

**Culture & Heritage Commission
Board of Commissioners Meeting
October 24, 2023
6:00 PM
Museum of York County**

Person Presiding: Penny Sheppard

Members Present: Penny Sheppard, Ed Stewart, Jeff Lyon, Margaret Parson-Willins, and Annie Laurie Wheat

Members Absent:

Ex Officio Members Present: Katie Rutland and Eddie Lee

Ex Officio Members Absent:

Staff Present: Richard Campbell, Dabney Scholler, Sarah Lewis, and Jillian Bingham

Others: Michelle Totherow

Call to Order

- Penny Sheppard called the meeting to order at 6:00pm
- Penny Sheppard presented the minutes from the September 26th meeting and asked for changes or corrections.
 - No corrections to be made, minutes are accepted as written.
- Penny Sheppard welcomed Jeff Lyon, District 4, back to the Culture and Heritage Commission.

Calendar Review

- Penny Sheppard stated that all upcoming events are on the 2023 Calendar

Committee Reports

- Collections Committee
 - *Presented by Jillian Bingham*
 - TC392
 - .001- Vernon Grant original painting, oil on illustration board, of a circus clown
 - Donor Name: Yanet Lahens (eBay seller)
 - TC393
 - (6) Oak Ridge School Attendance Registers: 1932-33, 1940-41, 1941-42, 1943-44, 1945-46, 1946-47
 - (1) The Child's World Second Reader Workbook, 1926
 - Donor Name: James Darby Jr.
 - TC394

- Jillian Bingham is presenting Dr. Jennifer Dixon-McKnight as the newest member of the Collections Committee. She is a professor of African- American and United States History at Winthrop University.
 - Penny Sheppard recommended that the Commission accept Dr. Jennifer Dixon-McKnight as a member of the Collections Committee.
 - Penny Sheppard called for a vote, vote was taken, and the motion passed.

[Note: Copy of the above Recommendations for Accession are attached to these minutes as Addendum A]

- Finance Committee
 - *Presented by Ed Stewart*
 - Everything looks great, nothing to report.
 - Michelle Totherow shared that Finance is working with the auditor, they have a final draft, and will be coming next week. Last week, Michelle Totherow was sending journal entries and cash receipts.

- Governance Committee
 - *Presented by Penny Sheppard*
 - Nothing to report

Reports and Presentations

- Director's Report
 - *Presented by Richard Campbell*
 - Visitation
 - CHM site-wide visitation for the month of September totaled four thousand, six hundred and thirty-three. The year-to-date total was twenty thousand, two hundred and nineteen.
 - School Groups
 - For the month of September, school group visitation totaled six hundred and thirty-six. Year-to-date school visitation was at one thousand, five hundred and ninety-eight.
 - Membership
 - Membership has increased by one hundred and thirty-four memberships with a total revenue of \$5,585. This brings our total year-to-date memberships to three hundred, fifty-six with a revenue of \$23,505. The CHM overall memberships are at one thousand, three hundred and thirty-eight.
 - Upcoming Events
 - Boo-seum!

- This year's annual Boo-seum! event will take place on October 28th at the Main Street Children's Museum. As of October 17th, one hundred and thirty-four tickets have been sold, both online and in-person tickets are available.
- Cookies with Santa
 - This annual members-only event will take place at the Museum of York County on November 11th. During this event, members will have their photo taken with Santa, receive a special cookie and treat to enjoy at home. Pre- registration is required, as spots are limited.
- Make an Evergreen & Fruit Door Swag
 - The next Member-Exclusive Workshop at Hightower Hall will take place on December 2nd from 3:00-4:30pm. Guests will learn how to make long-lasting festive door decorations for the upcoming holiday season. Tickets are \$50 per person and pre-registration is required.
 - Annie Laurie Wheat asked how the Charcuterie Event went.
 - Richard Campbell said that it went well, despite only ten participants in attendance, most likely due to the time of year (sports games etc.)
- Christmas Candlelight Tours Member Exclusive
 - This year, we will offer a new Member-Exclusive Christmas Candlelight event on Friday, December 8th. In addition to guided tours, members will enjoy complimentary concessions, photo opportunities with Father Christmas, and take home a Christmas keepsake.
- Christmas Candlelight Tours
 - This year's annual Christmas Candlelight Tours will take place on December 9th and 10th at Historic Brattonsville. Staff interpreters and costumed volunteers will lead an evening of traditional Christmas festivities to portray how people in the Carolina Piedmont celebrated the holiday in the 19th century. Father Christmas will be in attendance as will Glassblower Phil Gilson. In addition to guided tours, visitors will have the chance to participate in make-and-take activities and festive shopping in the Gift Shop.
- Festivus: Seinfeld and the Natural World
 - This new, adults-only event will take place on December 12th at the Museum of York County and will provide attendees an opportunity to experience the museum through a Seinfeld lens. Several Seinfeld-themed activities will be offered as well as themed refreshments. Tickets will go on sale November 1st, pre-registration is required as spots are limited.
- Steeped in History

equipment. We will be working on a parking area, Carey Tilley will perform shovel testing just to make sure that there are no potential archaeological features in the selected areas.

- A marker model was presented.

- McConnell House Re-roofing Project
 - On October 12th, AllPoint Group completed the installation of the new shake roof on the McConnells Cabin.
- McGill Barn Stabilization
 - The installation of the shoring posts have been completed by Preservation and Operations on October 6th. The shed roofs of the barn were removed on October 9th, leaving this project almost complete.
- Chisolm Historical Marker
 - In April of 2022, CHM was approached by York County Councilman Bump Roddey about leading an effort to erect a historical marker for the Chisolm Training Institute. Although the CHM is leading this effort, it will be funded by Councilman Roddey's office. On November 14th, the City of Rock Hill plans to recognize Mr. Chisolm, the founder of the Chisolm Training Institute, by memorializing him with a plaque and brick on the Freedom Walkway in Downtown Rock Hill. The CHM was invited to hold this marker dedication in conjunction with their annual Freedom Walkway Local Heroes event. We accepted the invitation and Zach Lemhouse will be speaking to County Council on November 6th to promote the marker dedication.
- Main Street Children's Museum Wall Repair
 - We continue to monitor the moisture of the hallway at the Main Street Children's Museum. As of October 24th, the last bit of moisture has finally dried. We are hopeful that repair work could start by mid-November.
- Institutional Plan Update
 - *Presented by Richard Campbell*
 - The Institutional Plan presents updates on CHM projects. The mission statements were reviewed for new commissioners and for a refresh for veteran commissioners. Each Priority, ranging from I to III was explained.
 - Priority I's purpose is to "create meaningful, engaging, and authentic visitor experiences." Richard Campbell explained how the CHM has strengthened its sites and identities by promoting growth in each area of the visitor experience.
 - Priority II's purpose is to "strengthen collections and intellectual resources critical to the preservation and preservation of the Carolina Piedmont's natural and cultural heritage." Staff has continued to make progress on expanding and maintaining collections and research, ranging from natural history to historic digitization and preservation, tangible and intangible.

- Priority III's purpose is to "increase capacity and resources to ensure quality and sustainability of facilities, operations, and programming." The CHM continues to progress on expanding our reach to better provide for and serve visitors.
- Entire document is available upon request.
- Annie Laurie Wheat asked for an up-to-date CHM Employee List
 - Richard Campbell said that we would send it out to the Commission.

[Note: A full copy of the Director's Report is attached to these minutes as Addendum B and a copy of the Institutional Plan Updates is attached to these minutes as Addendum C]

Old Business

- No old business

New Business

- No new business

Commission Member New/Non-agenda Comments

- None

Executive Session

- No need for Executive Session

Adjourn

- Penny Sheppard entertained a motion to adjourn,
 - Ed Stewart made a motion to adjourn.
 - Annie Laurie seconded the motion.
 - Penny Sheppard called for a vote, vote was taken, and the motion passed.
 - Meeting adjourned at 8:11pm

Prepared by: Dabney Scholler

Submitted by: Ed Stewart, Secretary/Treasurer

Addendum A



RECOMMENDATION FOR ACCESSION

Temporary Custody ID:	Collection Type:	Method of Acquisition:
TC392	Art	Purchase

Name of Donor:
Yanet Lahens (eBay seller)

Description of Accession:
.001 – Vernon Grant original painting, oil on illustration board, of a circus clown

Overall Condition: Excellent Good Fair Poor
Minimal paint loss along edges where it was previously framed; foxing of illustration board on back.

General/Comparable Size of Collection
10" x 14", will fit in an existing box with other unframed, VG originals

Significance/Ownership History **Mission Rating:** 5 (Scale of 1 – 5; 5 matches mission 100%)

Originally from Cuba, the seller lives in Florida and purchased the painting at an art fair in Miami just because her daughter liked it. Seller did not say when she bought the painting but admitted to not knowing much about American art.

The painting is a previously unknown and undocumented original by Vernon Grant and features a more realistic image of a circus clown. The style differs drastically from VG's known illustration style and medium which makes it a unique painting to have in the permanent collection. The painting is more realistic than VG's typically cartoonish style and it was done in oil paint on illustration board. VG's preferred medium is gouache and watercolor on board. The painting is signed by VG, with his typical signature in the bottom PR corner. It was suggested by Mary Lynn Norton that perhaps the painting was completed early in Vernon's career (1930s) when he was studying under Harvey Dunn (1884-1952). Dunn is known for his prairie landscapes that were inspired by his childhood growing up in South Dakota. Like Vernon, Dunn also studied at the Art Institute of Chicago and became a member of the Society of Illustrators, even serving as president in 1948 and 1949. Vernon became a member of the society in 1942.

Vernon Grant (VG) was an American illustrator and commercial artist throughout most of the 20th century. Famous for creating Snap! Crackle! and Pop! gnomes for Kellogg's Rice Krispies cereal, his artwork was seen on a number of magazine covers, magazine advertisements, food packaging, and children's toy packaging. After moving to Rock Hill in 1947, Grant became involved in the local community serving as the Director of the Rock Hill Chamber of Commerce and then Director of the Housing Authority of Rock Hill in the late 1950s and early 1960s. During this time, he created a number of paintings and advertisements for local businesses. His artwork is also the inspiration for two Rock Hill annual events, ChristmasVille and Come-See-Me, as well as CHM's Main Street Children's Museum. VG's personal collection of his artwork was on loan to MYCO as early as 1974. In 2006, two of his children donated most of the large collection to CHM, forming the Vernon Grant Collection

Potential Uses: X Research X Exhibition X Loan

This painting can be used for research, exhibition, and loan requests related to Vernon Grant. It can also be used for marketing and imagery uses for circus related exhibits given the history of the Barnett Brothers Circus' winter quarters being in York.

Restrictions:

None

Unusual Costs:

None

Staff Recommendation (Signature & Title):

Date:

<i>Tri Brijh</i> DIRECTOR OF COLLECTIONS	10/11/2023
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Executive Director Recommends (Signature):

Date:

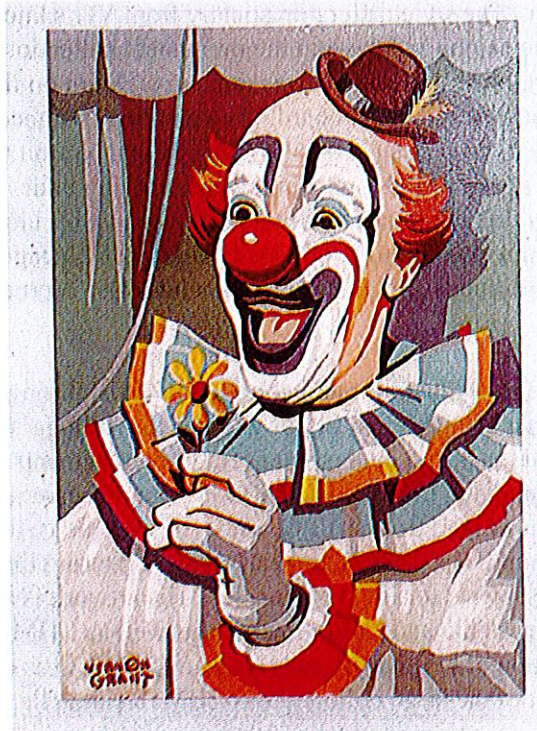
<i>Paul Campbell</i>	10/13/2023
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Approved by the Culture and Heritage Commission on:

Executive Director Signature:

Date:

<i>Paul Campbell</i>	10/25/2023
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RECOMMENDATION FOR ACCESSION

Temporary Custody ID:	Collection Type:	Method of Acquisition:
TC393	Archives	Gift

Name of Donor:
James Darby Jr.

Description of Accession:
(6) Oak Ridge School Attendance Registers: 1932-33, 1940-41, 1941-42, 1943-44, 1945-46, 1946-47
(1) The Child's World Second Reader Workbook, 1926

Overall Condition: Excellent Good Fair Poor

General/Comparable Size of Collection

These 7 items will fit into letter size acid free folders and into a half size document box

Significance/Ownership History Mission Rating: 5 (Scale of 1 – 5; 5 matches mission 100%)

The donor James A. Darby Jr. is the son of James Ainsley Darby (1920-2003) and Kitty Gordon Darby (1923-2008) of Bethesda. His mother Kitty was a member of the Oak Ridge Home Demonstration Club and she acquired these Oak Ridge school attendance registers when she was in charge of the Oak Ridge Community Center.

The Oak Ridge school attendance registers once belonged to Mrs. J.H. Drennan, who was a teacher and principal of the Oak Ridge school. According to the 6 attendance registers, the school averaged about 25 students total attending grades 1-7 yearly between 1932 and 1947. The attendance registers also include grades for students in the following subjects: reading, spelling, arithmetic, geography, grammar, civics, drawing, history, music, and hygiene.

Kitty Gordon Darby (1923-2008) is the daughter of Sumpter Mills Gordon (1873-1948) and Mona Lee Montgomery Gordon (1885-1942). She was a member of the Oak Ridge Home Demonstration Club and was in charge of the Oak Ridge Community Center for a time. Kitty married James A. Darby in 1941. **James Ainsley Darby** (1920-2003) is the son of William A. Darby (1897-1978) and Ruth Atkinson Darby (1895-1961). He was in the well drilling business. She and her husband are buried in Bethesda Presbyterian Church cemetery.

Jessie Wingate Drennan (1891-1966) is the daughter of James Franklin Wingate (1859-1936) and Lucy Carolina Allen Wingate (1861-1914). Jessie graduated from Rock Hill Graded School in 1906 and Winthrop in 1910. She taught in the York County school system until her retirement in 1956 and served for a time as the principal of Oak Ridge school. She was also a member of the Oak Ridge Home Demonstration Club and the Woman's Club of Rock Hill. Jessie married Judson Hood Drennan in 1916. **Judson Hood Drennan** (1888-1959) is the son of Robert Francis Drennan (1849-1903) and Laura Jane Poag Drennan (1854-1934). Judson was born in the Mt. Holly community and lived in Rock Hill for 43 years. He was in the maintenance department of the City of Rock Hill. He was a member of

St. John's Methodist church. They are both buried in Laurelwood Cemetery.

Oak Ridge School started as an old field school located about 4 miles west of Rock Hill on the Chester Highway. The school was part of the Oak Ridge school district No. 1 in 1897. A new two story structure was built near Riddle's Mill in 1905 with class and cloak rooms downstairs and an assembly hall in the upper story. In 1911 a new one teacher school house, using the Clemson plan, was built near the home of John H. Steele which included one classroom, a large work room (large enough for a second classroom), a cloak closet, and a teacher's room. It was shown in a bulletin of the Federal department of education as one of the model rural school buildings.

The school functioned on this site until the end of the 1950 school year. Oak Ridge School consolidated with Ebinport school at the beginning of the 1951 school year. At that time, the deed to the Oak Ridge school and teacherage was given to the Oak Ridge Home Demonstration Club to be used as a community center. Rent of the teacherage located across the street was to help fund upkeep of the building. The teacherage was built in 1916 on land donated by J.H. Steele using a plan drawn by Professor R.E. Lee of Clemson College. The **Oak Ridge Home Demonstration Club** was organized by Miss Juanita Neely in the summer of 1920. They spent more than \$3,000 converting the old school house into a community center in 1955.

Potential Uses: Research Exhibition Loan

The school attendance registers document the history of a rural school, its students, and subjects taught as well as education in York County and the school system. These are useful for researching the Oak Ridge community, local schools, and even World War II.

Restrictions:

None

Unusual Costs:

None

Staff Recommendation (Signature & Title):

Date:

Nancy Sanabets Director of Archives 10-12-2023

Executive Director Recommends (Signature):

Date:

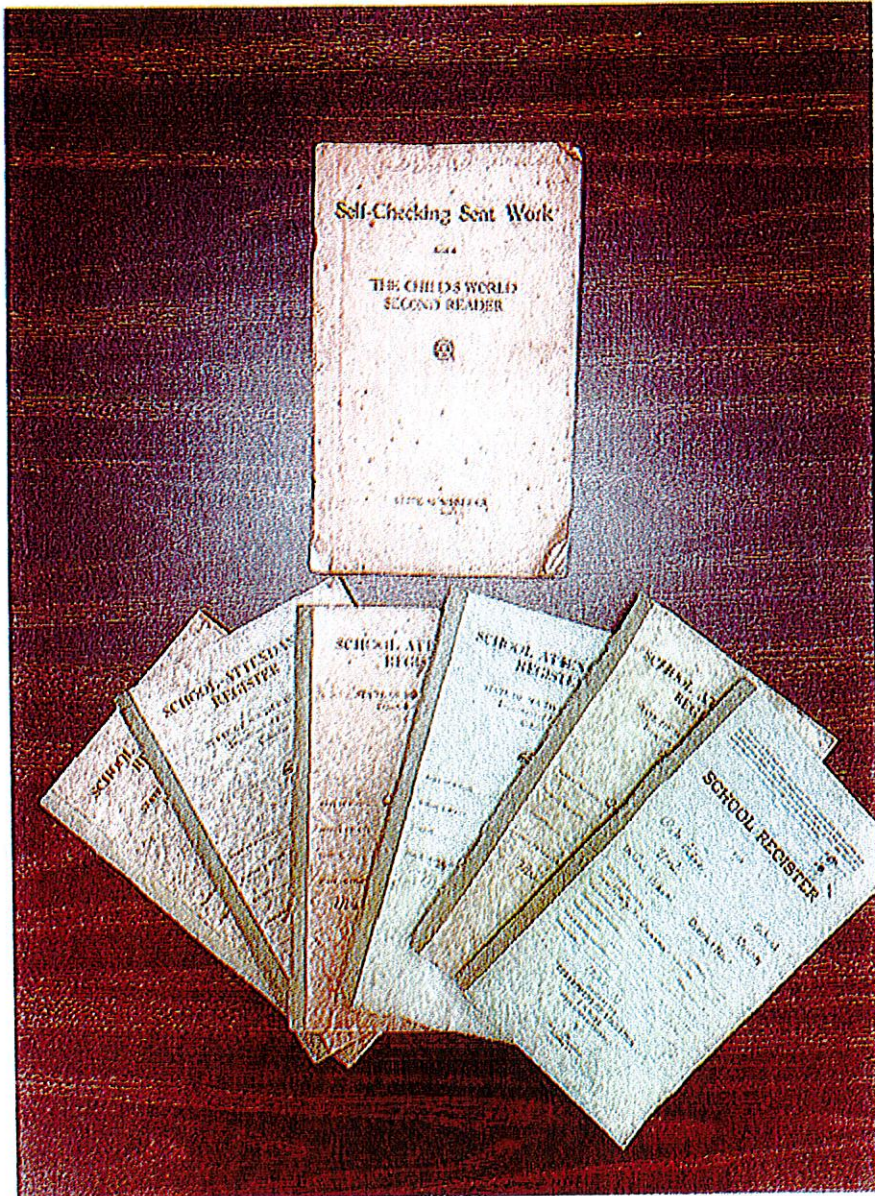
Richard Campbell 10/13/2023

Approved by the Culture and Heritage Commission on:

Executive Director Signature:

Date:

Richard Campbell 10/25/2023





RECOMMENDATION FOR ACCESSION

Temporary Custody ID:	Collection Type:	Method of Acquisition:
TC394	Archives	Gift

Name of Donor:
Jan Ramsey

Description of Accession:
Large aerial photograph of Canon Mills plant in York, c. 1970

Overall Condition: Excellent Good Fair Poor

General/Comparable Size of Collection
Will fit into oversized map drawer

Significance/Ownership History Mission Rating: 5 (Scale of 1 – 5; 5 matches mission 100%)

The donor Jan Ramsey received the photograph from Ken Spaulding of Spaulding’s Auctions, who picked it up at an estate sale in York.

York’s first textile factory, York Cotton Mill, was built in 1897 on the northeastern edge of the city limits. Originally steam powered, it converted to electrical power after the Catawba Power Company dam and hydroelectric station went online in 1904. **Cannon Mill Company** purchased York Cotton Mill in 1913, and under new management it expanded into the largest textile mill in town. The mill village created in 1897 and later included single family houses, churches, and schools to retain workers. The textile industry remained the single largest employer in York for most of the twentieth century but by the 1980s all of York’s textile mills closed.

According to Wikipedia:
The **Cannon Mills Company** was an American textile manufacturing company based in Kannapolis, North Carolina, that mainly produced towels and bed sheets. Founded in 1887 by James William Cannon, by 1914 the company was the largest towel and sheets manufacturer in the world.

Cannon remained family-owned until 1982 when it was sold to David H. Murdock. Murdock sold the company to Fieldcrest in 1985, becoming Fieldcrest-Cannon. The company was sold to Pillowtex Corporation in 1997, which entered bankruptcy in July 2003. The remaining Cannon brands were purchased by the Iconix Brand Group.

Potential Uses: Research Exhibition Loan
This photograph helps document the history of the textile industry in York and growth of the city. This item will be helpful for researchers interested in textiles, industrialization, mill villages, and topography.

Restrictions:

None

Unusual Costs:

None

Staff Recommendation (Signature & Title):

Date:

Nancy Sambets Director of Archives

10-12-2023

Executive Director Recommends (Signature):

Date:

Richard Campbell

10/13/2023

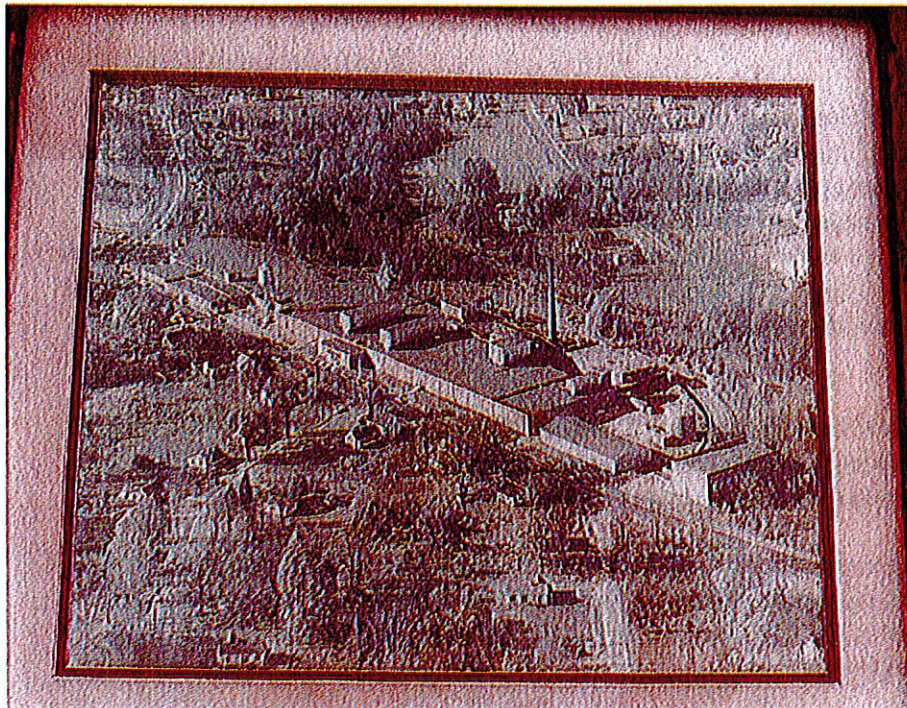
Approved by the Culture and Heritage Commission on:

Executive Director Signature:

Date:

Richard Campbell

10/25/2023





RECOMMENDATION FOR ACCESSION

Temporary Custody ID:	Collection Type:	Method of Acquisition:
TC396	Fluid-preserved specimens	Institutional transfer

Name of Donor:
Campbell Museum of Natural History at Clemson University

Description of Accession:
Twenty-nine (29) fluid-preserved amphibians and reptiles from South Carolina and one (1) from Georgia as itemized on page 2 of this document.

Overall Condition: Excellent Good Fair Poor


General/Comparable Size of Collection
All specimens are stored in jars of various sizes that can be easily incorporated into the existing shelf space in natural history storage.


Significance/Ownership History Mission Rating: 4.53 (Scale of 1 - 5; 5 matches mission 100%)
Sixteen (16) of the specimens were collected in the Carolina Piedmont (mission rating = 5). The remaining 14 specimens were collected outside the Carolina Piedmont but have a range that includes the Carolina Piedmont (mission rating = 4).

Potential Uses: Research Exhibition Loan
The addition of these specimens will increase the number and diversity of the synoptic vertebrate collection and provide a valuable resource for scholars and students.

Restrictions:
None

Unusual Costs:
None

Staff Recommendation (Signature & Title):  curator of natural history **Date:** 28 September 2023

Executive Director Recommends (Signature):  **Date:** September 28, 2023



Approved by Culture & Heritage Commission on:

Executive Director Signature:

Date:

	10/25/2023
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Fluid-preserved specimens transferred from Clemson University				
Temporary #	Clemson #	Genus	species	Common name
TC396.001	CUSC 1339	<i>Anaxyrus</i>	<i>americanus</i>	toad, American
TC396.002	CUSC 1335	<i>Anaxyrus</i>	<i>fowleri</i>	toad, Fowler's
TC396.003	CUSC 1346	<i>Hyla</i>	<i>crucifer</i>	peeper, spring
TC396.004	CUSC 2813	<i>Hyla</i>	<i>squirella</i>	treefrog, squirrel
TC396.005	CUSC 2806	<i>Lithobates</i>	<i>catesbeianus</i>	bullfrog, American
TC396.006	CUSC 2780	<i>Lithobates</i>	<i>clamitans</i>	frog, green
TC396.007	CUSC 2054	<i>Scaphiopus</i>	<i>holbrooki</i>	toad, eastern spadefoot
TC396.008	CUSC 1305	<i>Eurycea</i>	<i>bislineata</i>	salamander, two-lined
TC396.009	CUSC 1706	<i>Eurycea</i>	<i>guttolineata</i>	salamander, three-lined
TC396.010	CUSC 6	<i>Gyrinophilus</i>	<i>porphyriticus</i>	salamander, spring
TC396.011	CUSC 49	<i>Hemidactylium</i>	<i>scutatum</i>	salamander, four-toed
TC396.012	CUSC 2075	<i>Plethodon</i>	<i>glutinosus</i>	salamander, slimy
TC396.013	CUSC 58	<i>Pseudotriton</i>	<i>montanus</i>	salamander, mud
TC396.014	CUSC 2153	<i>Pseudotriton</i>	<i>ruber</i>	salamander, red
TC396.015	CUSC 2672	<i>Ophisaurus</i>	<i>attenuatus</i>	lizard, slender glass
TC396.016	CUSC 2091	<i>Sceloporus</i>	<i>undulatus</i>	lizard, eastern fence
TC396.017	CUSC 1541	<i>Plestiodon</i>	<i>inexpectatus</i>	skink, southeastern five-lined
TC396.018	CUSC 2662	<i>Plestiodon</i>	<i>laticeps</i>	skink, broad-headed
TC396.019	CUSC 803	<i>Aspidoscelis</i>	<i>sexlineatus</i>	racerunner, six-lined
TC396.020	CUSC 374	<i>Heterodon</i>	<i>platyrhinos</i>	snake, eastern hognose
TC396.021	CUSC 2669	<i>Lampropelis</i>	<i>calligaster</i>	kingsnake, mole
TC396.022	CUSC 2380	<i>Lampropelis</i>	<i>triangulum</i>	snake, eastern milk
TC396.023	CUSC 2718	<i>Masticophis</i> AKA <i>Coluber</i>	<i>flagellum</i>	coachwhip
TC396.024	CUSC 1357	<i>Nerodia</i>	<i>spedon</i>	snake, northern water
TC396.025	CUSC 2645	<i>Opheodrys</i>	<i>aestivus</i>	snake, rough green
TC396.026	CUSC 1250	<i>Pituophis</i>	<i>melanoleucus</i>	snake, pine
TC396.027	CUSC 1391	<i>Regina</i>	<i>septemvittata</i>	snake, queen
TC396.028	CUSC 2731	<i>Agkistrodon</i>	<i>contortrix</i>	copperhead
TC396.029	CUSC 2846	<i>Crotalus</i>	<i>horridus</i>	rattlesnake, timber
TC396.030	CUSC 375	<i>Sistrurus</i>	<i>millarius</i>	rattlesnake, dusky pygmy

RECOMMENDATION FOR ACCESSION

Temporary Custody ID:	Collection Type:	Method of Acquisition:
TC397	Archives	Gift

Name of Donor:
David Wilson

Description of Accession:
1997 Historic Bethany through the Years Calendar

Overall Condition: Excellent Good Fair Poor

General/Comparable Size of Collection

This calendar will fit into RG 139 which contains Bethany Calendars for the years 1995, 1996, 1997, and 2007.

Significance/Ownership History Mission Rating: 5 (Scale of 1 – 5; 5 matches mission 100%)

The donor had this in his possession.

The Bethany Calendar was put together and sold by the Bethany Historical Committee. They worked with Sam Thomas of the Historical Center of York County, Dwight Carroll of Photo Memories, and the Bethany School faculty.

Bethany is an unincorporated farming community north of York, S.C. and west of Clover, S.C. The calendar contains photos from the area featuring schools, class photos, residents, and Civilian Conservation Corps camps.

The **Civilian Conservation Corps (C.C.C.)** was a New Deal program launched by President Franklin D. Roosevelt in 1933. Its goal was to employ young men—usually between the ages of eighteen and twenty-five—to work on environmental conservation projects across the county. Lodging and meals were provided and education opportunities were offered. Workers made thirty dollars a month and were required to send twenty-five of that back to their families. Camp Hawthorne, Company 1429, opened on August 18, 1935 and was home to about 200 workers designated to construct Kings Mountain Military Park. The camp was located near Clover and named in honor of James Hawthorne, a militia officer who served in William Bratton's regiment and fought at Huck's Defeat and the battle at Kings Mountain. Company 4479 was located in Kings Mountain at Camp Patrick Ferguson, opened on July 25, 1935. Kings Mountain State Park was built by this camp. The camp was named after Major Patrick Ferguson, who led Loyalists at the Battle of Kings Mountain. The C.C.C. was discontinued in 1942 due to World War II.

Bethany School first began operating around in 1898 as a Presbyterian boarding school and the site was later used for public schooling. In the 1920s a brick building was constructed to house the high school department, but it was later converted into an elementary school due to consolidation with



Clover High School. In 1987 a new building was constructed as Bethany Elementary School with additions made in 1993 and 1999.

Potential Uses: Research Exhibition Loan
The photos included in the calendar identify individuals which can be helpful for research. Some of the photos are also from the Historical Center's collection.

Restrictions:
None

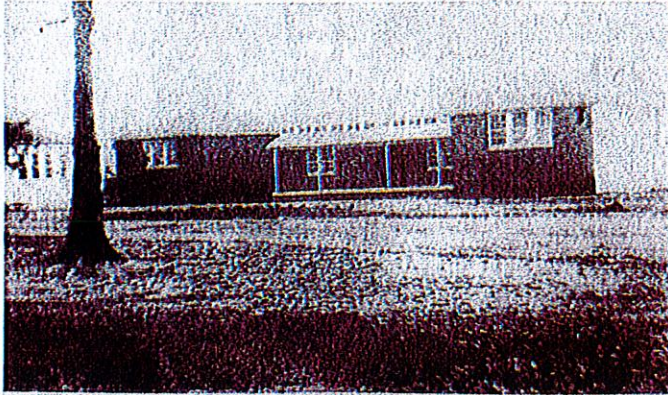
Unusual Costs:
None

Staff Recommendation (Signature & Title): Date:
Tanya Lamberto Director of Archives 10-12-2023

Executive Director Recommends (Signature): Date:
Pulver Agrell 10/13/2023

Approved by the Culture and Heritage Commission on:
Executive Director Signature: Date:
Pulver Agrell 10/25/2023

HISTORIC BETHANY



THROUGH THE YEARS

Old Bethany School Building
Lobby 1937's

1997 Calendar

Photo courtesy of
Theaaj McNeekin Purdy



Bethany Junior Class - 1928

Photo by Theaaj McNeekin Purdy

Scene of Bethany's 9th Grade Girls - 1912

Photo by Theaaj McNeekin Purdy

Photo by Theaaj McNeekin Purdy

Photo by Theaaj McNeekin Purdy

Photo by Theaaj McNeekin Purdy

Photo by Theaaj McNeekin Purdy

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Photo by Theaaj McNeekin Purdy

Photo by Theaaj McNeekin Purdy

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3	4
	5	6	7	8	9	10	11
MAY	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28	29	30	31	

RECOMMENDATION FOR ACCESSION

Temporary Custody ID:	Collection Type:	Method of Acquisition:
TC398	History/Art	Gift

Name of Donor:
 Carol Davis

Description of Accession:
 .001- Split Oak cotton basket made by Charlie Cole

Overall Condition: Excellent Good Fair Poor

General/Comparable Size of Collection
 Basket can fit on shelf in oversized storage with other baskets

Significance/Ownership History Mission Rating: 5 (Scale of 1 – 5; 5 matches mission 100%)
 Carol Davis of Clover, SC bought the basket from Charlie Cole at his house in Sharon. Mrs. Davis is originally from Charlotte but has lived in York County for more than 50 years. She believes that donated basket is special and should be in a museum.

Charlie Cole (1910-1994) was born on November 14, 1910 to Farron/Frank and Sarah Cole of Bullocks Creek, SC. Farron was a farmer turned basket maker after he was diagnosed with asthma. Farron would go on to teach Charlie how to make similar split oak baskets. Charlie was a farmer in western York County for most of his life until he injured his knee in c. 1975, which he when he transitioned to making baskets full time. According to a number of newspaper articles, Charlie would make his own splits from young white oak trees he found in the woods near Hickory Grove. After quartering the trunks a few times, he would use a small knife to “true up” his splits, making them nice and smooth, perfect for weaving. Charlie was a member of St. John Baptist Church in Sharon, where he was also a member of the senior hymn choir. He was also a member of the Lux Fiat Masonic Lodge in York and the African Protection and Burial Society (A.P. & B. Society), which was a dues-based group that assists families with funeral expenses.

Charlie married Annie Macie Good Cole and they had a daughter Jose/Joesay Cole Bratton who was learned the art of basketmaking from her father. He passed away in May 1994 and is buried in the cemetery of St. John Baptist Church in Sharon.

Potential Uses: X Research X Exhibition X Loan
 The basket can be used for research, exhibition, or loan on things related to basketmaking, weaving, art, and African American artists and history. It would make for a great comparison between older, slave made baskets and modern-day African American baskets, which look relatively similar due to the same weaving methods used.

Restrictions:


None

Unusual Costs:

None

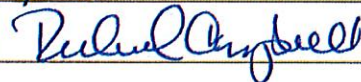
Staff Recommendation (Signature & Title):

Date:

 **DIRECTOR OF COLLECTIONS** | 10/12/2023

Executive Director Recommends (Signature):

Date:

 | 10/13/2023

Approved by the Culture and Heritage Commission on:

Executive Director Signature:

Date:

 | 10/25/2023





RECOMMENDATION FOR ACCESSION

Table with 3 columns: Temporary Custody ID (TC399), Collection Type (Archives), Method of Acquisition (Gift)

Name of Donor: Pat Hodnett

Description of Accession: Rock Hill High School Class of 1937 50th Anniversary Reunion spiral bound book

Overall Condition: [] Excellent [X] Good [] Fair [] Poor

General/Comparable Size of Collection: Will fit into one acid free letter size folder

Significance/Ownership History Mission Rating: 5 (Scale of 1 - 5; 5 matches mission 100%)

Pat Hodnett is the daughter of Blanche Hancock Moss who was a part of the 1937 Rock Hill High School graduating class. Blanche passed before the 50th reunion held in 1987, so Margaret Coley Mathews gave the donor her copy of the reunion book. (Margaret Coley Mathews address label on the front cover.)

Margaret Lucile Coley Mathews (1920-2007) is the daughter of James Coley and Jane Huddleston Coley. She was a member of the Cornerstone UMC, a retired secretary and clerk with the Lowenstein Management Company for Rock Hill Printing and Finishing Company. She graduated from Rock Hill High School in 1937. Margaret married Lynn Arthur Mathews (1915-1979). Lynn Arthur Mathews was an employee of the Rock Hill Printing and Finishing Company. They are buried in Forest Hills Cemetery.

Blanche Myrtle Hancock Moss (1918-1984) is the daughter of James Lester Hancock (1881-1935) and Eva Prudence Hudson Hancock (1881-1979). She attended the Rock Hill public schools graduating high school in 1937. On the 1950 census, she was a bookkeeper for a local jewelry store. She was a member of the First Baptist Church of York, a leader in the nursery department of the church for 28 years, and a member of the choir. Blanche married James Lewis Moss (1918-1986) in 1938 and had 4 children. She is buried in Laurelwood Cemetery.

James Lewis Moss (1918-1986) is the son of Charles Alvin Moss (1895-1955) and Mary Leona Hinson Moss (1896-1969). He was born in Chester County, represented York County in the state House of Representatives from 1950-1953, when he joined the SC Public Service Commission, serving on the PSC board for 29 years. James was also a sheriff's deputy for York County, a Rock hill police officer, and a SC Highway Patrol officer. He received his education in the York public schools and at Presbyterian College and the University of SC. He is buried in Laurelwood Cemetery.



Rock Hill High School has its origins in the Rock Hill Graded School, opened in 1888 for grades 1-9. The name Rock Hill High was first used in 1907-08 for a boys' school housed in the former Presbyterian High School. A property dispute closed the school after a year; its students returned to Rock Hill Graded School. In 1914 a new coeducational Rock Hill High School was built here with students in grades 8-10.

Grade 11 was added in 1917 and grade 12 was added in 1948. Additions or new buildings were constructed 1923-1952. Agriculture and commercial courses were added to standard courses, as were music, art, sports, and other activities. Rock Hill High and Sullivan Jr. High on Eden Terrace traded buildings in 1965. A new Rock Hill High was built on Springdale Rd. in 1977; the 1914 school was torn down in 1978. <https://www.hmdb.org/m.asp?m=16759>

Potential Uses: Research Exhibition Loan

This reunion book provides genealogical information of 1937 Rock Hill High graduates including vocation, address, spouse, and children as well as a brief history of the public schools in Rock Hill, list of faculty for 1936/1937 school year, class statistics, and student reminiscences.

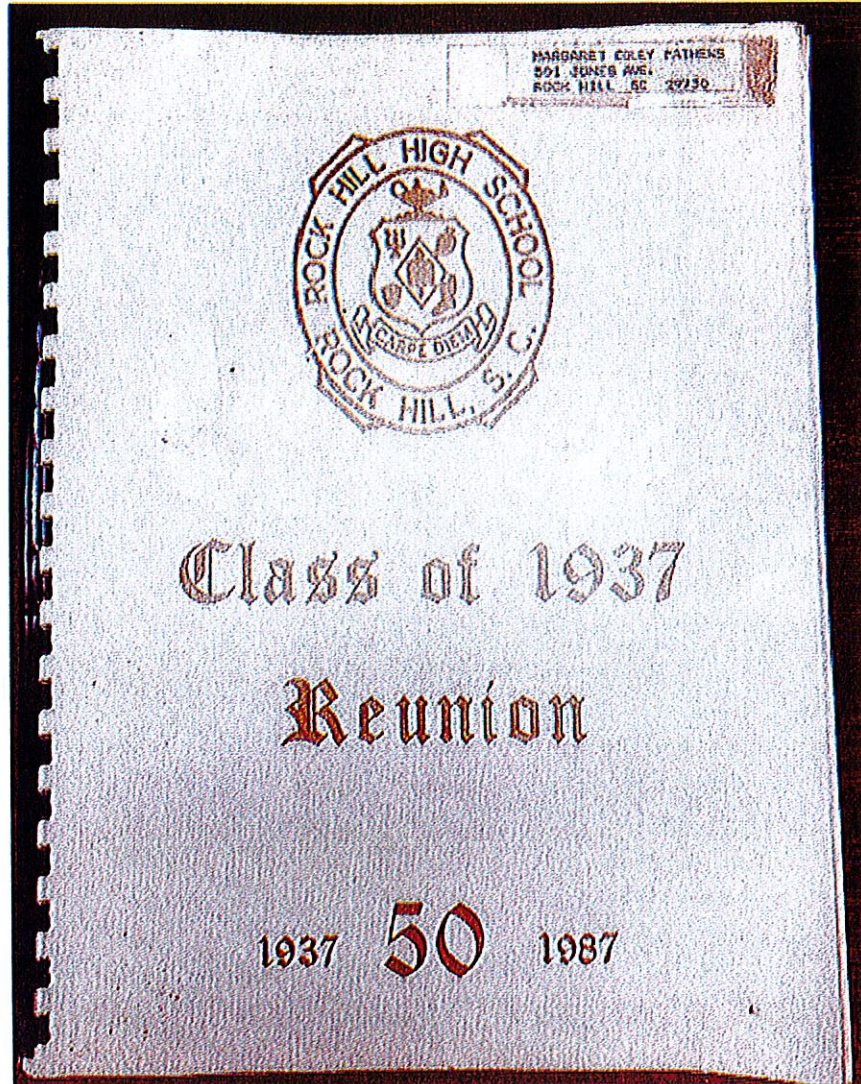
Restrictions:
None

Unusual Costs:
None

Staff Recommendation (Signature & Title):	Date:
Nancy Samlets Director of Archives	10-12-2023

Executive Director Recommends (Signature):	Date:
Richard Cuzzell	10/13/2023

Approved by the Culture and Heritage Commission on:	
Executive Director Signature:	Date:
Richard Cuzzell	10/25/2023





RECOMMENDATION FOR ACCESSION

Temporary Custody ID:	Collection Type:	Method of Acquisition:
TC400	Art	Gift

Name of Donor:
 Jill Pratzon

Description of Accession:
 Collection of 12 VG-inspired paintings created by the donor during the design process for the 2022 Vernon Grant Mural located in Downtown Rock Hill on the exterior of the Rock Hill Public Library (138 East Black Street)

- .001 - Santa’s Castle, 71 x 41”
- .002 - Vernon’s Castle, 70 x 34 ½”
- .003 - Glenda the Frog, 70 x 35”
- .004 - Glen and Vernon, 71 x 35”
- .005 - Snap with cereal, 24 x 10 ½”
- .006 - Crackle with milk, 16 x 10”
- .007 - Pop with spoon, 24 x 10 ½”
- .008 - Kids with book, 34 x 10”
- .009 - Santa’s Little Helper, frame 12 ¼ x 15 ¼”
- .010 - Snap, Crackle & Pop, frame 21 x 21 ¼”
- .011 - Glen the Frog, frame 9 x 11”
- .012 - Lots of gnomes, frame 8 ½ x 11”

Overall Condition: Excellent Good Fair Poor

General/Comparable Size of Collection

Largest: 71” x 41”
 Smallest: 8.5” x 11”

Significance/Ownership History Mission Rating: 5 (Scale of 1 – 5; 5 matches mission 100%)

In 2022, the City of Rock Hill’s Economic and Urban Development Department approached the Vernon Grant Committee about creating a mural dedicated to Vernon Grant as part of their “Mural Mile” project. Allan Miller secured the donor/artist Jill Pratzon as the designer of the 30ft x 90ft mural with the final design being painted by Charlotte-based muralist Osiris Rain. Pratzon, is an artist, illustrator, and art restorer based out of New York City who specializes in the care and repair of paintings on canvas and board, of which Allan Miller has used her services for.

The mural itself features iconic VG characters such as Santa Claus, Glen the Frog, gnomes, and a portrait of Vernon Grant, that are all painted in VG’s style and bold colors. The mural was completed in October 2022 with the dedication occurring on November 30, 2022.



The donated artwork was created during the design process of the mural and features some of the iconic figures that ended up making it into the mural. All artwork was on display in the Arts Council of York County during ChristmasVille 2022 with the option for all artwork to be purchased. The artist/donor contacted CHM to see if we would be interested in adding the unsold artwork to the collection because to her, "the artwork belongs in Rock Hill and doesn't make sense anywhere else."

Potential Uses: Research Exhibition Loan

All artworks would be available for research and exhibition use on themes related to Vernon Grant or Rock Hill's Mural Mile project. The images could be useful for future MSCM or VG Gallery marketing and program imagery.


Restrictions:

The artist/donor agrees to give CHM joint copyright for all artworks included in the donation. Joint rights give both parties the ability to use, license, or publish the works without permission from the other party. The Gift Agreement would be edited slightly to include similar language.

Unusual Costs:

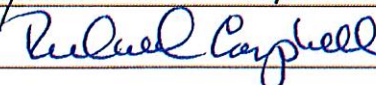
Staff Recommendation (Signature & Title):

Date:

 DIRECTOR OF COLLECTIONS	10/11/2023
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Executive Director Recommends (Signature):

Date:

	10/23/2023
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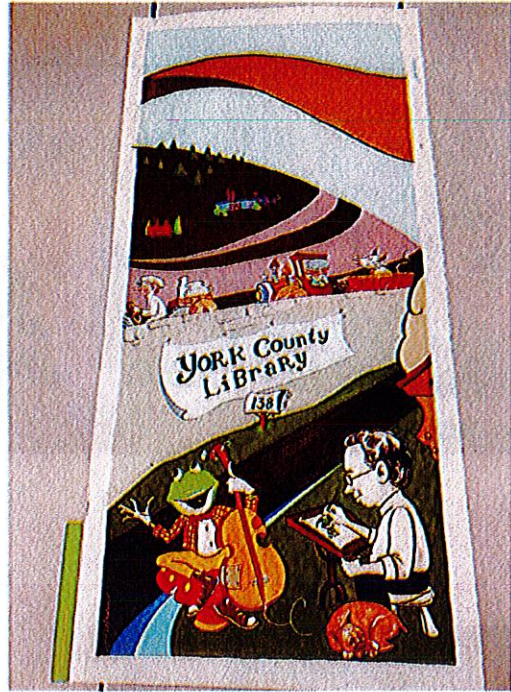
Approved by the Culture and Heritage Commission on:

Executive Director Signature:

Date:

	10/25/2023
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Culture and Heritage Museums Director's Report October 24, 2023

Mission: to communicate and preserve the natural and cultural histories of the Carolina Piedmont, inspiring a lifetime of learning.

Visitation – September 2023

- Total visitation: 4,633
 - Museum of York County: 1,943
 - Historic Brattonsville: 1,006
 - Main Street Children's Museum: 1,588
 - Historical Center of York County: 96
- Total year-to-date: 20,219
 - Museum of York County: 10,750
 - Historic Brattonsville: 2,818
 - Main Street Children's Museum: 6,395
 - Historical Center of York County: 256

School Groups – September 2023

- Total school group visitation: 636
 - Museum of York County: 254
 - Historic Brattonsville: 275
 - Main Street Children's Museum: 107
- Year-to-date: 1,598 students
 - Museum of York County: 973
 - Historic Brattonsville: 315
 - Main Street Children's Museum: 310

Membership – September 2023

- New memberships: 134
- Membership revenue: \$5,585
- Year-to-date memberships: 356
- Year-to-date membership revenue: \$23,505
- Total Memberships: 1,338

Upcoming Events

Boo-seum! (MSCM)

- MSCM's annual not-so-scary Halloween celebration will take place on October 28.
- As of October 17, 134 people have pre-registered for the event. A total of 200 tickets for the event were made available online, with 30 tickets set aside per session for walk-ups.

Cookies with Santa (MYCO)

- The annual CHM member-only event will take place on November 11 at the Museum of York County.
- CHM members are invited to come and have their photo taken with Santa, receive a special cookie and treat to enjoy at home.
- During Cookies with Santa, museum members are offered a special 20 percent discount in the Gift Shop.
- Slots are limited and online pre-registration is required.

Evergreen & Fruit Door Swag (HTH)

- The next installment of our Member Exclusive Workshop Series at Hightower Hall takes place on December 2, from 3:00pm-4:30pm.
- Guests will learn how to make fresh evergreen and fruit door decorations using techniques that will ensure a long-lasting display for the holiday season.
- Tickets are \$50 per person. Pre-registration is required.

Christmas Candlelight Tours Member Exclusive (HB)

- New this year, we will offer Member Exclusive Christmas Candlelight Tours on Friday, December 8, from 3:00pm- 9:00pm.
- In addition to guided tours, members will enjoy complimentary concessions including, Marky-Melt grilled cheese sandwiches, hot tomato soup, cheese and crackers, popcorn, hot cocoa with toppings, and fudge.
- Members can also have their photo taken with Father Christmas and take home a Christmas Candlelight keepsake.
- Historic Brattonsville will be closed to the public.

Christmas Candlelight Tours (HB)

- December 9 and 10 from 3:00pm- 9:00pm at Historic Brattonsville
- Staff interpreters and costumed volunteers will lead an evening of traditional Christmas festivities to portray how people in the Carolina Piedmont celebrated the holiday in the 19th century.
- This year's guided tour is set in 1867 with visitors following their tour guide to explore how the Christmas holiday highlighted the apprehension and hope of post-Civil War York County.
- Father Christmas will be making the rounds.
- Glassblower Phil Gilson will be offering handmade, colonial-American style blown glass items for purchase.
- Make-and-take activities: candle-dipping and making scherenschnitte (German for "scissor cuts") snowflake ornaments.
- Musicians: brass band and traditional fiddle music.
- The HB Gift Shop will be stocked and open, and concessions will be available for purchase.
- As always, tickets are limited and must be purchased in advance for timed tour slots.
- Historic Brattonsville will be closed to the public on both dates until 3:00pm.

Festivus: Seinfeld and the Natural World (MYCO)

- **This new, adults-only evening event takes place on December 12, and will provide CHM members, visitors, and fans of the sitcom Seinfeld, an opportunity to experience the museum through a Seinfeld lens.**
- **Topics of discussion include:**
 - **Whether it is a good idea to swim in the East River.**
 - **Facts about dingoes.**
 - **What it takes to make a square (in case you have to spare one).**
 - **Why you shouldn't feed beef-o-rini to a horse.**
- **Participants will try their hand at whale putt-putt, dancing like Elaine, competing in feats of strength, and will have the opportunity to air their grievances.**
- **In addition to Muffin Tops and Black & White Cookies (Seinfeld fans will know), beer, wine and snacks will also be available.**
- **Slots will be limited. Online pre-registration is required.**
- **Tickets will go on sale November 1.**

Steeped in History (HTH)

- **On December 16 we will commemorate the 250th Anniversary of the Boston Tea Party at Hightower Hall.**
- **Guests will learn about the history of the Boston Tea Party and its connection to South Carolina, and the lesser-known Charleston Tea Parties.**
- **After the presentation, guests will enjoy a colonial tea tasting from Charleston's Oliver Pluff Tea Company, practice tea etiquette, and create a loose-leaf tea blend to enjoy at home.**
- **Tickets go on sale November 9 and are \$25 for CHM members and \$30 for non-members.**

CHM Project Updates

Col. Bratton Cabin Preservation Project (HB)

- **Exterior Phase of Work:**
 - **Midwest Maintenance, Inc. (MMI) has completed the punch list issued in mid-September.**
 - **MMI has started the demobilization process at the Col. Bratton House.**
 - **McNeely Brothers Painting of York, MMI's painting subcontractor, has completed the painting of the Col. Bratton House's exterior, except for touch-ups and finishing the decks of the porches.**
 - **AllPoint Group and MMI have completed the installation of the new shake roof.**
- **Interior Phase of Work:**
 - **Interior paint analysis has been complete and will inform the restoration work to be carried out.**
 - **Planning for the interior preservation/restoration work is in progress. This will include a combination of work to be carried out by CHM Preservation and hired tradesmen.**

Lowry Family Theatre Repair (McC)

- County Procurement released the Request for Proposal (RFP) for the project on October 9.
- A mandatory pre-bid meeting for potential bidders is scheduled for October 26.
- All bids/proposals from contractors must be received by November 16.

Homestead House Preservation Project (HB)

- Exterior Phase of Work:
 - Midwest Maintenance, Inc. (MMI) has completed the majority of the tasks to preserve the exterior of the Homestead House.
 - Replacement shutters to match the original are being fabricated off-site and should be delivered in November.
 - McNeely Brothers Painting of York, MMI's painting subcontractor, have started to paint the Homestead House and they anticipate finishing by the end of October.
 - The European-produced metal has been received by the roofing fabricator. The fabricator will bend and paint the metal panels through the winter with materials expected to be on-site for installation in mid-March 2024.
- Interior Phase of Work:
 - Paint analysis to determine the paint scheme of the Homestead is in progress.
 - Preliminary phase planning on the interior preservation/restoration work is in progress, however implementation is contingent on the installation of the metal roof.
 - CHM Preservation does not recommend making interior repairs before the exterior phase of work (i.e. the metal roof) is complete.

Watt Cemetery (HB)

- Staff met with the Bratton Descendants Group on October 10 to solicit feedback on the proposed Corten steel grave markers.
- The parameters for selecting an appropriate marker was presented by Exhibits Manager Jon Prichard and discussed with the group.
- Exhibits provided a physical mock-up of the proposed markers and photo-shopped markers into the cemetery to provide everyone with an idea of what they would look like.
- The consensus among the descendants was positive support for the proposed marker.
- Exhibits is working to get the metal wholesaler set up as a county vendor so we can proceed with the purchase of the Corten steel.
- It was determined that there are four to five anomalies on the bank along 25 meters of the western edge of the northern portion of the cemetery.
- The South Carolina Institute of Archology and Anthropology (SCIAA) feels confident in classifying these as "probable graves" based on depth, orientation, and their relationship to other probable graves in the vicinity.
- These "probable graves" do not have headers because they were cut by the bank.
- The discovery requires a change to our fencing plans as the fence should be at least two meters from these "probable graves".

- We are waiting for SCIAA to send SCDOT (and us) the GPS location of the probable graves along the top of the bank.
- Once received, we will determine the best for the fence along Brattonsville Road, and will apply for the appropriate encroachment permits and have the fence requoted.
- York County IT is working on a second quote for the security camera equipment.
- We are beginning work on the parking area. Carey Tilley will do shovel testing to make sure there are no potential archaeological features in the selected areas.

McConnell House Re-roofing Project (HB)

- AllPoint Group, LLC of Charlotte completed the installation of the new shake roof on October 12.

McGill Barn Stabilization Project (HB)

- CHM Preservation and Brattonsville Operations completed the installation of shoring posts on October 6.
- The shed roofs surrounding the log section of the barn were removed on October 9.
- The majority of clean-up has been completed with only a few items remaining to be finished.

Chisolm Historical Marker (HC)

- In April of 2022, CHM was approached by York County Councilman Bump Roddey about leading an effort to erect a historical marker for the Durkee/Chisolm Training Institute, to be funded by Councilman Roddey's office. The Durkee Training Institute, later renamed the Chisolm Training Institute, was an African American vocational school that opened in 1932. It was founded by Rock Hill native William Mason Chisolm, who named it for benefactor Rev. J. Stanley Durkee. First a girl's school, it soon became coeducational and served kindergarteners through adults, many from poor families. It enrolled 200-400 students by the 1950s. In 1951-52 the school was renamed Chisolm Training Institute. Mr. Chisolm served as the school's president and lived on-site. He led construction of the campus, which included several half-timbered stone buildings. The school closed around 1962, when Chisolm was killed at a country store he owned. The school no longer stands.
- On November 14 the City of Rock Hill plans to recognize Mr. Chisolm at their annual Freedom Walkway Local Heroes event, when they will unveil a plaque and brick engraving memorializing him.
- CHM was invited to hold the Durkee/Chisolm Training Institute Historical Marker dedication ceremony in conjunction with the Freedom Walkway event.
- We accepted the invitation.
- Councilman Roddey asked Zach Lemhouse to speak to County Council on November 6 to promote the marker dedication.

Main Street Children's Museum Wall Repair (MSCM)

- Monitoring of the moisture movement in the section of the exhibit hall wall near the back hallway is in progress.
- The change in the wall is minimal and we are hopeful that repair work could start by mid-November.

INSTITUTIONAL PLAN UPDATE FY '23-'24

Culture and Heritage Museums
York County, South Carolina

*Approved by the Culture and Heritage Commission November 10, 2016
Updated to reflect new mission statements and staff changes February 26, 2018*

Presented to the Culture and Heritage Commission Board on October 24, 2023

OUR MISSION:

To communicate and preserve the natural and cultural histories of the Carolina Piedmont, inspiring a lifetime of learning.

OUR VISION:

To create a community that greatly values natural, historical, and cultural resources.

OUR SITES:

We are a family of museums in York County, South Carolina, which includes Historic Brattonsville, the Museum of York County, Main Street Children's Museum, and the McCelvey Campus, which consists of the Historical Center of York County, the Southern Revolutionary War Institute and the McCelvey School, home to the Lowry Family Theater.

Each of our sites serves a distinct role in fulfilling the institution's mission. Thereby, each site's mission reflects its unique resources and programming scope.

Historic Brattonsville:

The mission of Historic Brattonsville is to preserve and present the history of the Carolina Piedmont and this Revolutionary War site as portrayed through the structures, landscape, and stories of the Brattonsville community.

Museum of York County (Approved by CHC on April 25th, 2017):

The mission of the Museum of York County is to enhance understanding of our world by collecting and preserving the natural history of the Carolina Piedmont, communicating regional themes and their broader global connections.

Main Street Children's Museum:

The mission of the Main Street Children's Museum is to prepare young learners and their families for the future, by providing positive learning through creative play in a unique environment inspired by the art of Vernon Grant.

McCelvey Campus (Approved by CHC on February 28th, 2017):

The mission of the McCelvey campus is to collect and preserve the cultural heritage of York County and the Carolina Piedmont while providing programs and educational opportunities that reflect the regional history through research, exhibitions and performing arts.

PRIORITIES

Guided by our mission, the Culture and Heritage Museums strive to inspire audiences to explore and discover their place in the world - to better understand their past, to enrich their lives today, and shape their futures.

This plan encompasses the goals and strategies to accomplish this endeavor in measurable ways – by effectively dedicating our collective resources and services; reinforcing our ongoing commitment to excellence and relevance in research, collections, and programming; and reflecting the integral value we place in the public’s trust and support of our efforts.

Three priorities reflect the core principles inherent in our mission, vision and values. Serving as the framework for our institutional plan, these priorities define and align our collective efforts and guide our paths forward.

PRIORITY I

Create meaningful, engaging, and authentic visitor experiences.

PRIORITY II

Strengthen collections and intellectual resources critical to the preservation and appreciation of the Carolina Piedmont’s natural and cultural heritage.

PRIORITY III

Increase capacity and resources to ensure quality and sustainability of facilities, operations, and programming.

PRIORITY I: Create meaningful, engaging, and authentic visitor experiences.

GOAL I: Position the Museum of York County as the regional hub for Carolina Piedmont nature-based learning experiences and research opportunities.

STRATEGY 1: Expand resources and opportunities to present dynamic, interactive, changing exhibitions and public programs.

Measures of Success:

- Sustain annual increase in membership and attendance.
- The site is adequately staffed to handle growth in visitation and exhibits.
- Continued positive evaluations in both exhibits and programs.

Complete:

- Plan and fund expansion of changing exhibition and programming capacity.
- Added one FTE Exhibits Preparator in FYE 2019.
- Developed programs to track and evaluate public response.
- *Ice Age Carolinas*, *Dinosaur Discoveries*, and *Storyland* are increasing visitation.
- Program, event, and general visitation surveys show visitor experience is positive and encourages repeat visitation and membership purchases.

Incomplete:

- Changed one PT Interpretive Position to Full-Time in FYE 2018.
- 10 hours were added to an 18-hr a week position making it 28 hours a week in FYE 2018.
- 0.7 FTE was added to a 28-hr a week, part-time interpreter in FYE 2021.
- Added 28-hr a week Visitor Services Retail Assistant position in FYE 2023.

STRATEGY 2: Develop and implement a plan to include facility renovations and ensure permanent exhibitions are mission based.

Measures of Success:

- Complete planned renovations to facility and grounds.
- Open new permanent exhibit hall highlighting prehistory of the Carolina Piedmont.
- Positive community response demonstrated through surveys and attendance growth.

Complete:

- Restroom remodeling.
- All previously planned actions and projects relating to *Ice Age Carolinas* are complete.
- We continue to track public response, which has been extremely positive to date.
- Developed a rolling 3-year schedule for traveling exhibits.

Ongoing:

- New Miocene Exhibit to debut in 2025 is in the works.
- New Early Learning Playscape to debut in FYE 2027 is in the planning stages.

STRATEGY 3: Engage local stakeholders and municipal agencies in discussing the potential for a new dedicated location to showcase the Vernon Grant collection.

Measure of Success:

- Create plan for the exhibition of Vernon Grant artwork that is supported by key stakeholders as well as the community at large.

Ongoing:

- Identify potential partners within Rock Hill community to host gallery space for exhibitions.
 - Partnered on two temporary gallery spaces exhibiting reproductions of Vernon Grant's work – York County Regional Chamber of Commerce and Lowenstein Building.
 - Continue to display original artworks at MYCO until a permanent gallery space is found.
- Determine feasibility for short and long-term use of potential spaces, including evaluation of available resources to ensure protection of and access to artwork.
 - A space to provide a secure, environmentally appropriate gallery space to become the permanent home of Vernon Grant has been identified.

- Create a fiscally responsible plan that has been vetted with the community, including a timeline, funding needs, and strategy for implementation.
 - Funding has been secured for the purchase of a space.
 - If purchased, staff will develop a timeline and strategy for opening a new gallery.

GOAL II: Enhance Historic Brattonsville’s role as a regional destination for heritage education and tourism.

STRATEGY 1: Implement the Historic Brattonsville Interpretive Plan to address preservation needs, to adhere to the Secretary of the Interior’s standards, and to support a broader interpretive scope and expansion of living history settings.

Measures of Success:

- Interpretive areas are historically accurate and authentic as defined in the Master Plan.
- Restoration and preservation of original structures and landscape comply with applicable Secretary of the Interior preservation standards.
- Each phase of the Interpretive Plan is completed and programming is underway.
- Positive community response to improvements is demonstrated through surveys and attendance growth.

Complete:

- Exterior restoration of the Col. Bratton House.
- Restoration of Original Slave Cabin.
- Exterior restoration of Original Dairy.
- Roof restoration of the three Reconstructed Brick Outbuildings.
- Brick House restoration and the opening of the 1871 Reconstruction Area.
- Ruins of the Old Store have been stabilized.
- Roof restoration of the McConnell Cabin.
- 1780 Battlefield.
- Smith House stabilization has been completed for use in current interpretation.

In Progress:

- Exterior preservation of the Homestead.
- Interior preservation plans for Homestead and Col. Bratton Cabin.
- Homestead and Col. Bratton House Furnishing Plans.
- Nomination to extend National Register Historic District boundaries.
- Landscaping, furnishing, exhibits, and programming plans for new interpretive areas.
- Archaeological assessment of areas beyond National Register District boundaries designated for new construction (or use).
- 1780 Farm Interpretive Area planning renewed.
- Preservation of the Field Slave Cabin - shoring installed while preservation plan is developed.
- Preservation of the McGill Barn - deteriorating modern shed addition to McGill Barn is being removed and a preservation plan is being developed.
- Continue to track public response, which remains very positive.

STRATEGY 2: Plan, implement, and staff new programming to effectively utilize site improvements.

Measures of Success:

- New programming utilizes capital improvements meeting the objectives of the Interpretive Plan.
- Site is adequately staffed to provide quality interactive experiences in both old and new interpretive areas.
- There is positive visitor reaction to the new interpretive plan as demonstrated through increased attendance and survey responses.

Action Steps:

- Research and create interpretive materials for the three planned new interpretive areas.
- Plan interpretive exhibits and video documentary for the Brick House.
- Acquire needed livestock for the 1780 Farm.
- Create new educational programs to take advantage of new interpretive areas.
- Refocus reproduction clothing collection to include new interpretive periods.
- Shift program emphasis from special events to daily living history activities.

Complete:

- Created interpretive plan for the 1780 Farm.
- Opened *Liberty and Resistance* and Bratton Store exhibits.
- Costumed interpretation of the Bratton Store.
- Opened "*Historic Brattonsville, Through the Eras*" a new Site Orientation Exhibit.
- Created and filled new Assistant Museum Manager position.
- Created and filled new Volunteer Resource Manager position.
- Reduced number of special events to four and added new Living History Saturday events to increase daily living history activities.

In Progress:

- Collecting surveys at special events, from daily walk-up visitors and from school programs.
- Expanded Historic Clothing budget from \$2,200 to \$7,700 (\$5,500 increase or 250%) to allow for the acquisition of reproduction clothing, including clothing appropriate for the mid-1850s and for use in the 1871 Brick House.

STRATEGY 3: Strengthen the volunteer program to support daily living history programming and enhance visitors' immersive experience.

Measures of Success:

- Increase total volunteer hours by 10% each of the next five years.
- Regular utilization of volunteers in daily programming.

Action Steps:

- Develop and schedule monthly training for volunteers at Historic Brattonsville.
- Increase the volunteer base through recruitment and recognition efforts.
- Match volunteer talents to programming opportunities.
- Train staff to work with volunteers.
- Provide opportunities for meaningful volunteer feedback.

Complete and Ongoing:

- Revised the HB Volunteer Resource Manager job description to focus on expanding our volunteer base and improving the overall volunteer experience.
- Developed and implemented a new volunteer selection and orientation process, and a new comprehensive training program for volunteers to better match volunteer talents to existing opportunities, boost retention rates, increase volunteer participation, and enhance the overall volunteer experience.
- Staff have been trained to use the new training programs to provide better training for our volunteers which contributes to increased, meaningful job satisfaction.
- Under the new program, our volunteer ranks have grown from 71 active volunteers to 110 - an increase of 39 volunteers or +67.6%.
- Actively seek volunteer feedback using a variety of tools and methods.
- Host an annual Volunteer Appreciation Picnic to recognize the efforts of our volunteers.

GOAL III: Strengthen the position of Main Street Children’s Museum as a community leader in early childhood education and creative learning experiences.

STRATEGY 1: Expand community-inspired partnerships and resources to further engage families in creative and educational opportunities for preschool children.

Measure of Success:

- New programs are supported through membership and attendance.

Complete and Ongoing:

- Develop new programs enhancing parental engagement and creative play such as:
 - Messy Maestros, STEAM Exploration, and Merry Mornings.
 - Birthday party rentals have been reworked to better serve the general public.
- Provide Exhibit Department resources to enhance and maintain interactive exhibits.
 - The Exhibits department used staff feedback to develop and install a baby bumper, a new Vernon Grant inspired Castle and a Plinko game.
- Track community participation and public response.
 - We continue to track visitor feedback with surveys showing that the visitor experience is positive, encouraging repeat visitation and membership purchases.

STRATEGY 3: Monitor growth and explore ways to address capacity issues that may result from continued strong rise in visitation.

Measures of Success:

- Growth is successfully managed, with visitor satisfaction remaining high.
- Due diligence is given to capacity issues and alternatives considered.

Complete:

- Monitor growth annually, including number of days per year the site is at capacity.
- Implemented new session structure to serve more visitors without exceeding the comfort capacity of the space.

In Progress:

- Capacity and accessibility issues remain as the classroom is our only programming space, it is located upstairs, with no elevator access, and has a capacity of 25, requiring staff to cycle through groups during programs.
- Developed a list of potential new sites for the Main Street Children’s Museum including logistical challenges and estimated financial impact. Potential sites are under evaluation.

GOAL IV: Expand the use of the McCelvey campus while promoting it as the regional historical center for Carolina Piedmont research, education and preservation of cultural resources.

STRATEGY 1: Unite the collective roles and services of the McCelvey campus under one mission and develop a brand identity to communicate that mission.

Measures of Success:

- New cohesive mission statement vetted in community and approved by CHC Board.
- Completed branding plan ready for launching.

Action Steps:

- Continue to seek, document, and utilize stakeholder feedback.
- Develop a singular mission statement that unites the activities on the McCelvey campus under the overall CHM mission with a focus on regional history.
- Clarify the name of the McCelvey campus and its various components.
- Evaluate programs and concerts to ensure alignment under one mission.

Complete:

- Stakeholder feedback
- Mission Statement approved by Culture and Heritage Commission.
- Secured funding via the Foundation for the Carolinas for new museum.

In Progress:

- Alignment with mission statement and current use of building.

STRATEGY 2: Determine the future role of the McCelvey School building, to potentially expand operational capacity and educational programming opportunities.

Measure of Success:

- Development of a comprehensive usage plan for the McCelvey School building that has been vetted by stakeholders and target audience and approved by CHM Board.

Action Steps:

- Create a comprehensive usage plan for the McCelvey School building to include exhibits, programs, collections, and administrative services, including preliminary projected costs, timelines, staffing needs, building upgrades and maintenance.
- Seek, record, and incorporate community input.
- Use the Lowry Family Theater and rental rooms as a venue for community enrichment.

Complete:

- Community stakeholder meeting held at McCelvey on July 28, 2016.
- Drafted comprehensive usage plan.
- Exhibit space further refined to identify total square footage and renovation needs to inform funding requests.
- Planning Team identified needed renovations and cost estimates for use in funding request from the FFTC.
- Funding to implement usage plan approved by the CHC and the FFTC.

In Progress:

- Implement comprehensive usage plan once the issues with the Theater have been repaired.

STRATEGY 3: Address preservation needs of the McCelvey School building.

Measure of Success:

- Threats to the building have been mitigated and major aesthetic issues have been addressed.
- Building is capable of effectively serving operational and programming goals.

Action Steps:

- Evaluate preservation needs.
- Develop a prioritized list of projects.
- Develop a scope of work for each project.
- Determine if projects can be handled internally or require external expertise.
- Determine rough budget and phasing for projects.
- Secure funding and appropriate approval.
- Implement plans in a fiscally responsible manner.

Complete:

- Identified list of needs including a complete window restoration, HVAC, sidewalks, and elevator upgrades.
 - Sidewalk repairs and upgrades are complete.
 - HVAC units repaired or replaced as needed.
 - Restored all of the windows.
- Funding awarded by the FFTC to transform the main floor of McCelvey into a History Museum.
- McCelvey was placed on National Register of Historic Places in May of 2023.

In Progress:

- McCelvey Auditorium Roof Repair

PRIORITY II

Strengthen collections and intellectual resources critical to the preservation and appreciation of the Carolina Piedmont’s natural and cultural heritage.

GOAL I:

Continue building a collection of specimens, objects and archives representative of the Carolina Piedmont past and present.

STRATEGY 1: Create a Collections Plan to clearly define the scope of CHM collections and outline the mission-based acquisition of objects to strengthen focus on the Carolina Piedmont.

Measure of Success:

- A Collections Plan is drafted and reviewed by the Collections Committee and approved by the Culture & Heritage Commission.

Action Steps:

- Determine directional framework for the Collections Plan.
- Create a vision for all CHM collections by identifying key areas to collect and strategies for implementation.
- Evaluate current collections to identify strengths and weaknesses.
- Draft Collections Plan for review by key staff and Collections Committee.
- Submit Plan to CHC for final review and approval.
- Review Plan annually.

Complete:

- Directional framework for Collections Plan.
- Completed "Developing a Collections Plan Questionnaire" identifying key areas to collect, identify strengths, weaknesses, and other institutions with similar collections.

In Progress:

- Draft of Collections Plan for Collections Task Force and Collections Committee review.
- Collections Task Force to review and edit their 2018 questionnaires given the extensive collecting done since originally completing the document.

STRATEGY 2: Ensure that items in the collection are aligned with the organization's mission.

Measures of Success:

- All accessioned items in the Collections have been assigned a mission rating.
- All items at Historic Brattonsville have been properly classified and remaining accessioned items have been moved to a secure environment.
- Inventory of African Ethnographic Collection has been completed.
- Items that should be deaccessioned are identified and clear guidelines are followed in deaccession efforts.

Action Steps:

- Improve control over all registration records on paper and in PastPerfect.
- Assign a mission rating to all archival material, art, and historic objects in collections.
- Classify items at Historic Brattonsville as living history, exhibit, or permanent collections and take steps to ensure appropriate use and care.
- Complete inventory of ethnographic collection using a consultant specializing in African Ethnographic material.
- Create guidelines within the existing policy for determining the process to deaccession non-mission related objects.
- Utilize deaccessioning guidelines and collection management policy to deaccession items that are not related to the mission or are in poor condition and not viable candidates for conservation.

Complete:

- All collection objects, specimens, and archival materials have been mission rated based on current mission rating systems.
- All ownership paperwork from 1950-1986 in **October 2018**. 2014-present digitized and uploaded into PastPerfect. **September 2022**
- Inventory of ethnographic collection with consultant Winthrop professor Dr. Alice Burmeister.
- Deaccessioning guidelines established based on deaccessioning policies in the Collections Management Policy and American Alliance of Museums' (AAM) best practices.
- HB collections items classified into living history/education or permanent based provenance and need.
- Published a notice to Smithsonian Affiliate museums about CHM specimens available for transfer or trade.

In Progress:

- Digitization of ownership paperwork from 1987-2013.
- Deaccession low mission-rated items for education and living history use at HB while also identifying and researching potential acquisitions for future display needs.
- Deaccession and transfer of low mission-rated natural history specimens is ongoing.
 - 535 specimens have been deaccessioned and transferred to other museums with a little more than 100 remaining to be transferred.

STRATEGY 3: Expand collections storage capacity and improve conditions to ensure long-term preservation and security of objects.

Measures of Success:

- The Historical Center of York County's HVAC system is meeting all target ranges.
- All items slated for relocation to the Historical Center have been moved with their updated locations entered into their respective databases.
- Completion of the Fluid Preservation Room at the Museum of York County that meets code-compliance.

Action Steps:

- Evaluate preservation and security needs for continued collections storage use at the McCelvey Center and for Natural History storage at the Museum of York County.
- Take steps to ensure the Collections Management Policy is followed for the appropriate use and care of all CHM collections.
- Work with the County to resolve design issues with the HVAC system at the HC to make sure it meets targeted humidity and temperature ranges as specified in the original contract.
- Move slated collections objects currently stored in the McCelvey Center and at the Cotton Factory to the Historical Center as soon as HVAC design issues are resolved.
- Maximize storage space within the McCelvey Center for object collections and archives.
- Maximize storage space at the Museum of York County for Natural History and temporary exhibit storage.
- Refine cost estimates, create scope for design, and secure funding for designing and building a 900 square-foot stand-alone Fluid Preservation Facility at the Museum of York County.
- Select architect and engineer for design; complete design and construction documents.
- Construct building according to fire code regulations.

Complete:

- Resolved design issues with the HVAC system at HC, ensuring that targeted humidity and temperature ranges are met.
- Installed a new chiller unit at the Historical Center.
- CHC approved and adopted edits to the Collections Management Policy relating to abandoned cultural property and CHM site archaeology.
- Funding approved to design and construct a new Fluid Preservation Room at MYCO.
- Purchased additional shelving for Oversize/History Storage at the HC.
- Purchased mobile clothes racks and padded hangers to better house delicate clothes.
- Received 1,100 items and 140 boxes of archival material and \$49,125 to be used for the care of Museum of Western York County items transferred to CHM.

In Progress:

- Relocation of collection items from the 2nd floor of McCelvey to the Historical Center to address lack of storage space for HB and MWYC items. **(paused)**
- Continue to maximize vacant third floor rooms of McCelvey for collections storage expansion, maximizing the cubic area of all storage rooms **(paused)**
- Continue to modify light fixtures and replace all fluorescent lightbulbs at MYCO with energy efficient LED lightbulbs to eliminate light deterioration of collection items.
- New fluid preservation room at MYCO.

GOAL II: Expand opportunities and investment in professional development.

STRATEGY 1: Consider procedures to document institutional knowledge and experience.

Measures of Success:

- Establishment of a Centralized Location for Institutional Records.
- Creation of Departmental Standard Operating Procedures Manual.
- Development of an Emergency Succession Plan.
- Development of a digital and physical library for professional sources.
- Staff is well-versed in Institutional Policies & Procedures.
- All new staff members receive institutional orientation.

Action Steps:

- Establish a centralized location to backup/preserve institutional records related to organizational history, policies and procedures.
- Create an updated Standard Operating Procedures (SOP) manual for major departmental tasks.
- Ensure regular review and revision of institutional policies and procedures.
- Develop an Emergency Succession Plan to be used in the event of a temporary, unplanned absence of the Executive Director or any senior staff member.
- Increase staff awareness of policies through institutional orientation and regular communications with departments.
- Develop a digital and physical library of research papers and related articles from professional resources correlating to the management of CHM and its collections.

Completed Items

- Institutional Records related to organizational history stored on SharePoint and are backed up.
- Created Standard Operating Procedures (SOPs) for all departments and submitted to central file.
- Consistent backs-up and updates of the PastPerfect Database.
- Updates to the Emergency Disaster Plan with corresponding trainings and drills.
- Ensure staff awareness through institutional orientation of each new hire.

In Progress

- Working with the South Caroliniana Library to digitize the Bratton Paper Collection and make it available for free online. To date, 377 items have been uploaded.
- Developed a digital and physical library of research papers, articles, etc., pertaining to natural history research conducted in the Carolina Piedmont.
- Emergency Succession Plan.

STRATEGY 2: Value and pursue staff development opportunities.

Measures of Success:

- Staff Training and associated line items are increased in a fiscally responsible manner for each Department.
- Each Manager identifies meaningful opportunities for staff development for their department that are within the budgetary limitations.

Complete and Ongoing:

- Identified critical areas in each department to be strengthened by additional training, and staff are provided external and internal training opportunities to address identified critical areas.
- Managers work with staff to identify training opportunities that align with department priorities.
- Value and recognize experience, improvement, and new training when considering advancement opportunities.
 - Staff is considered for internal advancement when positions open and skills align.
- Explore ways to create needed intermediate positions with higher grades and levels of responsibility that fit within budgetary and policy limitations.
 - Assistant Site Manager Positions at both MYCO/MSCM and HB and the Education Program Manager Position at MSCM.

PRIORITY III

Increase capacity and resources to ensure quality and sustainability of facilities, operations, and programming.

GOAL I:

Broaden funding resources to supplement County support and allow for programmatic growth.

STRATEGY 1: Strengthen relationships with key stakeholders, donors, volunteers, and community partners.

Measure of Success:

- Average annual growth of 10% in Individual and Corporate Contributions and Sponsorships over the next four years.
- Fundraising events have a minimum, annual combined net income of \$30,000 by 2020

Action Steps:

- Identify key stakeholders, donors, & community partners.
- Build, re-build, and strengthen relationships with key stakeholders.
- Hold additional individual and group meetings with key stakeholders.
- Create at least one new Fundraising event that generates community excitement.
- Expand communication with key stakeholders and host fiscally responsible donor recognition and community awareness events.
- Add a Full-Time Volunteer Coordinator position by year three to allow the Development Director to concentrate more fully on fundraising and building donor relationships.

Complete and Ongoing:

- **Key stakeholders & community partners:**
 - **South Carolina Alliance of Children's Museums** of which MSCM is a founding member.
 - **Kulture City** – CHM sites certified sensory friendly.
 - **Museums for All** is a current program. We are actively looking into developing memberships for families receiving SNAP/EBT benefits as part of Museums for All.
 - **Smithsonian Affiliations** – attended annual virtual Smithsonian Affiliations Conference again; distributed early learner resources to promote women's history month; hosted Margaret Weitekamp (National Air and Space Museum Curator) for public lunch and learn; attended Smithsonian Education Summit.
 - **York County First Steps** – Sarah Lewis serves on their board and MSCM hosted Rock Hill Countdown to Kindergarten Celebration (we participated in all three other K2C events across the county). We have provided passes for them to give their families that "graduate" from their programs as an incentive to the families and as a way for us to expose underserved audiences to our sites.
 - **Early Learning Partnership** – book collection on their behalf during *Storyland* Exhibit. Sarah Lewis has started back conversations and they are interested in possibly hosting their meetings at our sites (MYCO and MSCM) starting in January of 2024.
 - **ChristmasVille** – MSCM heavily involved in this year's festival through Santa's Workshop, free admission (including being open on Sunday) and hosting sponsor event and Very Important Gnome Club.
 - **Come-See-Me** – MSCM participated in parade and continues to host frog-themed activity annually.
 - **YC Library** – Bookmobile present every two weeks at MYCO and at MYCO special events (Harry Potter & Storyland Family Day). Librarian comes to MSCM to read on select Fridays.
 - **York School District 1** – Continued Reading Everywhere partnership for summer enrichment at MYCO. MYCO provided a week's work of afternoon enrichment activities as part of YSD1's grant award and was compensated accordingly.
 - **Rock Hill School District 3** – Continued Family Nights (September 2022 & Spring 2024 due to staff change over on their part). Continue to partner for District-wide field trip programming at both MYCO and HB.
 - **Project Learning Tree** – Continue to be a PLT Environmental Education Center with staff trained to provide educational resources.
 - **Heart2Heart Foundation** – MYCO participates in Back2School Block Party to reach underserved audiences.
 - **Yorkville Historical Society**

- **Department of Member Engagement**
 - The new department (currently under construction) was formed to specifically address a majority of the action steps in this strategy:
 - Develop, implement and manage key components of the Museum’s long-term strategy to build, re-build, and strengthen relationships with key stakeholders, members, donors, and community partners and grow new sources of revenue for the museums.
 - Develop, implement and manage a strong corporate membership program to capitalize on business growth in the county, and serve as an additional gateway for new employees to visit the museums and become members.
 - Develop, implement and manage new sponsorship programs for CHM exhibits, programs and special events.
 - Develop, implement and manage general and member exclusive events to generate community excitement and grow revenue.
- **Revenue Generating Events**
 - Kudzu Trail Race at Historic Brattonsville (3)
 - Mother’s Day Tea at Hightower Hall (1)
 - Member Exclusive Workshop Series at Hightower Hall (2)
 - Festivus: Seinfeld and the Natural World at the Museum of York County
 - Untitled Murder Mystery at Museum of York County in February
- **Full-Time Volunteer Coordinator** position at Historic Brattonsville in place.

STRATEGY 2: Continue to increase membership and visitation.

Measure of Success:

- Maintain an average of 10% Increase in membership income annually.
- Maintain at least 5% growth annually in overall visitation through.

Action Steps:

- Work with Site Managers to develop additional membership incentives.
- Increase the visibility of on-site membership signage.
- Raise awareness of membership opportunities and benefits in the community.
- Maintain and ensure quality experience for all members and visitors.
- Seek greater documentable input and feedback from members to be used for improving programming.
- Use visitor surveys to better understand and document reasons for growth.
- Improve overall experience at each site by implementing planned capital and programming strategies.
- Track results and feedback.

In Progress:

- **Ensure Quality Experiences**
 - Reduced the size and number of special events, and implemented a timed ticket program to manage attendance numbers at HB to maintain and ensure quality experience for all members and visitors.
 - Developed and implemented new Living History program providing more opportunities to present fresh, high-quality programming, and grow daily attendance.
 - Maintained online registration for the MSCM to ensure a high-quality experience.

- **Department of Member Engagement approved for FYE '24.**
 - A major function of the Department of Member Engagement is to develop strategies and deploy tactics designed to drive visitation, convert new visitors into new members, increase member retention by enhancing the overall member experience, cultivate relationships and develop connections with new and existing members, and move those with a capacity to give from General Membership into Donor Society Membership.
- **Outreach Campaigns**
 - Staff promotes CHM membership and benefits before every presentation, handing out membership brochures, and directing interested parties to the membership page of our website.
- **Retention Campaigns**
 - Monthly renewal campaigns – email/mailed to members due to expire in the next month. The campaign features upcoming programs to generate interest in renewal; includes a renewal link, and member portal access information.
 - A series of three Digital Membership Card renewal notifications are sent via the e-Membership App to members due to expire in 30 days, 15 days, and on the day of their expiration.
- **Acquisition Appeals**
 - Monthly non-member visitor appeals are sent to visitors who visited a CHM site during the month.
 - Semi-annual lapsed member appeals are emailed/mailed to members whose membership expired in the last year+.
- **Member Engagement**
 - Member exclusives: Mother’s Day Tea, Member Exclusive Workshop Series at Hightower Hall, Member Exclusive Christmas Candlelight, and Murder Mystery at MYCO.
 - Curious Kids Club – A member-only benefit developed for children ages 6-10 interested in Nature, Science, History, Astronomy, and Play.
 - Cookies with Santa – An annual member-only program. Members are invited to have their photo taken with Santa and take home a sweet cookie treat and sercie. No cost.
- **On-site Membership Signage**
 - The digital signage, located in the lobby of every site, includes our membership infographic and Curious Kids Club programming information.
 - Expanded use of QR codes use at all sites.
 - Text-to-Join signs at MYCO and HB, and at MSCM.
- **Seeking Input and Feedback from Members**
 - A request for membership information is included on all event surveys, at all sites.
 - The Membership Coordinator works with visitor services to capture member attendance information as a way to communicate directly with members via email.
 - All member email campaigns and appeals include the phone number and email address of the Membership Coordinator, so members know how to reach out with questions.

STRATEGY 3: Seek grant opportunities and new public and corporate sponsorships to support existing and planned programming needs.

Measure of Success:

- Average increase of 10% in income from grants and sponsorships annually for the next four years.

Action Steps:

- Determine sponsorship levels and corresponding benefits for all special events and exhibits.
- Identify potential Sponsors and their interests then offer them meaningful opportunities to support the CHM.
- Systematically identify and prioritize organizational needs and opportunities to better serve our community that are beyond current funding levels.
- Identify and apply for grants that match organizational needs and opportunities.
- Collaborate with other community agencies on grant opportunities.
- Track results and feedback.

Complete and Ongoing:

- \$50,000 from the Robert Morrison Haywood Foundation for continued preservation projects at the Bratton Brick House.
- \$41,760 from the South Carolina 250th Commission for the Watt Cemetery project.
- \$20,500 from the South Carolina 250th Commission for the Thomas Sumpter Paper and SC 3rd Continental Regiment projects.
- \$6,500 sponsorship from OTS Media for the Vernon Grant Ornament.
- \$5,000 SC Humanities Grant for "*Historic Brattonsville, Through the Eras*" Site Orientation Exhibit.
- \$5,000 SC SHRAB Grant to microfilm YC Court of Common Plea records from 1840-1869.
- \$2,000 sponsorship from the Angel Foundation for the Vernon Grant Christmas Card.
- \$250 from the York County Arts Council for Come Draw with Me Supplies.
- \$3,859.50 Smithsonian Affiliations Stipend for distributing Early Learner resources in the amount of to offset expenses associated with the Margaret Weitekamp visit.
- Association of Children's Museums Stipend for participating in World Wide Day of Play in the amount of \$900 to purchase additional manipulatives and costumes for MSCM.
- \$2,546,183 from the State of South Carolina to repair the Lowery Family Theater.

In Progress:

- A \$10,000 private grant offered by Americana Corner for the grave markers in the Watt Cemetery.
- A \$65,000 grant for a new creative play area at MYCO called Camp Piedmont.

GOAL II: Develop and implement methods to engage and measure public interest and support.

STRATEGY 1: Increase community advisory opportunities through committees, project teams and program planning.

Measure of Success:

- Representatives of diverse segments of the community serve on committees and planning teams for the CHC.

Completed and Ongoing:

- Continue to utilize existing community committees and project teams.
 - Historic Brattonsville's Descendants Group provides input on exhibits and programs at the site.

- The South Carolina African American Heritage Commission was asked to provide input on text panels for the Brick House, Orientation Room Exhibit and the Watt Cemetery.
- Identify areas and initiatives within the organization that could benefit the most from greater community input.
 - Historic Brattonsville's staff evaluates and determines when input from the descendant advisory group is appropriate and seeks their input in order to better interpret the site.
- Establish standing and/or *ad hoc* committees to address the identified areas.
 - The descendant advisory group at Historic Brattonsville was established to garner feedback and buy-in for programming initiatives.
 - An *ad hoc* African American advisory group consisting of descendants of Bratton enslaved was assembled.
- Create, schedule and hold committee/planning meetings on regular basis. **Ongoing.**
 - Historic Brattonsville staff regularly meet with the descendant group to seek their input on specific programming initiatives.

STRATEGY 2: Increase audience input through various evaluation methods.

Measure of Success:

- Useful data of sufficient sample size and from target groups are gathered for each site.
- Information is documented and available for planning.

Complete and Ongoing:

- Revised survey forms for each site to ensure they are consistent with each other.
- Created and implemented a plan to more effectively encourage responses to surveys.
- Utilize our over 1,500 members as a source for feedback on specific questions through online communication and surveys.
- Provide meeting opportunities for support groups and volunteers to give direct input to management and program planners.
 - Volunteer and support groups are solicited when planning exhibits and programs.
 - Regular meetings are held with the African American descendants group at Historic Brattonsville and their input is sought with regard to programming at the site.

STRATEGY 3: Review and apply audience input to inform planning for Capital Projects, Programs, Exhibitions, Marketing, and Visitor Services.

Measure of Success

- Audience input is gathered, documented, synthesized, and analyzed for all major programming and capital projects.

Complete and Ongoing

- Collect audience feedback through surveys, group meetings and online comments.
 - Surveys are the primary source of audience input along with observational data gathered by staff and discussed at program planning meetings.
 - Online feedback is shared with staff to inform future planning.
- Consider factors such as attendance and sample size when evaluating whether or not feedback is representative of the experience.

- Data is analyzed based on sample size and other factors to determine if specific responses are outliers.
- Look to attain a 10% sample size for surveys to ensure results are statistically relevant.
- Analyze data to determine areas that need to be improved or strengthened.
 - Feedback is discussed and used in planning and wrap-up meetings to ensure visitor needs and concerns are addressed.
- Improve programs or projects as appropriate in response to feedback.
 - Feedback is utilized in the planning process to include visitor needs and concerns.
- Evaluate ongoing programs and events annually for comparisons to previous years.

GOAL III: Continue to improve visitor services, amenities, and accessibility.

STRATEGY 1: Develop a staffing plan to accommodate increasing attendance and institutional growth.

Measure of Success:

- Creation of a five-year plan to address staffing needs.

Action Steps:

- Assess growth trends and the projected impact of proposed programmatic and capital changes on visitation. **Ongoing**
 - The opening of the Pleistocene Exhibit at MYCO, the Brick House at HB, and the reopening of the Main Street Children’s Museum led to a reassessment of positions across all sites.
- Identify positions throughout the organizations that will be needed to keep up with anticipated growth. **Ongoing**
 - Staffing is evaluated annually with additional positions recommended during the budgeting process.
 - Added Assistant Manager Positions at MYCO/MSCM and HB and Education Program Manager at MSCM.
- Identify costs for new positions. **Ongoing**
- Prioritize and create a timeline for new staffing needs. **Ongoing**
- Identify sources of funding to cover new costs. **Ongoing**
 - All changes since 2019 have been budget neutral.

STRATEGY 2: Improve the operational capacity of facilities to ensure audience accessibility and safety as well as security for our resources.

Measure of Success:

- All facilities serve as effective venues to achieve stated programmatic and operational goals.

Action Steps:

- Evaluate preservation needs.
- Develop a prioritized list of projects.
- Develop a scope of work for each project.
- Determine if projects can be handled internally or require external expertise.
- Determine rough budget and phasing for projects.

- Secure funding and appropriate approval.
- Implement plans in a fiscally responsible manner.

Complete:

- The work of the operations team is ongoing.

In Progress

- Continue to follow the interpretive plan and master plan at Historic Brattonsville, focusing on preservation projects first.
- Addressing numerous preservation projects at HB and McC according to established priorities.

STRATEGY 3: Explore ways to better reach underserved audiences.

Measure of Success:

- Creation of an achievable plan that includes new programming that will be attractive and accessible to underserved audiences. The plan will also include costs and identification of funding sources to implement the new programming.

Complete and Ongoing:

- Identify current and potential community partners that would be beneficial in planning services to underserved audiences.
 - Partnerships with community groups (RHSD1 Title 1 Schools, YSD1, York County First Steps, the African American Descendants at Historic Brattonsville, etc.) to develop and participate in programming allowing CHM to reach underserved audiences.
- Assess needs of underserved audiences that we can positively impact.
 - Regular evaluation of community needs to determine how to attract reach visitors.
- Assess efforts to address identified needs through internal and external evaluation.
 - Use demographic survey information to determine areas of the population we reach.
 - We use survey data to better inform program planning and marketing initiatives.
- Make current programming more accessible to underserved audiences.
 - Staff continue to identify ways to make programming more accessible.
 - Launched Spanish language audio tour of *Ice Age Carolinas* to further the reach of the exhibit.
 - MSCM provides crafts in the exhibit space for those unable to access the classroom.
- Identify new accessible programming opportunities that could attract underserved audiences and meet identified needs in the community.
 - Enrolled in Museums4All and have experienced monthly growth throughout the year.
 - Program provides low-income families with access to our sites at a reduced fee.
 - Participates in Back2School Block Party and Countdown to Kindergarten, reaching new audiences who may not visit due to financial barriers.
 - Offer therapeutic memberships, created sensory kits and social stories for all sites.
 - The social stories and kits aid parents with children on the autism spectrum, helping them prepare their child for a visit to our sites and provide them with items to comfort them if they become over stimulated.
- Assess costs and logistical issues of current and potential new programming.
 - Costs for the above programs are grant funded or included in the operating budget.
- Identify funding sources for new costs and seek funding to implement new plans.

- Costs for the above programs are grant funded or included in the operating budget.
- Incorporate new programs into annual budget, programming, and marketing plans.
 - Countdown to Kindergarten, Back2School Block Party and Museums for All funded through the existing budget.
- Continue to review and refine efforts to reach underserved audiences annually.
- Staff regularly attend webinars regarding ways to expand existing programs (Museums for All) and keep up-to-date on trends in the field that might be applicable to CHM sites.

