAG)

Very good. Does anybody in the public want to address the Board? Okay, we don't need to take a vote on the previous meeting minutes because we didn't have a quorum, so there was nothing to vote on. I hope everybody got a chance to review the notes. If anybody has any questions on those, we could certainly address them now.

Committee Reports, Finance/Treasurer's Report, Betsy.

MS. CAMBRIA:

I refer to the legal size sheet, the "Expenses" for September. There is nothing that glares out at me, except for the "Admissions," which is considerably less than August. As you know, once school starts, we don't have as many admissions. There's a big drop there. That's always anticipated.

Under the "Special Events," that section Lance will discuss later on. It was a Grateful Dead concert, and it brought in a lot of money. I'm amazed.

The other item under "Income" is the "Site Use" figure, which actually represents the income from weddings, which had already been booked. The payments were finalized.

Under "Utilities" under "Expenses," I pointed out to Lance \$27,000 in September. He said, "Well, the air conditioning is still going." That's why that was a very large amount in September. Other than that, there's nothing that's glaring.

MR. BEATTIE:

Very good. Thank you, Betsy. Does anybody have any questions on the Treasurer's Report? The only thing I can point out is, and I think I say this every year, what a long strange trips it's been. That's a Grateful Dead song.

{LAUGHTER}

Development, there really hasn't been anything going on in the development side right now, other than what I'm going to discuss in the President's Report. So we could just skip that.

Planning and Strategic Development, I don't think anything has been really going on with that. Is there, Steve?

DR. GITTELMAN:

We did not have a meeting. Lance and I had promised to share this with Jack, and I apologized to Jack and apologized to Ron, too, because you wanted this distributed. But we did this in the last three days of the month, so I hope you'll forgive us.

We put together what we think is a packet that Trustees should consider -- disseminating to new Trustees, of course. I also gave you what I found. It's Cliff's Notes to Being a Trustee. It's not exactly entitled that. It's a Canadian version, so you'll have to excuse us. We haven't edited it to make it look like our own.

I was looking at a couple of these, and I read the books that were recommended that you read. I'm not sure any of us have the time to read a book on being a Trustee. Or some Trustees may not find the book or they might find it a little dreary. They are, with all due respect.

Some of you have served on Boards and then there may be a new Trustee someday who is going to come along and not know anything. What we're basically saying is that this gives you a good idea of just if you don't know something, you read it. It also has good talking point.

Some of the things that I feel we ought to consider talking about, for example, is the relationship between the Director and the Board. That's something that is unusual in a non-for-profit. I really feel that's worthy of a few minutes just discussing how it really ought to be.

I'm giving this to you so that -- and I'm not expecting to read this by the next meeting but hoping that you'll read this by next meeting. And believing that all of us can do that at breakfast or wherever you do your reading, and we can come back and pick a point worth discussing.

We're also distributing two books to you, neither one of which are my favorite. There's another book, which unfortunately is out of print. It's called "Museum Trusteeship." I believe it's Ullberg and Ullberg.

MR. REINHEIMER:

I have it.

DR. GITTELMAN:

Okay, you have a copy. I am trying to gather copies by buying them on the used market, if you will. I will get enough copies for everybody sooner or later.

I'm going to tell you that you can have these books. Congratulations, put them on your bookshelves. Anybody who gets through them, we can talk. But I really feel that the orange one gets to the point. What I like about it best is that I think it has the emphasis that our museum should have. I always felt it worked.

So why bring this up? I bring this up because there's absolutely nothing I know wrong with this Board. That's the time to bring it up. It's not a good time to bring it up after things start to go astray and then we say, "Okay, everybody, here's a book to read," because then somebody takes it personally and says, "Oh, is this directed at me?" That's just not the right time.

A little bit on the side, but I feel it's important. It's a great way of supporting the Executive team in what we're doing and knowing what we ought to be doing and what we're not doing. Maybe we can have a little self-reflection. It wouldn't hurt.

Now I come back to what I said about the Executive Director. I think that one of the things most important is that we appoint the Executive Director, but we do not micromanage. The Executive Director manages the staff.

Really you have a very strong hourglass shape in the way in which the institution is supposed to be run. The person who is supposed to communicate most with their Executive Director is not all of us but the President. We appoint the President.

It's so important because we're about to do a Nominating Committee. You have to understand that the critical relationship here should be between the fellow we vote in as President and the Executive Director, who we hired. The only time we really get to doubt him is when we fire him or when we do reviews.

We're really not supposed to be second guessing him. We're not supposed to be talking to his staff and going around him. We're not

supposed to becoming co-equal with the staff. We're not supposed to have financial relationships, buddy-buddy, whatever you want to call it.

I think once you get into the scheme of that and you understand how important the right President with the right Director is and that the rest of us have other responsibilities to fill in, then we can do that through committees. That's my bit.

Yes, we did something small, not something big. That's it.

MR. BEATTIE:

I don't think so at all. I think this is fantastic. It's been long in the making. I read the *Handbook for Trustees* when I first joined. It was given to me by Carol. It helped me out a lot. I encourage everybody to take a look at it. It's not hard reading. I didn't think it was hard reading at all.

Really when it comes to set the tone, and all of us in our tenure at the table here, we've all come in at a time where we basically blew out the management level of this organization. There had been times where there has been some direct contact with some of the staff out of necessity. We're going to talk a little bit later on about the Org Chart here that we've approved.

I think it aligns with what you're talking about in terms of that there's a committee for every management position in the organization. Every time you have that committee meeting, the Executive Director should be there.

We'll get back to the way things should be, but I agree. We don't have problems. It's well pointed out that this is the time that we need to do this. I think this is fantastic. We've really been looking to do this for a long time. Lance?

MR. REINHEIMER:

I'd like to say that the documents in the packet give you good base of information on how we got the museum and the estate from the Vanderbilt family. The first four pages of the will are in there. The will is very long. We have the whole document, so that can be available, but the first four pages deals with the estate and how it came to Suffolk County.

The interesting part when I read this the other day, I kind of knew it but I forgot it, was that Normandy Manor was carved out of the estate if William K. Vanderbilt pre-deceased his wife, which he did. If she had pre-deceased him, Normandy Manor was considered part of the estate.

Today we have the estate as he really wanted it. There was a situation where he pre-deceased his wife that Normandy Manor flowed to private ownership and was bought by the County. I think it's great that we have Normandy Manor and that the estate is how William K. Vanderbilt envisioned it when he wrote his last will and testament.

There are some good documents in here that give you an idea of some basic information about the museum. The book that Steve didn't like has some interesting things in there. Some of the things I think are good, especially when you're saying we have no problems on the Board, there is a section on self-evaluation for the Board. There is also a section in there evaluating the Executive Director.

I think those are things when we start to prepare for reaccreditation, these are things that we should be doing on a regular basis. Last year we did evaluations on the whole staff in January. I plan on doing that again. It's part of the regular operations, so we're not doing evaluations when we have problems. It's just a matter of business.

I think this packet is important to demonstrate to the AAM that we're educating our Trustees. The Trustees, the Director and everybody knows what's expected from each of their positions. I think the Cliff Notes and the books give you a nice background to really understand what are our individual roles and how do we work together.

I'd also like to say on the record that this Board has been very good – they do not get involved in the day-to-day operations. You've given me a lot of freedom to run the museum. Ron's been a great liaison for the Board. I have called Ron and he calls me when different situations come up. We have a good working relationship. I'm happy to work for this Board. Thank you.

MR. BEATTIE:

Thanks, Lance. Just to remind everybody, we did the HR Manual. That calls for annual reviews for the entire staff so it's not a surprise to everybody so we have institutionalized that.

Just one further note, the Canadian Art Museum Director's Organization, it's not that bad, eh?

{LAUGHTER}

DR. GITTELMAN:

Now we do have a problem on the Board.

{LAUGHTER}

MR. BEATTIE:

Community Relations, Mike Mule is not here at the moment. He had been having conversations with the Boy Scouts. I think based on the weather lately, it's probably passed any opportunity there, but hopefully in the spring we can jump on that and coordinate.

Operations, Buildings and Grounds, Kevin.

MR. PETERMAN:

Moving right along, the public restrooms in the parking lot should be done soon. The first floor of the Marine Museum reopened in October. Work on the second floor will resume when the light fixtures arrive. I'm not sure exactly when that will happen; we're waiting on them.

The planetarium has developed a leak in the dome. The ice guard that was reinstalled during the renovations is pulling some tiles up. DPW is aware of it and hopefully they're get on that soon.

Interior work on the Moroccan Courtyard is finished. DPW is still working on the roof of the interior of the nursery wing with the guides' room and the hallway. They are making some progress. We're making some progress. Obviously, that leak was a little bit of a shocker, but they're aware of it. That's all I have.

MR. REINHEIMER:

It's the tiles. DPW came, and I haven't heard back from them, but they know something has to be done. I think they're going back to the original roofers for that work on the tiles when they reinstalled the ice guards.

MR. DUJMIC:

Just a quick question. Is it impeding our programs in any way?

MR. REINHEIMER:

No, not yet. The problem with the leak is that it's leaking on the dome. That dome has been painted one or two times, and it has pin holes. We can't keep repainting the dome. Any stains are critical and can cause problems with the video portion and the star projection, too, on the dome.

MR. BEATTIE:

Very good. Any other questions for Kevin?

Technology, nothing new to report.

HR had a meeting yesterday, but – oh, I skipped Education and Exhibits. Gretchen attended that meeting. Gretchen texted me a while ago. She's ill, so she won't be here tonight. Education and Exhibits, Jack, I believe you have the report?

MR. DEMASI:

Yes, I do have the report. The E & E Committee has met several times, which is nice. We're trying to get stuff done. The committee has been busy planning and discussing the first ever Spring Supplement. What we're planning on doing is having a breakdown version of our program guide essentially which we're going to be shipping out to schools in the spring, in addition to the other mailings that we do.

In order to have it in the mail in time for schools to schedule spring field trips, staff has been following a demanding schedule and attending extra meetings.

On November 6 we met with Joanna, one of two graphic design artists from East End Advertising. She had good ideas regarding layout, and we look forward to reviewing the first draft at our November 21 meeting.

The supplement builds on the strengths of the yearly brochure and incorporates enhancing changes.

I particularly like this statement by Lance. "Each program includes customized live lecture components tailored to the specific student group and lesson plan. The Vanderbilt Educators are able to adapt to all programs for students with special needs. This approach engages each child in active learning that is designed to reinforce and supplement the teacher's classroom curriculum. Museum Educators

are an excellent source for teachers to consult as they prepare their lessons for the programs included in this brochure. The Vanderbilt Museum, as William K. Vanderbilt II envisioned, is dedicated to the education and enjoyment of the people of Long Island and beyond."

Another change that we will have is a mailing service, The Lorraine Gregory Group, to standardize our list and mail out the brochure. This adds no additional cost and frees up our Educators.

In the Planetarium, a special multi-media event, "Songs in the Key of Earth," which presented on Sunday, November 16, was not as well attended as expected. Lance has conferred with Dave about ways to increase attendance for April.

As always, Stephanie has lots of interesting things going on. Captain J.A. Stimatz, U.S. Coastguard Retired, donated personal journals and photo albums belonging to Captain Sidney Hay, of U.S. Coastguard Retired from the Arrow World Crews. Hay was the quartermaster on that trip. Hay is deceased and Stimatz inherited the items. He was not related to Hay.

Some of those images will appear in the book Stephanie just wrote, on Eagle's Nest. It's the "Images of America" Series by Arcadia. It contains 180 vintage photographs and includes events and individuals from the surrounding community because the publisher feels that it enhances the sale of the book. We can purchase the book for our gift shop at a discounted price and the profit from the sales will be income for the museum for as many years as we care to stock and sell it.

The holiday decorating began November 17. A long time Centerport Garden Club member and decorator Michele Boyer passed away Sunday. She was only in her 60's and was a generous donor who donated the tree for the library, professional floral pieces for the dining room and all of the decorations for Mrs. Vanderbilt's room. She worked in the rose garden, as well. Stephanie has spent several days each year decorating with her and is really going to feel her absence. It's a sad loss for all.

Finally, the bald eagle, on loan from the Heckscher, is on display in the library.

That's it.

(Mr. Mule entered the meeting at 7:30 p.m.)

MR. BEATTIE:

Thank you. Are there any questions for Jack on Education and Exhibits?

Welcome, Mike. Mike, we kind of skipped through the Community Relations section. I know we spoke a little bit about it a couple weeks ago. I think the weather is going to preclude us from getting any work done on that, but hopefully we can do that in the spring. Would that be appropriate?

MR. MULE:

Absolutely.

MR. BEATTIE:

Anything else to report on that?

MR. MULE:

Not at this time.

MR. BEATTIE:

Very good.

The Executive Director's Report.

MR. REINHEIMER:

Thank you. As Jack said, the decorating for the mansion started. It's all decorated for the holidays. The Garden Club is coming on the Monday after Thanksgiving to start – I'm sorry. They are coming this Monday to start to decorate the outside.

We have a very large holiday tree in the center of the courtyard this year. It's about 25 feet tall. That was just put up yesterday, and we'll start getting the lights on and everything so that that will be ready the day after Thanksgiving.

The Holiday Dinner is scheduled for December 6. It's totally sold out. As a matter of fact, we have a waiting list with 20 people that would like to get in. This is the earliest that I know of that's been sold out.

At the last meeting I went over the list of special events that we've had, but being that we didn't have a quorum, I'm going to go over that again.

We have 15 weddings and one corporate event scheduled for 2015 already. We have "Spontaneous Fantasia," which is a live performance in the Planetarium by J-Walt, along with full dome images. That's on January 3. He is doing two shows, one at five thirty and one at eight o'clock p.m.

We also have another live program, "The Liverpool Shuffle," which will be two one-hour live performances in the Planetarium using the stage that we have. It's a Beatles Tribute Band. They will also be doing an outside concert one-hour performance this summer July 12. They will be performing in the Planetarium this January 24 and again on April 11.

The Clam Bake is July 18. Woodstock Fest is June 7. Grateful Dead Fest is September 27.

The Centerport Yacht Club that came here last summer, basically with very little notice, had a really successful time. They had about 250 people here. The number of boats they had participating in their Vanderbilt Cup Sail Race went from 18 to 34. They think with a year's notice that they'll get around 50 boats. They're coming back October 3.

The Jaguar Car Show is September 13.

We received a grant from National Grid of \$20,000. That's an increase from last year's grant which was \$13,000. We're having a banner year in booking the Traveling Classroom. It's been out many times already. We probably have somewhere around 1,500 students scheduled for that. That's taking off really well.

We received the grant check from the Reichert Family Foundation in October.

This is pretty interesting. We're getting a 22 year-old pick-up truck from the Town of Huntington from a former Board Member, Peter Gunther. He's now Highway Superintendent. I spoke to him, and he happened to have a truck that they are decommissioning. It's got new tires, new exhaust system, new breaks and new springs. It's just a little rusty on the outside.

This is perfect because we just purchased a new salt spreader this week. We can mount the salt spreader on the pick-up truck and have it permanently on there for the winter. The salt spreader is plastic and

it has covers that close the salt so that the salt doesn't get wet during storms. Between having a permanent salt truck and a plow, we'll be better able to manage the snow removal and the ice on the property.

That's what I have to report for this month. If anybody has any questions, I'll be certainly happy to answer them.

MR. BEATTIE:

One thing I thought maybe the pick-up truck would be part of the collection. Salt spreader would be fine, too.

MR. GUARNISCHELLI:

If Pete says it's a little rusty, how far does that go?

MR. REINHEIMER:

It goes pretty far. When that drives down the road, the sides will be flapping out. It's a Ford F150.

{LAUGHTER}

MR. GUARNISCHELLI:

It's a light one. I'll talk to Pete. If that needs to be serviced, I can take care of that for you guys.

MR. BEATTIE:

Thanks, Tony.

MR. REINHEIMER:

Yes, apparently it's pretty well mechanically. It's in good mechanical condition, but it's pretty rusty. I went down and checked it out. It is four-wheel drive. It is a little light for the salt spreader. We checked with the manufacturer of the salt spreader. The truck will handle that. We have to beef up the leaf springs in the back of the truck.

MR. GUARNISCHELLI:

Is it only staying on the grounds here?

MR. REINHEIMER:

Yes.

MR. GUARNISCHELLI:

Then you don't have to worry about it.

MR. REINHEIMER:

Well, we pick up our salt at the local County highway yard, so it does go on the road. But the springs were replaced. The truck should be able to do what we need it to do. We're trying to convince them to keep the light bar on it, because we should have a light bar on that when we're doing snow plowing or sanding or salting.

MR. DUJMIC:

Lance, the Liverpool Shuffle Concert on the 24th of January, do you have a time on that?

MR. REINHEIMER:

Yes, I do. It's going to be at 7:30 and 10:00 p.m. We're sandwiching it between Planetarium programs. We're going to have regular Planetarium programs, plus the concert.

MR. DUJMIC:

Very nice. Thank you.

MR. REINHEIMER:

It's interesting. This is a local person from Centerport. He also is in the video business, so he's putting together -- in working with Dave -- images for the dome. He's really excited about that. He met with Dave the other day, and it should be a great show. They had about 5,000 when they performed at the gazebo in Northport. They should have a good following, and we should have a good response.

MR. BEATTIE:

Very good. Any other questions for Lance?

Okay, we'll now go to the President's Report. Everybody has a copy of finally -- because for the last two meetings, I kept forgetting to bring the proposed Organizational Chart that I believe has been filed basically with the County. I think there might be some differences.

I wanted to point out -- we were talking before -- that in terms of what Steve was talking about, each one of the departments that would report into the Executive Director has a correlating committee by this Board. That's the oversight that we would be providing.

The Director of Marketing and Sales would be the Development Committee. The Deputy Executive Director would also be the Director of Education and Exhibits, so there would be that corresponding committee. The Director of Finance would be the Finance/Treasurer

Committee. Then the Director of Operations, we have an Operating Committee.

Between all those, we can have Board oversight in terms of committees to each of them.

Then, obviously, there are the ad hoc committees, which are the Audit Committee, which we'll talk a little bit about that next, the Nominating Committee, amongst other things like the Community Relations Committee, etc.

The Audit Committee, let me just talk a little bit about the audit. We had a meeting on Wednesday or Thursday of last week.

MR. REINHEIMER:

I believe it was on Wednesday.

MR. BEATTIE:

Pretty much with this new – and they're not so new anymore because it's been the fifth year – we get good grades. There is a lot to be said for that. These guys don't shy away from looking at the things we do.

There are a couple of things that they always say, that we should have some more separation of power when it comes to things. But they acknowledge in that same comment, as they have for the last two years, that we're a small organization. We don't have a lot of staff to be able to do that, so they acknowledge that. Is there any other comment on the audit?

MR. REINHEIMER:

No, I think you covered it. It's a very positive audit.

MR. BEATTIE:

I think you've also been given just a reminder of the Under the Stars Café that we want to do in this corner of the building, we finally got the last bunch of numbers in that we need because that's a two-pronged initiative. Having a food venue here of wine, cheese, beer, pre-wrapped sandwiches, no food preparation here, so we don't get into the Health Department study.

The other key component to that was this legacy thing that I think we've all heard about, "When do we get the laser light show back?" So we finally got the numbers back for the laser light show. The estimate by DPW for the food venue was \$80,000. Pleasantly, the

laser light show number that came in was \$50,000, which includes programming. Do you know how many programs?

MR. REINHEIMER:

I believe there were 22 programs that come with it.

MR. BEATTIE:

So that's a pretty good thing to add in some revenue. The reason why it's a two-pronged approach is that we're not only hoping to make money on the sale of the food but also selling extra tickets. If a couple wants something else to do, they go see a planetarium show, they come in here, then they have a venue to have some cheese and crackers and wine, and then go in and see the laser light show.

I think we have the numbers that we can approach the – we have a preliminary commitment from the Presiding Officer that we can get this money out of the endowment and the interest from the endowment. We think there's enough money there that will cover that. Then we'll handle it as a regular project as we go forward.

I just want to let you know that it's basically \$130,000 that we're going to be asking for on that. I'll keep you guys informed in terms of where we're at. We're probably going to have to bid both, so we'll just periodically report on that. I think we have an agreement that this is an initiative we want to do. I think we have that on vote, right? I'll just keep you informed on that.

MR. DUJMIC:

Can I just jump in on that for one second?

MR. BEATTIE:

Sure.

MR. DUJMIC:

I promised I wouldn't speak much tonight, so I'll do my best.

With regard to these numbers, it's my understanding that RFP's are necessary for projects over a certain amount. I don't know if it's still like that but it was when I was with the County. These numbers separately don't rise to the level. There could be an RFP waiver if that's something that we'd be so inclined to do.

That's something to keep in mind. I just wanted to put that out there. I know RFP's are important, but typically they're for something with a

lot more value. That's why we put the original catering contract out to bid because it was such a substantial amount of money.

In terms of this, it's just something to keep in mind that there are RFP waivers available according to the standard operating procedures of Suffolk County. I think it's something that we should consider in the future if we should decide that there is a caterer that this group would agree upon. We might be able to seek a waiver through the Executive's Office and through the Legislature.

MR. BEATTIE:

That's great, and we can streamline the effort so that we could – I'm hoping that we could get this whole thing open by spring.

MS. CAMBRIA:

Great.

MR. DUJMIC:

If I can, and, again, if we're going to put it out to bid, I don't think that the spring is a realistic goal. We all know why. We have seen it in the process before.

No disrespect to my former colleagues, but it will take the County Attorney's Office three or four months to issue an RFP. They'll give a few months or up to six months for replies and things like that. It will go to the Purchasing Department. It will take another six months where we'll finally get an award or a decision a year and a half from now.

That's why I think that potentially the waiver might be the best way to go, if we had something in mind – I think if this Board has in mind that we should move forward on it without Request for Proposal because the amount that we're discussing here --

MS. CAMBRIA:

Ron?

MR. BEATTIE:

Yes, Betsy.

MS. CAMBRIA:

I agree with Joe. I wonder where you got that figure of \$80,000.

MR. BEATTIE:

DPW.

MS. CAMBRIA:

Who would do the work? Them?

MR. BEATTIE:

Most likely. There was a design firm that specializes in retail that I brought in, also. I'd like for them to do the design work. I think whenever we do work here, unless we're providing funds from a different source, we need to use DPW.

MS. CAMBRIA:

But the money is coming from the endowment interest.

MR. REINHEIMER:

Well, what you're getting into is a capital improvement. In New York State you have to pay prevailing wage. You have to use contractors that adhere to the prevailing wage.

I find when we've had major work done here, that I've been using the electricians and heating and air conditioning people that the County has under annual contract because that way it takes it away from any suspicion that we're not following the prevailing wage laws.

Even though that's maintenance, when you're doing work on buildings, it's still part of the capital umbrella. It's the easiest way to do this. The County does have several general contractors and electricians and plumbers that they use under annual contracts.

MR. BEATTIE:

Right, and I think to further answer your question, Betsy, when it comes to a capital improvement on a County project, they have to manage the project.

Even though the money is coming from the endowment, it's a capital improvement to a County property.

MS. CAMBRIA:

Well, I agree with Joe. I would love to see us use the waiver.

MR. BEATTIE:

Yes, the waivers, just to streamline it, is great. There's actually another thing that I think you guys were also given. It's not on my

agenda here, but back to getting to the Suffolk County Vanderbilt Cup Marathon –

MR. MULE:

Ron before you move on to that –

MR. BEATTIE:

Yes, go ahead.

MR. MULE:

I wanted to ask something. On the Under the Stars Café, we're looking for a particular vendor with a liquor license to come in and, under a license agreement essentially, to operate the Under the Stars Café?

MR. BEATTIE:

Yes and no. I think we should look at both options where the Vanderbilt here would – it would be a staff employee, and we would have the liquor license, finally, for our own venue here. I think that would give us more flexibility in the future than having a vendor come in.

My understanding of how the liquor laws are written is even if you have someone outside coming in, if they're going to be a permanent entity here, they have to get a separate liquor license. These are the things we have to take a look at to see what's best for us.

If it's a staffer that runs it -- because Lance and I talked a little bit about the possibility that the Assistant Director of Retail Operations on the Org Chart would be the person that not only runs that and helps set that up but also helps do the scheduling and the book shop. That would be the person here to do the overall coordination in the Planetarium.

These are the things we have to take a look at as we go forward to see what's best for us.

MR. MULE:

Secondarily, we're looking for a contractor to do the work or not?

MR. BEATTIE:

Through DPW – I mentioned the design firm that specializes in retail. That would be separate. But in terms of contracting it out, we need to go through DPW, as they are responsible for the upkeep of County property.

MS. GEGWICH:

Ron, I have a question.

MR. BEATTIE:

Michelle.

MS. GEGWICH:

I have my own concerns with having a facility just serving alcohol when people are here for such a short amount of time, but that's something we can work out down the road. I'm not positive that I support that piece of it. But as far as what's presented here, it's very adult, whereas kids are the ones we usually need to address. Hopefully there are plans to expand and include other alternatives for the children or just for people who are not planning on drinking. Obviously, we'll have more opportunities than just beer and wine.

MR. BEATTIE:

I didn't mean to say – and if you read through that – I'm pretty sure that it talks about wraps and salads.

MS. GEGWICH:

No, it says pre-wrapped cheese, pre-wrapped sandwiches, beer, wine, coffee, tea and pre-wrapped desserts. That's not exhaustive, obviously. I just wanted to make mention that that sounds to me pretty adult. I personally would rather see it be more universal.

MR. BEATTIE:

Okay, yes, absolutely. That was the intent. There are people who don't want to booze up before a laser light show.

MS. GEGWICH:

Right, and if they're only here for an hour, I honestly have concerns about them leaving and driving from here.

MR. BEATTIE:

I think that's a liquor license issue, that who ever is in charge of that, they're responsible to make sure it's done responsibly. That's true with any liquor license that you get.

When it comes to – there's also going to be coffee, tea, soft drinks and wraps. I'm hoping this is not only going to be a night-time venue, and I'm hoping in the summer time we can set up tables out in the rose garden and people can grab their sandwiches and their sodas, go out, grab a bite and take in the beautiful view of Northport Harbor.

I don't mean to completely tie it into the laser light show, etc. It's an added venue here. That's where I think we're going to make most of our bang for our buck, is to have the venue so that people can buy a ticket, have something to do, and then buy another ticket.

Back to the Suffolk County Marathon, I mentioned in the last meeting that we wanted to do our Marathon in the fall to take advantage of preparations that people might want to do for the New York Marathon, which is usually the first weekend in November.

Unfortunately, the County Executive decided he wanted to take advantage of the fall. We spoke about that, but we've gotten commitment from them that they will support us doing an event in mid-April.

It's a tough haul to put something like that on. I don't think it's going to be as big as we wanted it to be, but I think we can – I'm told, from people that I know in the industry, that we could probably get in the neighborhood of 2,000 people to participate on April 19. The benefit of the April 19 one is that it would be a prep race for the Long Island Marathon.

I'm hoping by the next meeting, I can have a proposal or a couple of proposals to consider for a race management team to come in and put that together. I think we can pull it off.

The County gave us their commitment that they would support us in terms of helping with all the jurisdictions, because that's the toughest part, running the entire length of the Vanderbilt Motor Parkway from Lake Ronkonkoma all the way to the end of the Vanderbilt Motor Parkway, then through Greenlawn and then here. That's a tough haul. I'm told we can pull that off and maybe even do a half marathon and a 5K to go along with it.

MR. DUJMIC:

Why can't we have the County Executive's support for October?

MR. BEATTIE:

The County Executive announced a month ago that he's inaugurating the Suffolk County Marathon on the South Shore in the fall.

MR. DUJMIC:

Okay.

MR. MULE:

Ron, can I ask you a question?

MR. BEATTIE:

Sure, Michael.

MR. MULE:

The jurisdictions that this race would go through, is it three towns? Is it Smithtown, Babylon and Huntington?

MR. BEATTIE:

No, not Smithtown. It's Islip and Huntington in terms of Townships. Then you have fire districts that are different. As long as we have the support of the Suffolk County Police and Fire Rescue and Emergency Services to help coordinate with those, we should be okay.

MR. DUJMIC:

Do you think if we move it to Babylon, maybe we could get the support in October?

MR. BEATTIE:

We probably would, but that might be the course that they'll take over at the Suffolk County Marathon.

The last thing that I have is the Nominating Committee for Officers for next year. Who would like to be on the Nominating Committee this year? That's always a fun appointment.

MR. DEMASI:

It was a rough one last year, so I'll do it again.

{LAUGHTER}

MR. PETERMAN:

You did a great job, thanks.

MR. BEATTIE:

Anybody else want to join Jack on the committee?

MR. GUARNISCHELLI:

I'll help Jack.

MR. BEATTIE:

Great, Tony. Anybody else?

MS. GEGWICH:

I'll join the committee.

MR. BEATTIE:

Michelle, very good. Without objection, that sounds like a great committee to me. Hopefully you'll have a report for the next meeting, and we can have the elections in January.

MS. CAMBRIA:

Are we having a December meeting?

MR. BEATTIE:

Yes.

MS. CAMBRIA:

When?

MS. GEGWICH:

December 17.

MR. BEATTIE:

Yes, December 17.

Does anybody have any old business?

MR. DUJMIC:

I have some very, very, very old business. I would like wish our President a very happy birthday today.

{APPLAUSE}

MR. BEATTIE:

That is very, very old business. In fact, I celebrated it today by going to my orthopedist and found out that my shoulder problem is arthritis. He just had to rub that in.

{LAUGHTER}

Does anybody have any new business?

MR. PETERMAN:

I have some old business. I noticed the new signs that are out on the roads. You had mentioned that. They are out there. Great job.

MS. GEGWICH:

Yes.

MR. REINHEIMER:

Are you talking about the Path Through History Signs?

MR. PETERMAN:

There are also just some new Vanderbilt signs.

DR. GITTELMAN:

Make like you knew about it, Lance.

{LAUGHTER}

MS. GEGWICH:

They're different than the Path Through History Signs.

DR. GITTELMAN:

You still don't know how to play it, do you.

{LAUGHTER}

MR. REINHEIMER:

My influence goes beyond me.

DR. GITTELMAN:

It sure did this time.

MR. REINHEIMER:

I actually want to comment on the Path Through History Signs because I'm not happy with the lack of signs that we received. We're not on the Expressway. We're not on the Northern State. The Heckscher Museum is on the Expressway.

I purposely went to a meeting of the Path Through History last week to be able to see the people that I've been trying to get a hold of about the signs. I was happy to find out that there are other institutions who feel the same way. Cradle of Aviation has no signs.

There were some problems and challenges with the signs. They kind of suspended putting them up, and they're rethinking the whole thing.

There was a representative that stopped here from New York State, but that person wouldn't give their name or contact information. The

person didn't really want to hear about where we think we should have signs placed. To have a sign placed 50 feet from our entrance doesn't attract a lot of new people. But we do have a few new signs.

I'm happy to say that we did better than other institutions. Apparently, many people are not happy with those signs.

I did talk to DPW almost a year ago, many months ago. I took an inventory of all the old signs and where they are. Public Works wasn't sure that they could do the signs for us.

One thing lead to another, then the Path Through History started up, so I wanted to see where those signs were. I know the Board had asked about a year and a half ago to put up new highway signs. I'm glad it happened by magic.

I think we still have to look at the signs because some of them do need to be replaced.

MS. CAMBRIA:

On the Expressway some of those signs seem to still have some extra room where they could still put additional attractions. Maybe they're waiting for us to contact them.

MR. REINHEIMER:

We're region ten in New York State Department of Transportation. I've tried to reach out to them, but, as I said, Path Through History started so I stopped that avenue and waited to see what Path Through History would do. But there's a lot of room on the Expressway for additional signs. We should have one at the exit for Deer Park Avenue and at the exit for 110. There should be more signage.

MS. GEGWICH:

I'm pretty sure once you get on to 231, there is one. I think that was the one that I just saw when I get off the Expressway going east. I think there's one right at that intersection when you make the right onto 231, Deer Park Avenue.

MR. REINHEIMER:

That's good to know.

MR. BEATTIE:

Very good. If there's no other old business or new business -- wait, I just thought of something. The County did reappoint Michael Mule, Jack DeMasi and who else?

MR. REINHEIMER:

Elizabeth.

MS. CAMBRIA:

Me.

MR. BEATTIE:

Oh, yes, and Betsy.

MR. DUJMIC:

I'm not on that list.

MR. BEATTIE:

So congratulations to them.

MR. DUJMIC:

I believe that's probably for your full term.

MR. REINHEIMER:

Yes, Jack was filling out the unexpired term. That's a four-year sentence for all of you.

{LAUGHTER}

I'd like to also mention because Ron is too shy to say it, that there is a resolution on the table to reappoint Ron, also. It will be considered through the next Legislature Meeting.

MR. BEATTIE:

If there's no other business, can I get a motion to adjourn?

MR. PETERMAN:

Motion.

MR. DUJMIC:

Second.

MR. BEATTIE:

Thank you very much for coming. **(Vote: 10/0/0/5 Absent: Ms. Oldrin Mones, Mr. Armstrong, Mr. Glascock & Mr. Rogers. One vacant position.)**

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

RB:ap

Attachments

Suffolk County Vanderbilt Museum

November 2014 Meeting Agenda

November 18th, 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**
 - 1. Proposed Organizational Chart**
 - 2. Audit Committee**
 - 3. Under the Stars Café**
 - 4. Laser Light Show**
 - 5. Nominating Committee**
- VII. Old Business**
- VIII. New Business**
- IX. Adjournment**

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

	Actual January	Actual February	Actual March	Actual April	Actual May	Actual June	Actual July	Actual August	Actual September	Budget October	Budget November	Budget December	Project Year End	Business Plan	Dollar Variance
REVENUE															
EARNED INCOME															
Admissions	37,235	46,496	52,639	73,980	52,628	46,418	76,478	80,117	35,875	40,000	40,000	35,000	616,866	650,000	(33,134)
Membership	2,790	5,560	15,905	5,785	1,960	4,605	5,450	4,975	1,920	7,917	7,917	7,917	72,701	95,000	(22,299)
Museum Store	4,413	5,068	5,847	7,598	3,533	5,511	10,027	9,122	3,645	5,000	5,000	5,000	69,764	85,000	(15,236)
Special Events	8,197	2,997	1,650	4,755	1,415	23,810	37,053	20,243	31,002	5,000	10,000	6,000	152,122	125,000	27,122
Suffolk County Funds	0	0	0	0	0	0	171,395	0	0	85,698	85,698	85,698	428,489	1,028,370	(599,881)
Endowment	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Site Use	8,722	4,975	13,840	8,375	30,593	20,010	9,710	24,968	31,382	8,000	4,000	7,000	171,575	130,000	41,575
Donations & Gifts	1,159	2,125	557	368	172	1,711	585	532	176	1,818	1,818	1,818	12,840	100,000	(87,160)
Real Estate Rental	5,500	5,500	5,500	5,500	5,500	5,500	5,500	0	0	4,166	4,166	4,166	50,998	50,000	998
Other General	142	212	351	361	76	645	653	503	728	41	41	41	3,794	500	3,294
Total Earned Income	68,158	72,933	96,289	106,722	95,877	108,210	316,851	140,460	104,728	157,640	158,640	152,641	1,579,149	2,263,870	(684,721)
EXPENSES															
Salaries & Wages	84,955	80,466	87,793	89,268	91,482	93,014	99,706	98,176	91,098	94,500	94,500	94,543	1,099,501	1,120,043	(20,542)
Benefits	23,170	17,541	23,506	18,850	24,447	20,100	23,772	21,796	25,629	20,000	20,000	19,948	258,759	246,948	11,811
Maintenance & Equip.	2,740	1,799	3,214	10,562	7,318	2,890	2,721	6,320	2,888	11,679	11,680	11,680	75,491	140,150	(64,659)
Insurance	7,215	7,250	7,249	7,250	6,249	6,749	6,500	7,250	7,250	7,250	7,250	7,250	84,712	87,000	(2,288)
Professional	20,034	24,105	38,573	17,343	23,876	23,482	40,513	23,168	20,071	12,500	12,500	12,500	268,665	150,000	118,665
Museum Store	2,782	2,225	3,336	3,331	2,067	2,224	4,102	4,058	1,474	2,917	2,917	2,917	34,350	35,000	(650)
Telephone Communic.	2,209	2,021	1,903	2,361	1,894	1,870	2,638	2,160	1,393	2,834	2,834	2,834	26,951	34,000	(7,049)
Utilities	17,991	16,404	21,759	10,395	2,321	20,993	24,331	19,753	27,422	10,000	10,000	11,000	192,369	175,000	17,369
Supplies, Prgm., Ball	4,536	3,417	17,876	16,292	11,048	6,574	7,923	25,701	8,232	7,584	7,584	7,584	124,351	91,000	33,351
General Expenses	2,875	1,444	4,066	19,268	4,820	3,213	3,685	3,293	4,906	2,500	2,500	2,500	55,070	30,000	25,070
Total Expenses	168,507	156,672	209,275	194,920	175,522	181,109	215,891	211,675	190,363	171,764	171,765	172,756	2,220,219	2,109,141	111,078
Excess / Deficiency of Revenue	(100,349)	(83,739)	(112,986)	(88,198)	(79,645)	(72,899)	100,960	(71,215)	(85,635)	(14,124)	(13,125)	(20,115)	(641,070)	154,729	(795,799)

SUFFOLK COUNTY VANDERBILT MUSEUM

Treasurer Report

September 2014

	Actual September	Budget September	Variance
Revenue			
Admission	\$ 35,875	\$ 45,000	\$ (9,125)
Membership	\$ 1,920	\$ 7,917	\$ (5,997)
Museum Store	\$ 3,645	\$ 5,000	\$ (1,355)
Special Events	\$ 31,002	\$ 18,000	\$ 13,002
Suffolk County Funds	\$ -	\$ 85,698	\$ (85,698)
Endowment	0	0	\$ -
Site Use	\$ 31,382	\$ 22,000	\$ 9,382
Donations & Gifts	\$ 176	\$ 1,818	\$ (1,642)
Real Estate Rental	\$ -	4,166	\$ (4,166)
Other General	\$ 728	\$ 41	\$ 687
Total Revenue	\$ 104,728	\$ 189,640	\$ (84,912)
Expenses			
Salaries & Wages	\$ 91,098	\$ 97,500	\$ (6,402)
Benefits	\$ 25,629	\$ 22,000	\$ 3,629
Maintenance & Equipment	\$ 2,888	\$ 11,679	\$ (8,791)
Insurance	\$ 7,250	\$ 7,250	\$ -
Professional	\$ 20,071	\$ 12,500	\$ 7,571
Museum Store	\$ 1,474	\$ 2,917	\$ (1,443)
Telephone	\$ 1,393	\$ 2,834	\$ (1,441)
Utilities	\$ 27,422	\$ 18,000	\$ 9,422
Supplies, Programs, Gala	\$ 8,232	\$ 7,584	\$ 648
General Expenses	\$ 4,906	\$ 2,500	\$ 2,406
Total Expenses	\$ 190,363	\$ 184,764	\$ 5,599
Excess / Deficiency	\$ (85,635)	\$ 4,876	\$ (90,511)

Concept / Executive Summary / April 19th, 2015

The Suffolk County Vanderbilt Museum & Planetarium (SCVM) plans on hosting a marathon/half - marathon road running race as a fundraiser for SCVM operations. The concept is to re-establish the "Vanderbilt Cup" as a competitive race more-suited to modern times. That is, as a road running race.

History

The SCVM founder, William K. Vanderbilt II, was an international pioneer of automobile usage. Notably, "Willie" (as he is affectionately known at the Museum), created a series of races in which the winner was immortalized by his name inscribed on the Vanderbilt Cup (which now resides at the Smithsonian Museum in Washington DC).

New Vanderbilt Cup

The SCVM intends to re-create the Vanderbilt Cup Trophy for this race and will retain possession of the new Vanderbilt Cup which will be permanently displayed at the SCVM. Male and Female winners of the Marathon and Half-Marathon will be inscribed on the new Vanderbilt Cup along with their corresponding times.

The Draw

For this race, the draw to get runners to participate in this race are twofold. First, runners who are planning to run the NYC Long Island Marathon would be interested in running a half-marathon as training. This could possibly include "elite" runners. For this reason, we will offer significant cash prizes for the top runners in both categories as well as the winners in respective age group divisions. Second, people interested in running in the inaugural Suffolk County Marathon in September would want to do a half or full marathon in preparation for that as well as the NYC Marathon.

Another positive "draw" will be the fact that this race is accessible via the LIRR for runners and their guests from NYC. We intend to provide transportation to the Start from Ronkonkoma train station for the runners and to the SCVM to their guests to go to the Finish Line. There will be status updates as to when the runners could be anticipated to cross the Finish Line but, while they wait, they can purchase Planetarium Shows and/or Museum tours. There will also be refreshments for purchase by guests and flat-screen displays that show key points along the course.

Course

The basic concept behind the course is to run the entire length of the Vanderbilt Motor Parkway which was a road created by William K. Vanderbilt II to promote automobile usage during its infancy as well as a portion of his car racing competition at times. The start of the race would be at the eastern terminus of the Vanderbilt Motor Parkway at Lake Ronkokoma (corner of Rosevale Avenue) and head west to its western terminus in Dix Hills. From there the race winds its way through Huntington Township eventually ending at the gates to the Vanderbilt Museum. Please refer to the chapter "The Course" for a more detailed description of the course.

Full marathon runners will find this course particularly challenging because of the many hills on the first half of the course including a one mile climb at the start and substantial rolling hills for the majority of the Vanderbilt Motor Parkway. Half marathon runners will find the majority of their section of the course as relatively flat which should result in rather fast times. The biggest challenge for both will be the near mile-long climb to the finish on Little Neck Road.

Related Events

In connection with this race, there will be related events some of which will draw long-needed attention to the SCVM. Unrelated to the SCVM will be race packet pick-up the night prior to the event which will include a "carb-loading" pasta dinner. This will most likely take place at a hotel or other venue near the start of the race.

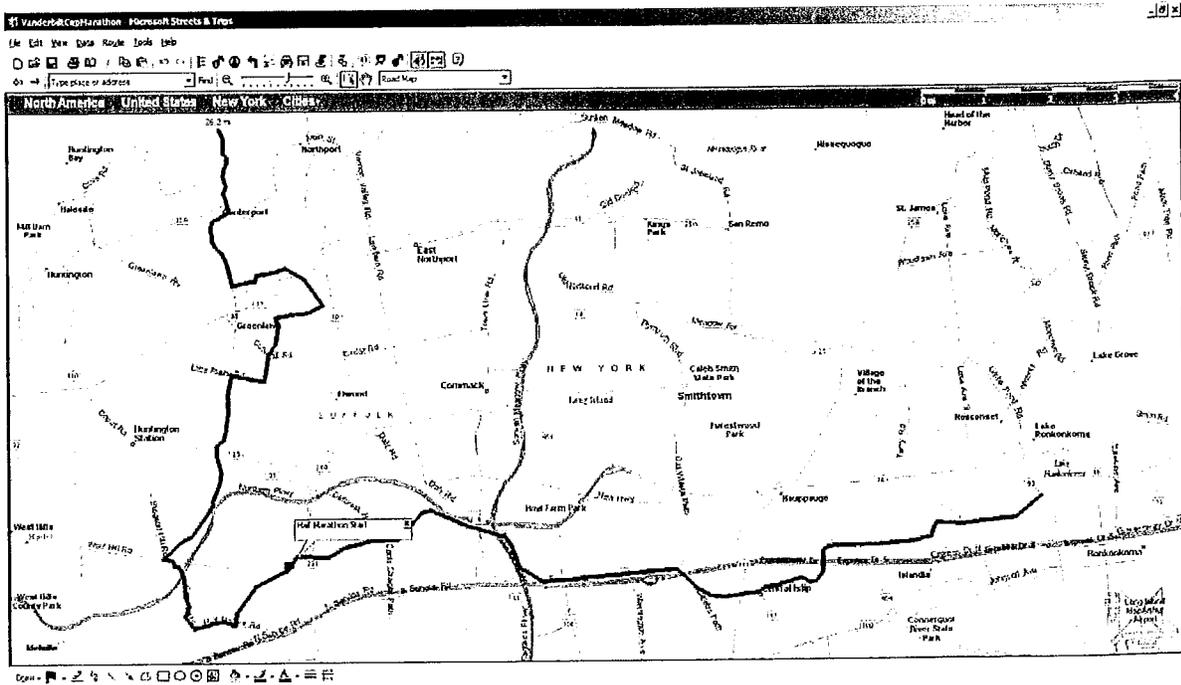
More related to the SCVM will be activities taking place on museum grounds at the finish which will essentially be a festival celebrating the museum and its brand new planetarium projector. Friends and family of runners will be able to purchase planetarium show tickets, refreshments and museum tours while awaiting the finish of participants. There is the further possibility of renting hospitality tent space to major race sponsors in the parking lots at SCVM.

The Challenges

By far, the biggest challenge in hosting this race will be logistics and the multiple town, law enforcement and fire district jurisdictions of the course. We feel that we can meet these challenges through intensive coordination between all the jurisdictions and have confidence that, as a premier Suffolk County institution, the government of Suffolk County will be of enormous help in meeting these challenges.

Course

As previously mentioned, the full marathon is particularly challenging but the half marathon is relatively flat course until then final mile. Following is a map of the race and then a turn-by-turn narrative. Please note that this course is a work-in-progress and may change due to course certification as well as safety reviews.



Concept Plan: Under the Stars Café

General Description

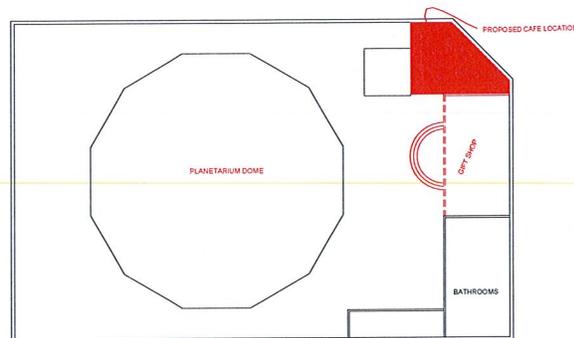
Now that the planetarium has re-opened with state-of-the-art technology, there is more need than ever to establish a venue where guests can spend time (and money) between planetarium shows so that guests are more likely to purchase tickets for multiple shows. The proposed venue would offer beer, wine, pre-wrapped cheese platters and pre-wrapped sandwiches along with coffee, tea and pre-wrapped desserts.

Location / Design

The proposed location for this venue is the 477 SF in the southeast corner of the planetarium building which would require the demolition of the cinderblock wall of the storage area. This would result in the space being bounded by the observatory wall and the gift shop wall. The benefits of this location are:

- Farthest away from the planetarium itself, mitigating noise problems.
- Close proximity to gift shop which would be positive to both venues.
- Close proximity to ticket sales.

This location also lends itself well to exposing the ceiling which would be painted black and LED and LCD lighting would be designed to represent stars along with pendant fixtures at each café-style table.



Structure

This proposed venue would be structured into the new catering agreement recently approved by the Suffolk County Legislature. The Vanderbilt would expect a minimum rent agreement for the space as well as percentage rent over a breakpoint to be negotiated.

