

## EDUCATION COMMITTEE

### Call to Order

The regular meeting of the **Education Committee** was called to order on Friday, **July 22, 2011** at 8:30 AM. Voting members present: Joanne Williams, Chair; Linda Carlisle, NCDCR Secretary (late arrival); and Elmer Midgett. Commission members present: Ellen Newbold (late arrival) and Fountain Odom. Also present: Eddy Browning, unseated RIC appointee (late arrival); Debbie Gibbs, Friends of *Elizabeth II*, Inc. Operations Director; Dwight Gregory, Friends of *Elizabeth II*, Inc. Board Treasurer; Bob Quinn, unseated RIC appointee; John Robbins, unseated RIC appointee; Perry White, unseated RIC appointee; and Earl Willis, unseated RIC appointee. Staff members present: Kim Sawyer, Executive Director; Andrea Hanganu, Administrative Assistant; Kathleen McLean, Education and Interpretation Manager; and Robbie Putnam, *Elizabeth II* Captain. Absent: Moncie “Punk” Daniels; Walter Daniels; Norma Houston; Angel Khoury; and Kermit Skinner, Manager-Town of Manteo (non-voting member).

### Welcome

Chairman Joanne Williams welcomed all in attendance and had all present introduce themselves.

### Adoption of Agenda

The agenda was not adopted due to lack of a quorum.

RIFP Executive Director Kim Sawyer provided an explanation regarding the membership transition for the benefit of all members, noting the following:

- Most newly appointed Commission members have completed the required State Ethics information.
- Until cleared by the State Ethics Commission, those members are not officially seated.
- Departing members are still able to vote until new appointees are officially seated.
- Governor appointed Sterling Webster as new RIC Chair on Wednesday, July 20, 2011.

\* DCR Secretary Linda Carlisle joined the meeting at 8:32 AM. \*

Upon request of Chairman Williams, Secretary Carlisle introduced herself and apologized for being late. Kim Sawyer reviewed prior discussion of the membership transition. Everyone present introduced themselves for the benefit of Secretary Carlisle.

### Approval of Minutes

The committee minutes of April 28, 2011 were not approved due to lack of a quorum.

### Old Business

No *Old Business* was presented.

### New Business

No *New Business* was presented.

### Staff Updates

*Kim Sawyer*

Kim Sawyer provided the following staff update:

- *NC Weekend* aired a segment on RIFP the previous night at 9:00 PM; will re-air throughout the week.
  - Story by Julia Carpenter focuses on educational opportunities.
  - Members were requested to watch the show or view it online.

Members who had viewed the *NC Weekend* segment discussed their opinions.

Kim Sawyer continued her staff update as follows:

- July 6, 2011 budget workshop included discussion regarding the RIMM in the Town of Manteo.
  - History of the RIMM and how programming and staffing is currently set up.
  - As RIC looks to be self sufficient in 2015/16 as the General Assembly decided, programs are being examined and bringing staff back to RIFP is being considered because of the need to make potential cuts.
  - Was asked at the workshop to go back to the Town of Manteo and discuss the future, their visions for their property, and how the two entities can move forward.
  - RIC agreement with the Town includes a 6-month termination clause, unless a shorter period is agreed to.
- Film company doing a movie called *To Have and to Hold* is interested in renting the *Elizabeth II* and *Silver Chalice*.
  - Discussions are being held.
  - Talking to DCR Deputy Secretary Jeff Crow to learn of any restrictions RIC must know.

*Kathleen McLean*

RIFP Education and Interpretation Manager Kathleen McLean provided the following staff update:

- School groups:
  - Busy spring; most from NC Piedmont; top counties: Alamance, Wake, Cabarrus, Gaston, Mecklenburg, and Guilford.
  - Some schools have decided any travel will be in-state (Sawyer).
  - 15 schools visited RIFP for the first time: 4 coastal counties; 7 Piedmont counties; 4 mountain counties, including Buncombe, Caldwell, Alleghany, and Ashe.
- Adult groups:
  - Numerous groups this past spring; new group came by bus from New York just to see RIFP.
- Summer 2011:
  - Staff have been demonstrating knot tying and the shave horse on the porch to encourage visitation.
  - Daily programs: setting sails, opening the floating dock in American Indian Town (AIT); gun firings.
- Summer camps:
  - June 13-17: hosted local group of 13 girls and 1 counselor from Girl Scouts of the Colonial Coast (Virginia Council) for half days 12:30 PM - 3:30 PM.

Secretary Linda Carlisle initiated discussion regarding scouting by questioning whether Tidewater Council is a large market for RIFP and how far away the area is. The following was noted:

- RIFP is just tapping into Boy/Girl Scout market; Boy Scouts can visit RIFP as part of a blacksmithing badge; request that former scouts with contacts help get groups to RIFP (Sawyer).
- Boy and Girl Scouts both have an Outer Banks Trail badge with an option to visit at least two attractions on Roanoke Island, one being RIFP (McLean).
- Tidewater Council Boy Scouts had over 300 scouts camping the weekend of the Aviation Centennial at the Regional Airport in October 2003; agreement to provide the exact Council name (White).
- Battleship has long been doing a lot with scouting and is getting ready to expand its efforts (Carlisle).
- Tidewater is closer than Raleigh (Williams); 70 miles versus 200 (White).
  - Tidewater is a market for this entire area of NC; determining how to get marketing dollars for that market (Carlisle).
  - Two Boy Scout groups and one Girl Scout troop from Raleigh visited RIFP this past spring (McLean).
- Scouts share their RIFP experience through social networking; visitor comments are posted on the website (Sawyer).

Kathleen McLean continued her Education Department staff update as follows:

- Summer camps (cont.):
  - Area Boy Scout camp outreach was held the same week at the Girl Scout camp; part of the southern region of the Tidewater Council; two interpreters conducted a pike and arms drill all morning.
  - August 15<sup>th</sup> will conduct half-day camp: 7 enrolled; ages 5-6; will learn about the local ecosystem, sail a shad boat, and learn about leave-no-trace-behind camping ethics and proper camping on the Outer Banks.
- August 4<sup>th</sup> will take the shad boat to Chicamacomico celebrating their American Heroes Day and their Centennial Celebration; August 4<sup>th</sup> is also Coast Guard Day.
- RIMM presenters:
  - Sara Hallas, NC Coastal Federation, will discuss the local ecosystem; showing how to find creatures in the sound with hands-on tools; July 26, August 9, and August 23.
  - Frank Spruill, Operations Officer of the Auxiliary Flotilla 1607 Coast Guard Auxiliary, will re-tell the rescue of the Merlot, the British tanker sunk by a German mine in 1918; a local Coast Guard Station volunteer will discuss the Coast Guard today, including Elizabeth City rescue swimmers; July 28 and August 25.
- Experimental overnight held May 14 with Cub Scout Pack 116 from Kill Devil Hills.
  - 12 scouts; 14 adults; 5 PM – 9 AM; made nails with the blacksmith; learned knotting, buoyancy and navigation principles, and explored the Adventure Museum; slept in tents onsite; campers posted pictures on Facebook.
  - Another Cub Scout Pack is interested in spring 2012.
- 4-H never booked, but the YMCA recently visited RIFP.

*Robbie Putnam*

*Elizabeth II* Captain Robbie Putnam provided the following staff update:

- Sailing Program run by Capt. Frank Silver at the RIMM:
  - Attendance down slightly this year; 54 kids completed classes so far this summer.
  - (*Chairman Williams noted that the boats were donated a number of years ago by different organizations and businesses in the Town of Manteo and belong to the RIC.*)
  - Use eight small wooden Opti boats for kids' beginner classes; built at RIMM; start around 8 years old and go through teenagers and adults; majority of classes are the smaller, beginner class kids.
  - RIFP has four larger 2-person race boats for an advanced sailing class.

Kim Sawyer clarified that the Sailing Program is an agreement between the RIC and Capt. Frank Silver. Discussion followed regarding the Sailing Program, with the following being noted:

- History of the agreement (Sawyer and Williams).
  - RIC took over the Sailing Program; recent issue has been a member of the Town of Manteo Commission has discussed with the RIC his concern of having Capt. Silver, a commercial entity, in the building on Town property; RIC agreement with Capt. Silver ends after the Sailing Program year, so RIC will have to discuss with the Town what they want to do moving forward (Sawyer).
- Clarification that the RIC has a qualified agent running the program (Sawyer).
  - RIC equipment is in use (Williams).
- Question whether RIC staff are involved with the Sailing Program (Carlisle).
  - Capt. Putnam is liaison with Capt. Silver; Capt. Silver is certified by the American Sailing Association (ASA) and teaches the program (Sawyer).
  - Program cannot exist without persons certified by either ASA or the U.S. Sailing Association (Williams).
- Question of how program revenue is split (Carlisle).
  - RIC gets nothing; program costs the RIC for boat insurance (Sawyer); and boat maintenance (Carlisle).
  - Participant funds go directly to Capt. Silver; Town is now renting the lighthouse and property in front of the RIMM for weddings and such (Sawyer).
- Verification that RIC provides staffing for the lighthouse and cleans the bathrooms (Sawyer).
- Verification that the Town gets the revenue from the weddings (Sawyer).
- Some people plan vacations so their children can attend the program the week they are here; some local kids have moved through the program over the years; Edenton has participated in regattas (Williams).
- Capt. Putnam conducts a Community Sail on Shallowbag Bay Tuesday evenings 6-8 PM (Sawyer).
- Good program to have available in the community (Carlisle).
- Verification that Sailing Program class income goes to the instructor and not to the RIC (Sawyer).
- Verification that lighthouse and property rental income goes to the Town and not to the RIC (Williams).
  - Capt. Putnam and RIC staff at the RIMM open the lighthouse doors and walk there every so often (Sawyer); RIC staff open and close the first floor of the lighthouse; they sweep and keep it clean; upstairs is locked, and the Town Dockmaster takes care of everything upstairs (Putnam).
- Verification of no lighthouse admission charge; facility is open all day for walkthroughs (Putnam).
  - All applications for weddings and facility rental go through the Town (Sawyer).
  - RIC employees do not staff the lighthouse for weddings (Putnam).
- At one time RIC was supposed to provide exhibits; this committee did one exhibit (Williams); on Warren O'Neal (Robbins).

\* Ellen Newbold joined the meeting at 8:59 AM and was welcomed by Chairman Williams. \*

- RIC and the Maritime Museum at Beaufort collaborated on existing interpretive panels (Sawyer).
- Working on a potential exhibit of boats for next year's 150<sup>th</sup> anniversary of the Civil War; considering RIMM for the exhibit location; would be cleared beforehand with the Town (Sawyer).
- New members were encouraged to visit the RIMM before leaving for the day (Sawyer).
- *Ella View* shad boat is on loan to RIC from Virginia Mariners Museum; originally at Mystic Seaport Museum (Williams); originally belonged to Joe Berry (Willis); RIC is responsible for it (Williams).
- Verification that RIC owns the *Spirit of the Roanoke Island* (Putnam).
- Tuesday nights in summer from 6-8 PM kids having passed sailing classes take the small boats on a free sail; he follows in the motor boat; shad boat sails if parents or visitors want a free sail (Putnam).
- Annual Regatta is Saturday, July 30, 2011 at the RIMM (Putnam).

Elmer Midgett encouraged new members to quickly complete their ethics information. Ethics Liaison Ellen Newbold noted that those members already heard from her. Kim Sawyer added that she found out yesterday that only two people work in the office clearing all state ethics applications.

Chairman Williams noted that new members will be expected to be part of one or more committees. Ms. Sawyer clarified that members will be appointed by the RIC Chairman, who will certainly ask them of their interest. Earl Willis noted his definite interest in the Education Committee.

**(Generating Additional Income)**

Secretary Carlisle pointed out the need for every RIC committee to promptly begin discussion and taking immediate action regarding generating more income. She added that without state funding, RIFP cannot continue to provide free services to the Town of Manteo and provide free programs. Decisions must be made and implemented immediately. Secretary Carlisle stated that the RIC needs to get more money in the coffers now to help fill the additional hole it will have next year. She

urged every RIC committee meeting today to think about how it can be a part of not just cutting expenses, which must be done, but also how it can generate more income.

With extra time on the agenda, discussion was held in response to Secretary Carlisle's comments regarding the need to generate additional income. The following was noted:

- Potentially ask for a few dollars for the Tuesday evening sail (Williams).
  - Due to requirements for captain's licenses, charter insurance, and Coast Guard stability testing, could be done as a donation after the sail, not selling a ticket for a ride (Putnam).
- Prior report of renting the *EII* and *Silver Chalice* for film production will produce income (Sawyer).
- Verification the company is not working through the Film Commission (Sawyer).
  - What actors will be doing on the vessels and the movie rating are unknown (Sawyer).
- If the Sailing Program continues, more should be charged with a percentage coming to RIC (Williams).
- Critically important to deal with the education aspect of kids coming to RIFP from North Carolina or other places; need good, concrete numbers on *all* visitors, whether school children, scouts, etc. (Odom).
- Verification that there is a charge when scouts come to RIFP (McLean).
  - Scouting charges are reflected in a new category of *Miscellaneous Income* on financial reports; DCR provided assurance the funds could go there; wanted amounts separate from ticket revenue (Sawyer).
  - Need to see how that is broken down to assist with target advertising (Odom).
  - Potential need to purchase new software or a better system to track visitation; DCR Secretary and a group of sites discussed how to more specifically track visitors; RIFP tracks non-paying Art Gallery visitors; need to examine ways to more efficiently use staff in compiling visitation numbers (Sawyer).

\* Eddy Browning, new RIC appointee (unseated), joined the meeting at 9:15 AM. \*

- Battleship uses a fairly expensive system that may be worth the investment for the RIC or a potential request of the Friends; other software may be preferable (Sawyer).
- Eddy Browning was welcomed to the meeting (Sawyer).
- Need to examine how staff can do things more efficiently, how to better manage human resources (Sawyer).
  - Time is spent in meetings, transition, and responding to information requests; beneficial to be able to plan (Sawyer).
- Would have no idea what *Miscellaneous Income* was and where funds came from (Williams).
  - Suggestion for RIC committee chairs to attend RIC Finance Committee meetings to learn more of financial information and funds locations (Sawyer).
  - DCR was asked if funds could be accepted in that fund code; staff wanted those funds separate (Sawyer).
  - DCR will find a place to accept income (Carlisle).
  - Everything must be broken down into the smallest units so RIC can understand where money is made and lost; need to examine concept from the July 6, 2011 Finance Workshop of a potential booth on the other side of the bridge where visitors pay a nominal fee to come on the island; provides a count (Odom).
- Question whether the RIC could get a traffic counter across the bridge from DOT to provide an idea of numbers of people coming in (White).
  - Would be pleased to talk to her contacts at DOT regarding that (Sawyer).
  - Counters are used at some other sites; unknown if done by DOT or DCR (Carlisle).
- Big challenge is openness of the site: free for people to walk and exercise dogs; RIC Facilities and Land Committee will discuss use of exhibit enhancement funds; considering three Art Gallery shows a year, facility rental to increase income, and visitors entering/exiting through the ticket area (Sawyer).
- Challenge with site name: people ask if a roller coaster is here; difficult for people to understand what RIFP is; RIFP is not connected to the ship when it goes to other ports; some legislators think the ship is all RIFP has; need to connect those areas so people know RIFP is ticket worthy; typical for area locals to not visit their own museums and historic sites (Sawyer).
- Suggestions: 1) go back to people advertising on the boats to get a nominal fee for continued sponsorship to offset some maintenance costs; 2) strategically examine visitation areas and obtain grant money to better market RIFP; 3) Raleigh Art Museum uses lawn space for outdoor exhibits; pursue similar opportunities for Pavilion lawn to increase traffic without spending money (Robbins).
- Question whether boat sails still have advertising on them (Williams).
  - No (Newbold); RIC has 32 boats (Sawyer); if every boat at the Museum is counted (Putnam).
  - Sponsor boats to generate money (Robbins); just the small sailboats (Newbold).
  - Option of a marine pennant on the mast of the shad boat for \$500.00 a year (White).
- Need to filter through all ideas and develop a plan; be strategic about which programs RIFP promotes and grows and which programs it cannot presently support (Sawyer).
- Question whether RIFP is tying advertising in with other settlements like Jamestown and Plymouth Plantation (White).

- Unknown; would have to find out if RIFP is specifically working with them to co-market sites; film company is filming in Jamestown and coming to RIFP for the *EII*; other ships were booked and unavailable (Sawyer).
- Desire to do better with marketing and advertising as well as tracking to know where visitors come from; marketing dollars can be spread differently to target those people (Sawyer).
- Question whether RIC is working collaboratively with the Aquarium/Jeanette's Pier in ticketing or marketing; question of the level of volunteer participation at RIFP and ways that could be enhanced (Carlisle).
  - Kathleen McLean is currently working to re-institutionalize RIFP's on-site volunteer program; an active volunteer crew works with Capt. Putnam and the ship (Sawyer); volunteer crew mostly works at RIFP on the *Elizabeth II* and *Silver Chalice*; a group of volunteers also works at the RIMM (Putnam); RIFP Maintenance staff also maintain the ship; need more volunteers for porch programs so people can see what is happening in the back; help when staff need lunch breaks; people willing to go in costume (Sawyer).
  - RIFP formerly had a joint ticket with the Elizabethan Gardens and other sites; sites have grown and promote themselves; RIFP has no joint tickets; school groups tour the Aquarium for free but RIFP for a group rate (Sawyer).
  - Discount passes formerly existed for The Lost Colony, Elizabethan Gardens, and RIFP (Williams); started about 1998 (Newbold).
  - The Lost Colony General Manager Michael Hardy would likely be receptive to discussing ideas (Carlisle).
  - Three sites put money into *Market Roanoke Island* for advertising and had a joint ticket (Newbold).
  - Could be as simple as a visitor sees something at The Lost Colony so they know if they bring that ticket to RIFP they get a discount; where people decide to do something else, which builds on the community (Carlisle).
  - People continued to ask for a joint ticket several years after it ended (Williams).
  - While RIFP Interim Executive Director, The Gardens wanted more money but a RIC committee decided not to continue; The Lost Colony has a shorter season; local sites communicate with each other (Sawyer).
  - The Lost Colony is performing in the RIFP Film Theatre this summer; RIFP gets a percentage of the gate; needed a place to perform because funds from the Visitors Bureau is allowing them to build a theatre (Sawyer).
- Question whether The Lost Colony intends to extend their season year round or ten months with those building plans (Carlisle).
- Question whether RIFP promotes at Jockey's Ridge State Park, the most attended NC state park (White).
  - Not familiar with what promotion they do (Sawyer).
- Question whether RIFP can have a marketing exhibit at Jockey's Ridge (Carlisle).
  - Answer unknown (Sawyer).
- Noticed a couple of weeks prior that the Aycock Brown Visitor Center had one old RIFP poster (Newbold).
  - Agreement to take care of that issue (Sawyer).
- Question whether RIFP had brochures in the rack at Aycock Brown Visitor Center (Williams).
  - Did not look for the brochures; The Lost Colony has three entire sections there (Newbold).
- Lee Nettles of the Visitors Bureau had verified that they pay for The Lost Colony image often used in promotions; she reminded Mr. Nettles that there are many iconic images in Dare County, including the *Elizabeth II*; Mr. Nettles assured Ms. Sawyer they could start using the *EII* image (Sawyer).
  - More than one area Visitor Center exists (Williams); total of three (Sawyer).

Chairman Williams thanked everyone for their attendance.

**Commission  
Recommendations**

No Commission recommendations were noted.

**Announcements**

The next meeting of the Education Committee will be Thursday, October 27, 2011 at 8:30 AM.

**Adjournment**

There being no further business the meeting was adjourned at 9:38 AM.

Minutes submitted by: Andrea Hanganu, Administrative Assistant

Upon a vote by the Education Committee, approved by: \_\_\_\_\_  
Joanne Williams, Chair, Education Committee