

Board of Trustees - Museum Division (Monday, November 4, 2024)

1. CALL TO ORDER (8:38 a.m.)

- A. Establish Quorum
- B. Moment of Silence
- C. Pledge of Allegiance

2. ROLL CALL

A. Roll Call

- Members Present: Kathy Bailey, Michael Blackwell, Robin Finnacom, Laura Friess, Karla Langhus, Emily Lewis, Conner Wolfe
- Staff Present: Karen Stone
- Visitors Present: Liz Mildenstein, Nancy Easterling

B. Approval of Minutes from September 9, 2024 Meeting

- Motion by Karla Langhus
- Second by Kathy Bailey
- Approved unanimously

3. NEW BUSINESS

A. Presentation from Visit St. Mary's MD: Liz Mildenstein, Director

- Visit St. Mary's MD is a non-profit that exists to promote tourism in the county, especially overnight visitors and day-trippers, and helps its many partners ensure that tourist visits are enjoyable.
- The county had over 826,000 visits, generating \$46.8 million in hotel tax revenue, with annual spending of \$221 million.
- Partners include state and county government, lodging providers, museums and historic entities, and business. It is a membership-based nonprofit, but there are no fees for membership.
- New initiatives include a Marketing & Sponsorship program that will begin in January of 2025. Eligible entities can apply to have public events advertised.
- The Tourism Ambassador Program will promote an improved visitor experience by sharing knowledge of the many things to do in the county.

B. Nominations & Recruitment

- Officer election scheduled for January 2025.
- Connor would like to form a committee to meet virtually to investigate who would like to serve as officers.
- Kathy Bailey and Emily Lewis volunteer.

C. Annual Report

- Will be prepared after the November meeting and voted on virtually.

4. OLD BUSINESS

A. St. Mary's County Museum Division 2025 Budget

- It is still in process. There are no new Construction in Progress requests. There is a request to make the boat captain fulltime.
- The new boat was intended to be fiberglass, but the only eligible maker for a boat of this size/type was destroyed in a Florida hurricane. The boat will now be aluminum, with some cost savings.
- There are some minor changes (extra marketing money), but the budget is nearly ready and will be submitted to the Commissioners.
- The county IT department is being asked to provide kiosks for the museum locations.
- Connor will draft a letter of support for the budget request to be sent to the commissioners via the Recreation and Parks Department.

B. St. Mary's County Museum Division & Friends of St. Clement's Island & Piney Point Museums Updates

September

- FamilyFest on the Potomac was held at the Piney Point Lighthouse Museum – 400 people attended
 - Included 75th anniversary commemoration of the scuttling of the U-1105 submarine with members of the American Captain's and German Engineer's families
- Drayden continued to be open 2 days a month

- Division accepted National Underground RR Month proclamation from the Commissioners along with St. Mary's College, Sotterley, and Point Lookout State Park
- Division hosted Chamber of Commerce Business After Hours
- Division participated in three outreach events this month
 - SOMD National Heritage Area sail and announcement of plans for MD's 400th
 - St. Mary's County Fair
 - Sunflower Festival
- Spanish version of the St. Clément's Island Self-Guided Walking Tour brochure is now available
- Staff attended National Park Service workshop about America's 250th

October

- 7th District Optimist Club hosted Blessing of the Fleet at the St. Clement's Island Museum
- Olivia Flack was hired as the Education/Programming Coordinator (starts November 6th)
- Division Calendar of Events has been set for 2025
- Drayden continued to be open 2 days a month: final attendance for the year = 181
- Water Taxi is done for the season
- Department presented at Citizens' Academy
- Division participated in two outreach events this month
 - SMC Government Wellness Day
 - Dept of Aging's Health Fair

C. St. Mary's County Department of Recreation & Parks Update

- Interviews for the division director are underway.

5. ADJOURN

A. Next Regularly Scheduled Meeting: January 6, 2025

B. Upcoming Events

- November 10th: Public Art event in Lexington Manor Passive Park
- November 16th: MD Truth & Reconciliation Public Hearing
- November 28th: Christmas on the Square Leonardtown – Old Jail Museum open till 8pm
- November 29th: Holiday Eventides: Piney Point Lighthouse Museum open until 7 pm
- November 30th: Holiday Open Houses at SCIM and PP and Museum Store Sunday

C. Adjournment

- Motion by Karla Langhus
- Seconded by Emily Lewis
- Adjourned at 9:56 a.m.