

**Culture & Heritage Commission  
Board of Commissioners Meeting  
October 22, 2024  
6:00 PM  
Museum of York County**

**Person Presiding: David Duncan**

**Members Present: George Sheppard, Ed Stewart, David Duncan, Margaret Parson-Willins, Annie Laurie Wheat, and Katherine Williams**

**Members Absent: Jeff Lyon**

**Ex Officio Members Present: Katie Rutland and Eddie Lee**

**Ex Officio Members Absent:**

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

**Others: Michelle Tothorow, Carole Holmberg, Torbjorn Holmberg, Braxton Townsend, Ann Townsend, Bryan Townsend, Kaisa Love, Judy Love, and Laura Rutledge**

**Call to Order**

- David Duncan called the meeting to order at 5:59pm
- David Duncan presented the minutes from the September 24<sup>th</sup> meeting and asked for changes or corrections.
  - George Sheppard made motion to accept the minutes as written
    - Ed Stewart seconded the motion
      - A vote was taken and the motion passed
        - No corrections to be made, minutes are accepted as written.

**President's Volunteer Service Award Recognition: Windy Cole**

- Windy Cole presented the President's Volunteer Service Award to Braxton Townsend and Kaisa Love
  - Braxton Townsend has volunteered 400+ hours
  - Kaisa Love has volunteered 250+ hours

**Calendar Review**

- November- renew and sign Code of Ethics
  - Meeting will be held at the Main Street Children's Museum
  - Meetings at Historic Brattonsville may take place in the spring

**Reports and Presentations**

- Director's Report
  - *Presented by Richard Campbell*
- Visitation

- CHM site-wide visitation for the month of September totaled three thousand, five hundred and twenty-nine. Year-to-date visitation totaled seventeen thousand, nine hundred and thirty-three.
  - School Groups
    - For the month of September, school group visitation totaled five hundred and seventy-four and year-to-date visitation totaled one thousand, four hundred and six.
  - Membership
    - Membership has increased by one hundred and twenty-three memberships with a total revenue of \$4,525. Year-to-date memberships total three hundred and thirty-six with a revenue of \$21,750. The CHM overall memberships are at one thousand, three hundred and sixty-six.
      - David Duncan asked about membership number trends. Richard Campbell stated that memberships can fluctuate by expirations and renewals.
  - Past Events
    - Worldwide Day of Play
      - On September 28<sup>th</sup>, the Main Street Children’s Museum, in collaboration with Nickelodeon and the Association of Children’s Museums (ACM), celebrated Worldwide Day of Play. One hundred and twenty-six visitors enjoyed various play activities and even a visit from SpongeBob SquarePants.
    - Living History Saturday: "Harvest on the Homestead: Farm Work in the Harvest Season"
      - This annual, month-long, event took place each Saturday in October at Historic Brattonsville. Each weekend, historic interpreters and volunteers presented harvest activities and traditions from the 18<sup>th</sup> and 19<sup>th</sup> centuries. In addition to these activities, visitors also enjoyed tours and hands-on demonstrations. We do not have the attendance numbers until after the event concludes, but two of the Saturdays were record numbers according to Site Director, Kevin Lynch.
    - Pretty, Pretty Pumpkins
      - During the morning play session on October 12<sup>th</sup>, the Main Street Children’s Museum hosted Pretty, Pretty Pumpkins, where guests were invited to listen to a pumpkin-themed story and the opportunity to pain and decorate their own pumpkins.
    - Sensory Saturdays
      - This month’s Sensory Saturday was hosted at the Museum of York County on October 12<sup>th</sup> from 9am to 10am and gave visitors with sensory sensitivities and their families the chance to explore the museum in a calming atmosphere.
    - Spooky Saturdays



company waits for the materials to pour the footers. Upon the canopy installation, Catalyst will apply for a Certificate of Occupancy from the City of Rock Hill. A final inspection will be conducted by the project engineer to bring the project to completion.

- Lowry Family Theatre
  - Bennett Preservation Engineering continues construction administration and McMillan Pazdan Smith Architecture has completed the code analysis and fire wall drawings and specifications. On October 9<sup>th</sup>, Bennett Preservation Engineering resubmitted the construction documents to the City of York and were confirmed received the next day. In September, Pye Barker resubmitted updated fire sprinkler drawings to the Office of the State Fire Marshall, addressing previous feedback. The revised shoring drawings were also submitted to Bennett Preservation Engineering on October 7<sup>th</sup>. We expect to receive feedback at any time from the City of York regarding the building permit submission, as well as responses from the Office of the State Fire Marshall.
- Col. Bratton Cabin Exterior Preservation Project
  - The preliminary drawings for the structural repair were submitted by Matteo Ferran Structural Engineers on October 11<sup>th</sup>. After a thorough document review, the project will involve adding a new cement footing and a wooden pier. Temporary shoring will also be necessary during the installation of the pier footing. A new stud wall will be constructed, while the historic logs will be preserved, supporting only their own weight to maintain their integrity as original 1760s elements. These logs will not be visible to the public but will be accessible for research and documentation through the utility closet. The CHM preservation team is confident in their ability to complete this work in-house and is currently preparing a cost estimate. Final design details are pending.
- Watt Cemetery
  - John Fisher has submitted thirty-six digital maps with grids, numbered probable grave locations, and anomalies, with corrected GPS coordinates. Eight anomalies require field verification, and the final report is due by October 31<sup>st</sup>. Cost estimates for the security cameras have been confirmed by York County IT; formal proposals from York Electric Cooperative and Comporium are pending. All markers are fabricated and tentatively scheduled for installation the second week of December. CHM Exhibits is waiting for the cemetery name selection to finalize wayside panels. Printing of the panels is expected to take three weeks. The Descendants Cemetery Naming Subgroup has proposed three names for consideration, which meet CHM criteria.

Recommendations were presented to the full group on October 21<sup>st</sup> for final selection.

- Staff has been working with the Descendants on an official name of the cemetery. On October 21<sup>st</sup>, a name was unanimously decided by the Descendants at their Meeting.
  - Margaret Parson-Willins revealed that the official name of the enslaved cemetery is the Enslaved Ancestral Burial Grounds.
- Hurricane Helene Impacts on Roofs
  - A fallen walnut tree damaged the northeast corner of the roof over the large corncrib behind the Homestead House, impacting three rafters near the log wall. On October 1<sup>st</sup>, CHM Preservation installed sister rafters and rehung the shakes in that area. In addition, several large trees were downed across the property. Most have been cut and removed, except for a large oak in front of Hightower Hall, which is too large for staff to handle. We are currently in the process of sourcing a tree service for its removal.

*[Note: A full copy of the Director's Report is attached to these minutes as Addendum A]*

### **Institutional Plan Update**

- Presentation of the Institutional Plan
  - *Presented by Richard Campbell*
  - The Institutional Plan presents updates on CHM projects and progress made on Action Steps. While the majority of the Institutional Plan is complete, there are some remaining projects the Historic Brattonsville and the Historical Center that are ongoing.
    - The complete Institutional Plan is available by request.
  - 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.
  - David Duncan asked if they need to be carried along, things that have been completed.

- Richard Campbell replied that once things are completed, they no longer need to be covered.
  - George Sheppard asked if we had a living document.
    - Richard Campbell responded that we do have a living document in the Institutional Plan 2017-2024, organized by year and project.

*[Note: A copy of the Institutional Plan Updates are attached to these minutes as Addendum B]*

### **Committee Reports**

- Collections Committee
  - *Presented by Jillian Bingham*
  - Katie Rutland recommended that the Collection Committee re-present TC445 after questions were posed at the September 24<sup>th</sup> meeting.
    - Jillian Bingham referenced and answered the questions that were posed.
  - TC445
    - .001- Large (4.25'x5.5") black and white "Glen the Frog has a posse" sticker
    - .002- Large (4.25'x5.5") black and white "Glen the Frog has a posse" sticker
    - .003- Small (2.25'x2.75") black and white "Glen the Frog has a posse" sticker
    - .004- Small (2.25'x2.75") black and white "Glen the Frog has a posse" sticker
    - .005- Black and white "GLEN" sticker
    - .006- Black and gold sticker with an alien face and a frog face
    - .007- Blue and black sticker of Glen the Frog in a TV
      - Donor Name: Unknown
- George Sheppard made a motion to approve TC445 to the Collection
  - Annie Laurie Wheat seconded the motion
    - A vote was taken and the motion passed

*[Note: Copy of the above Recommendation for Accession is attached to these minutes as Addendum C]*

- Finance Committee
  - *Presented by Margaret Parson-Willins*
  - Treasurer's Report
    - Everything looks good, there is nothing to report
  - 2024-2025 Budget Amendment
    - George Sheppard made the motion, based on the recommendation of the Finance Committee to:
      - Move the sum of \$1,443,195.35 to the Expense and Revenue budget for the Fiscal Year 2024-2025 to continue funding the projects approved by the Foundation of the Carolinas but not yet completed.
      - Move the sum of \$2,383,704.26 to the Expense and Revenue budget for the Fiscal Year 2024-2025 to continue funding the





**Culture and Heritage Museums  
Director's Report  
October 22, 2024**

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

**Total Served – September 2024** \*Impacted in varying degrees by Hurricane Helene (9/26 through 10/2) \*

- Total Served: 3,529
  - Museum of York County: 1,620
  - Historic Brattonsville: 709
  - Main Street Children's Museum: 1,153
  - Historical Center of York County: 47
- Total Served year-to-date: 17,933
  - Museum of York County: 10,750
  - Historic Brattonsville: 2,818
  - Main Street Children's Museum: 6,395
  - Historical Center of York County: 276

**School Groups/Summer Programs – September 2024**

- Total school group visitation: 574
  - Museum of York County: 311
  - Historic Brattonsville: 208
  - Main Street Children's Museum: 55
- Year-to-date: 1,406 students
  - Museum of York County: 1,085
  - Historic Brattonsville: 238
  - Main Street Children's Museum: 140

**Membership – September 2024**

- New memberships: 123
- Renewal memberships: 36
- Membership revenue: \$4,525
- Year-to-date memberships: 336
- Year-to date renewal memberships: 149
- Year-to-date membership revenue: \$21,750
- Total Memberships: 1,366

## **Past and Ongoing Events**

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### **Worldwide Day of Play (MSCM)**

On September 28, the Main Street Children's Museum hosted the Worldwide Day of Play in collaboration with Nickelodeon and the Association of Children's Museums to celebrate the importance of play. The event featured a variety of activities, including hula hooping, basketball, and dancing, and attracted 126 visitors. The partnership generously contributed \$500 to help cover supply costs, and we were thrilled to have SpongeBob SquarePants join us at no additional charge. Despite facing significant challenges due to the effects of Tropical Storm Helene the day before, our staff worked diligently to prepare the site for a successful event.

### **Living History Saturday: "Harvest on the Homestead: Farm Work in the Harvest Season" (HB)**

The annual Living History Saturday event at Historic Brattonsville took place every Saturday in October (with an upcoming session on October 26) from 10am to 4pm. Historic interpreters and costumed volunteers presented themed activities that highlighted harvest season traditions from the 18<sup>th</sup> and 19<sup>th</sup> centuries. Each weekend featured a different theme: Farm Work, Apples, Cotton, and Pumpkins and Spice. Visitors enjoyed hands-on demonstrations, guided tours, and cooking displays, with light concessions available at the Historic Brattonsville Gift Shop.

### **Pretty, Pretty Pumpkins (MSCM)**

The event occurred on October 12 during the morning session. Pre-registration was required for this workshop, where guests were invited to listen to a pumpkin-themed story before painting and decorating their own pumpkins.

### **Sensory Saturdays (MYCO)**

This month's Sensory Saturday was held on October 12 from 9am to 10am, aimed at creating an inclusive environment for families with sensory sensitivities. The event featured adjusted lighting, reduced sound levels, and limited crowd sizes to foster a calming atmosphere. These measures allowed all visitors to comfortably explore and engage with the museum's exhibits, reinforcing our commitment to inclusivity and accessibility.

### **Spooky Saturdays (MYCO)**

Spooky Science took place on October 12 and 19, with an upcoming session on October 26. These drop-in programs provided visitors the opportunity to explore intriguing spooky science topics, including parasites, insects, arachnids, and fungi, through engaging activities and fascinating specimens.

### **Boo-seum (MSCM)**

On October 26, the Main Street Children's Museum will host its annual not-so-scary Halloween celebration, featuring monsters. Ross the Balloon Guy will be on hand to craft balloon monsters for attendees. Guests will embark on a hunt for the elusive Bigfoot, encounter the Kraken aboard a ship, meet a witch in her house, discover bats in the treehouse, and interact with a scarecrow in the pumpkin patch. Additional activities will be available throughout the museum for our youngest visitors to enjoy.

## **SC State Fair Exhibit (HC)**

The CHM Collections and Archives team successfully set up a York County exhibit at the SC State Fair Exhibit Hall in Columbia. Titled "46 Reasons to Celebrate South Carolina," the exhibit ran from October 9 to 20, 2024, featuring a distinctive display for each county. Counties were invited to design their displays to reflect the bookshelves or mantels of lifelong residents. The York County display highlighted significant themes, including CHM Sites, the Friendship 9, the Catawba Nation, Carowinds, Football City USA, Winthrop University, the Anderson Car Company, the textile industry, and historic downtowns.

## **Upcoming Events**

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### **It's a Bison, Not a Buffalo (MYCO)**

On November 2, an engaging drop-in program will commemorate National Bison Day, inviting visitors to delve into the fascinating history of North America's largest land mammal. Attendees will discover the majestic bison, which once flourished in the Carolina Piedmont. The program will emphasize the bison's ecological significance and its vital role in the region's natural heritage.

### **Hiking Saturday (MYCO)**

Hiking Saturday is set for November 9 from 1pm to 2pm, featuring our senior interpreter, who will lead guests on a guided trail hike. She will share insights about fall plants and insects to look for while exploring other trails, in preparation for National Hiking Day on November 17. This immersive experience is designed to enhance participants' appreciation of the natural world.

### **Vernon Grant Card & Ornament Debut and Cookies with Santa (MYCO)**

Scheduled for November 21, the Vernon Grant Card and Ornament Debut will officially launch the holiday season at 10am. This will be followed by Cookies with Santa, our annual members-exclusive photo opportunity with Santa, at 5pm.

### **Talk About Turkey! (MSCM)**

Scheduled for November 23, this drop-in program invites visitors to celebrate Thanksgiving with a range of engaging, turkey-themed activities. Participants will have the opportunity to create hand turkeys using paint and paper, practice spelling festive words such as "turkey" and "gravy," count the feathers on a turkey's tail, and enjoy a fall-themed coloring sheet.

## **CHM Project Updates**

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### **Fluid Preservation Room (MYCO)**

**Freezer Installation:** The installation has been completed and approved by the City of Rock Hill.

**Canopy and Walkways:** The walkways are complete and the canopy paint color has received approval. Catalyst is currently waiting for materials to pour the footers for the canopy, with installation projected for early November.

**Certificate of Occupancy:** Upon completion of the canopy installation, Catalyst will apply for a Certificate of Occupancy from the City of Rock Hill. A final inspection will be conducted by the project engineer, Darrell Watts, prior to the project's official completion.

### **Lowry Family Theatre (McC)**

Bennett Preservation Engineering (BPE) of Charleston, SC, continues construction administration activities for the project. McMillan Pazdan Smith Architecture (MPSA) of Spartanburg, SC, has successfully completed the code analysis and fire wall drawings and specifications. On October 9, BPE resubmitted the comprehensive construction documents to the City of York, which acknowledged receipt on October 10.

In late September, Pye-Barker, the fire sprinkler subcontractor for Midwest Maintenance, Inc. (MMI), resubmitted updated fire sprinkler drawings to the Office of the State Fire Marshall, addressing previous feedback. Additionally, Scaffolding Solution, the shoring subcontractor for MMI, provided revised shoring drawings to avoid basement wall penetrations, which BPE approved on October 7.

We expect to receive feedback at any time from the City of York regarding the building permit submission as well as responses from the State Fire Marshall on the revised fire sprinkler drawings and specifications

### **Col. Bratton Cabin Exterior Preservation Project (HB)**

John Matteo from Matteo Ferran Structural Engineers, PLLC (MFSE) submitted preliminary drawings for the structural repair of the decayed log wall on October 11. After a thorough document review, the project will involve adding a new cement footing and a wooden pier. Temporary shoring will also be necessary during the installation of the pier footing. A new stud wall will be constructed, while the historic logs will be preserved, supporting only their own weight to maintain their integrity as original 1760s elements. These logs will not be visible to the public but will be accessible for research and documentation through the utility closet.

The CHM preservation team is confident in their ability to complete this work in-house and is currently preparing a cost estimate. Final design details are pending, as the submission from MFSE was intended to confirm agreement on the proposed concept.

### **Watt Cemetery (HB)**

**GPR/Mapping:** John Fisher submitted 36 digital maps, including grids, numbered probable grave locations, and anomalies, with corrected GPS coordinates. Eight anomalies require field verification, and the final report is due by October 31.

**Security Cameras:** Cost estimates have been confirmed by York County IT; formal proposals from York Electric Cooperative and Comporium are pending.

**Markers:** All markers are fabricated and tentatively scheduled for installation the second week of December.

**Wayside Signage:** CHM Exhibits is waiting for the cemetery name selection to finalize wayside panels. Printing of the panels is expected to take three weeks.

**Cemetery Name:** The Descendants Cemetery Naming Subgroup has proposed three names for consideration, which meet CHM criteria. Recommendations will be presented to the full group on October 21 for final selection.

**Hurricane Helene Impacts on Roofs (HB)**

A fallen walnut tree damaged the northeast corner of the roof over the large corncrib behind the Homestead House, impacting three rafters near the log wall. On October 1, CHM Preservation installed sister rafters and rehung the shakes in that area. A few “comb” shakes were also lost at the ridges of the shake roofs, which is typical after severe storms. These comb shakes will be replaced later this fall when we can access the County’s man-lift.

In addition, several large trees were downed across the property. Most have been cut and removed, except for a large oak in front of Hightower Hall, which is too large for staff to handle. We are currently in the process of sourcing a tree service for its removal.



# **INSTITUTIONAL PLAN UPDATE**

## **FY '24- '25**

### **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 22, 2024*

## **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 25<sup>th</sup>, 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 28<sup>th</sup>, 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. **In Progress**

- **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
    - Site is adequately staffed to handle growth in visitation and exhibits
    - Continued positive evaluations in both exhibits and programs.
  - **Strategy complete and ongoing**
- **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 to improvements demonstrated through surveys and attendance growth.
  - **Strategy complete**
- **STRATEGY 3:** Engage local stakeholders and municipal agencies in discussing the potential for a new dedicated location to showcase the Vernon Grant collection. **In progress**
  - **Measures of Success:**
    - Identify potential partners within Rock Hill community to host gallery space for exhibition of Vernon Grant collection.
    - Work with Vernon Grant Committee to gain feedback on potential partnerships and locations.
    - Determine feasibility for short and long-term use of potential spaces, including evaluation of available resources to ensure protection of and access to artwork.
    - Create fiscally responsible plan that has been vetted with the community, including a timeline, funding needs and strategy for implementation.
- **STRATEGY 4:** Develop site-specific brand identity that accentuates the clarified role of MYCO as a natural history museum. **Strategy complete and in progress.**

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

- **STRATEGY 1:** Implement 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. **Strategy In Progress and Ongoing**

- **Measures of Success:**
  - Interpretive areas are historically accurate and authentic as defined in Master Plan. **In Progress**
  - Restoration and preservation of original structures and landscape comply with applicable Secretary of the Interior preservation standards. **Ongoing**
  - Each phase of the Interpretive Plan is completed and programming underway. **In Progress but with revisions required**
  - Positive community response to improvements is demonstrated through surveys and attendance growth. **Ongoing**
- **Action Steps:**
  - Submit nomination for extension of National Register Historic District boundaries. **In Progress**
    - As of September 2024, we are awaiting a formal decision from the National Park Service (NPS) as to whether they will formally consider us for National Historic Landmark (NHL) status. Staff have been in contact with NPS and their last correspondence in July of 2024 was very encouraging.
    - We are awaiting decision on NHL before proceeding with National Register expansion.
  - Conduct archaeological assessment of areas beyond National Register District boundaries designated for new construction. **Ongoing**
  - Staff/consultants complete Master Site Plan; revise timeline and cost estimates. **Complete**
  - Staff/consultants complete Furnishings Plans for Brick House, Plantation, and Yeoman Farm. **Ongoing with revisions**
  - Complete remaining A/E work and restoration of the Bratton Brick House. **Complete**
  - Construct the 1780 Farm Interpretive Area. **In Progress with revisions**
  - Relocate identified non-original structures to the 1850's Yeoman Farm interpretive area. **Will not move forward as planned. Project is cost prohibitive.**
  - Identify and address preservation needs of the 1850's Plantation interpretive area (Historic Site) including removal of non-original structures. **Complete**
  - Complete education programming area. **Will not move forward as planned. Project is cost prohibitive.**
  - Finalize landscaping, furnishing, exhibits, signage, and programming plans for the three new interpretive areas and education programming area. **In Progress**
  - Open Interpretive Areas in successive phases with specific marketing plans for each. **In Progress**
  - Construct and open new visitor center, support facilities, parking areas and visitor amenities. **Will not move forward as planned. Project is cost prohibitive.**
  - Track public response. **Ongoing**

- **STRATEGY 2:** Plan, implement, and staff new programming to effectively utilize site improvements. **In Progress**
  - **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. **In Progress**
    - Plan interpretive exhibits and video documentary for the Brick House. **In Progress**
      - Opened Liberty and Resistance Exhibit and Bratton Store Exhibit.
      - Created interpretive material for the Reconstruction Era.
      - Exploring options for Reconstruction Video.
    - Acquire needed livestock for the 1780 and Yeoman farms. **Paused to reevaluate.**
    - Create new educational programs to take advantage of new interpretive areas. **In Progress**
    - Refocus reproduction clothing collection to new interpretive periods. **Complete and Ongoing**
      - Established new budget for the annual acquisition of reproduction clothing.
    - Reduce emphasis from special events to daily living history activities. **Complete**
      - Reduced the number of Special Events to 4 and greatly expanded our Living History Saturday Programming.
- **STRATEGY 3:** Strengthen the volunteer program to support daily living history programming and enhance visitors' immersive experience.
  - **Measures of success:**
    - Increase volunteer hours by 10% each of the next five years.
    - Regular utilization of volunteers in daily programming.
  - **Strategy complete and ongoing**
- **STRATEGY 4:** Develop a strong brand identity that draws audiences throughout the Southeastern United States.
  - **Strategy complete**

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

**Complete and Ongoing**

- **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.
  - **Strategy complete and ongoing**
  
- **STRATEGY 2:** Maintain strong brand identity while increasing awareness within the community of the importance of early childhood education and creative play.
  - **Strategy complete**
  
- **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.
  - **Strategy complete and ongoing**

**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.

**Complete as Defined**

- **STRATEGY 1:** Unite the collective roles and services of 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 CHM Board. **Complete**
    - Completed branding plan ready for launching. **Complete**
  - **Strategy complete**
  
- **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 McCelvey School building to include exhibits, programs, collections, and administrative services, including

- preliminary projected costs, timelines, staffing needs, building upgrades and maintenance. **Complete**
    - Seek, record, and incorporate community input. **Complete**
    - Continue to use the Lowry Family Theater and rental rooms as a venue for community enrichment. **Complete (paused)**
  - **Strategy Complete as defined**
- **STRATEGY 3:** Address preservation needs of the McCelvey School building.
  - **Measure of Success:**
    - Threats to the building have been mitigated.
    - Major aesthetic issues have been addressed.
    - Building is capable of effectively serving operational and programming goals.
  - **Action Steps:**
    - Evaluate preservation needs. **Complete**
    - Develop a prioritized list of projects. **Complete**
    - Develop a scope of work for each project. **Complete**
    - Determine if projects can be handled internally or require external expertise. **Complete**
    - Determine rough budget and phasing for projects. **Complete**
    - Secure funding and appropriate approval. **Complete**
    - Implement plans in a fiscally responsible manner. **Complete**
  - **Strategy Complete as defined**
- **STRATEGY 4:** Play a leadership role in initiating the Southern Campaign of the American Revolution (SOCA) National Heritage Area (NHA), also referred to as a National Heritage Corridor.
  - **No Longer a CHM Project.**
    - Role of Managing Entity was transferred to University of South Carolina at the behest of Congressman Jim Clyburn.
    - CHM agreed to play a yet to be defined supporting role.

***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. **In Progress**

- **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. **In Progress.**
  - **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. **Complete**
  - Create a vision for all CHM collections by identifying key areas to collect and strategies for implementation. **Complete**
  - Evaluate current collections to identify strengths and weaknesses. **Complete**
  - Draft Collections Plan for review by key staff and Collections Committee. **Complete**
  - Submit Plan to CHC for final review and approval. In progress
  - Review Plan annually. **Ongoing**
  
- **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.
  - **Strategy complete**
  
- **STRATEGY 3:** Expand collections storage capacity and improve conditions to ensure long-term preservation and security of objects. **In Progress**
  - **Measures of Success:**
    - The Historical Center’s HVAC system is meeting all target ranges. **Complete**
    - All items slated for relocation to the Historical Center have been moved with their updated locations entered into their respective databases. **In Progress**
    - Completion of the Fluid Preservation Room at the Museum of York County that meets code-compliance. **Complete and Ongoing**

**GOAL II:** Expand opportunities and investment in professional development.  
**Complete and Ongoing**

- **STRATEGY 1:** Consider procedures to document institutional knowledge and experience.
  - **Measures of Success:**
    - Establishment of a Centralized Location for Institutional Records. **Complete**
    - Creation of Departmental SOP Manual. **Complete and Ongoing**
    - Development of an Emergency Succession Plan. **Complete**
    - Development of a digital and physical library for professional sources. **Complete**
    - Staff is well-versed in Institutional Policies & Procedures. **Complete and Ongoing**
    - All new staff members receive institutional orientation. **Complete and Ongoing**
  - **Strategy complete and ongoing**

- **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.
  - **Strategy complete**

***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. **In Progress**
  - **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.
  - **New Department of Member Engagement will specifically address Strategy 1.**
- **STRATEGY 2:** Continue to increase membership and visitation. **In Progress**
  - Measure of Success:
    - Maintain an average of 10% Increase in membership income annually through FY 2020.
    - Maintain at least 5% growth annually in overall visitation through FY 2019 and at least 10% in FY 2020.
  - Action Steps:
    - Work with Site Managers to develop additional membership Incentives. **Ongoing**
    - Increase visibility of on-site membership signage. **Ongoing**
    - Raise awareness of membership opportunities and benefits in the community. **Ongoing**
    - Maintain and ensure quality experience for all members and visitors. **Ongoing**
    - Seek greater documentable input and feedback from members to be used for improving programming. **Ongoing**
    - Use visitor surveys to better understand and document reasons for growth. **Ongoing**
    - Improve overall experience at each site by implementing planned capital and programming strategies. **Ongoing**

- Track results and feedback. **Ongoing**
  - **Strategy complete and ongoing**
- **STRATEGY 3:** Seek grant opportunities and new public and corporate sponsorships to support existing and planned programming needs. **In Progress**
  - **Measure of Success:**
    - Average increase of 10% in income from grants and sponsorships annually for the next four years. **Ongoing with revisions needed**
  - **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. **Ongoing**
    - Identify and apply for grants that match organizational needs and opportunities. **Ongoing**
    - Collaborate with other community agencies on grant opportunities. **Ongoing**
    - Track results and feedback. **Ongoing**
  - **New Department of Member Engagement will specifically address Strategy 1.**
- **STRATEGY 4:** Expand retail services at HB and MYCO with value added amenities. **In Progress**
  - **Measure of Success:**
    - Expanded retail services/food service establishments up and running.
  - **Action Steps:**
    - Determine what is needed based on previously compiled and additional stakeholder input. **Complete**
    - Develop scope of work. **Complete**
    - Determine if projects can be handled internally or require external expertise. **Complete**
    - Determine rough budget and prioritize projects. **Complete**
    - Secure funding and appropriate approval. **Complete**
    - Implement plans in a fiscally responsible manner. **Complete**
    - Track public response. **Ongoing**
  - Building individual restaurant/cafe is cost prohibitive. Will procure a food truck/trailer that can be used for events at all sites.

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

- **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.
- **Action Steps:**
  - Continue to utilize existing community committees and project teams. **Ongoing**
  - Identify areas and initiatives within the organization that could benefit the most from greater community input. **Ongoing**
  - Establish standing and/or *ad hoc* committees to address the identified areas. **Ongoing**
  - Appoint representatives to committees that are in a position to offer meaningful input and reflect a cross-section of the community. **Ongoing**
  - Create schedule and hold committee/planning meetings on regular basis. **Ongoing**
- **Examples:**
  - Our partners in the early learning space are slated to provide feedback and input as we finalize plans for Camp Piedmont design.
  - All CHM sites work internally to determine when greater community input is appropriate and subsequently seek it.
  - HB staff works closely with the Bratton Descendant Group for project planning and feedback.
  - MYCO continues to seek input from various community partners for exhibit input regarding Camp Piedmont. A small group of teen volunteers has been assembled to advise MYCO staff on the creation of a Junior Interpreter program, ensuring that it is meaningful for future teen participants.
  - Advisory committee members are chosen to best represent the stakeholders from whom we are seeking input from and who have an expertise on the projects and initiatives for which we are requesting input on.
  - Staff regularly meet with various stakeholder groups, both formally and informally, to gather their input on exhibit and programming initiatives.
- **Strategy complete and ongoing**
- **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.
  - **Action Steps:**
    - Revise survey forms for each site to ensure that they are compatible with each other.
    - Create and implement a plan to more effectively encourage response to surveys.
    - Provide meeting opportunities for support groups and volunteers to give direct input to management and program planners.

- Utilize our over 1,500 members as a source for feedback on specific questions through online communication and surveys.
  - **Strategy complete and ongoing**
- **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.
  - **Action Steps:**
    - Collect audience feedback through surveys, group meetings, individual conversations, and online comments. **Ongoing**
    - Consider factors such as attendance and sample size when evaluating whether or not feedback is representative of the experience. **Ongoing**
    - Analyze data to determine areas that need to be improved or strengthened. **Ongoing**
    - Improve program or project as appropriate in response to feedback. **Ongoing**
    - Evaluate ongoing programs annually. **Ongoing**
  - **Strategy complete and ongoing**

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

#### **Complete and Ongoing**

- **STRATEGY 1:** Develop staffing plan to accommodate increasing attendance and institutional growth.
  - **Measure of Success:**
    - Creation of a five-year plan to address staffing needs.
  - **Strategy complete and ongoing**
- **STRATEGY 2:** Improve 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.
  - **Strategy complete and ongoing**
- **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.

- **Action Steps:**
  - Identify current and potential community partners that would be beneficial in planning services to underserved audiences. **Ongoing**
  - Assess needs of underserved audiences within our community that we could positively impact. **Ongoing**
  - Assess our current efforts to address the identified needs through internal and external evaluation. **Ongoing**
  - Identify ways to make current programming more accessible to underserved audiences. **Ongoing**
  - Identify new accessible programming opportunities that could attract underserved audiences and meet identified needs in the community. **Ongoing**
  - Assess costs and logistical issues of current and potential new programming. **Ongoing**
  - Test “pilot” programming and response of specific target audiences. **Ongoing**
  - Identify funding sources for new costs and seek funding to implement new plans. **Ongoing**
  - Incorporate new programs into annual budget, programming, and marketing plans. **Ongoing**
  - Continue to review and refine efforts to reach underserved audiences annually. **Ongoing**
- **Complete:**
  - The organization is committed to reaching underserved audiences through partnerships with various community groups, including Title 1 schools and local initiatives. Staff continually evaluate community needs and visitor demographics using survey data to enhance program planning and marketing.
  - In its third year, the Museums4All program provides low-income families with reduced admission fees, with plans to expand access to discounted memberships for SNAP or EBT recipients. The organization participates in community events like Back2School Block Party and Countdown to Kindergarten to engage families facing financial barriers.
  - To support children on the autism spectrum, therapeutic memberships, sensory kits, and social stories are offered at all sites. CHM has partnered with Kulture City and ABS Kids to provide free sensory-friendly events for young children.
  - Funding for these initiatives comes from grants, sponsorships, and existing budgets. The organization actively seeks feedback to refine its programs and is exploring a pilot Saturday sensory event in early 2025 to accommodate working parents. Staff also participate in webinars to stay updated on best practices and trends relevant to their mission.
- **Strategy complete and ongoing**



RECOMMENDATION FOR ACCESSION

Temporary Custody ID:	Collection Type:	Method of Acquisition:
TC445	Art	Abandoned Property

**Name of Donor:**  
Unknown

**Description of Accession:**

- .001 - Large (4.25" x 5.5") black and white "Glen the Frog has a posse" sticker
- .002 - Large (4.25" x 5.5") black and white "Glen the frog has a posse" sticker
- .003 - Small (2.25" x 2.75") black and white "Glen the frog has a posse" sticker
- .004 - Small (2.25" x 2.75") black and white "Glen the frog has a posse" sticker
- .005 - Black and white "GLEN" sticker
- .006 - Black and gold sticker with an alien face and a frog face
- .007 - Blue and black sticker of Glen the Frog in a TV

**Overall Condition:**  Excellent  Good  Fair  Poor

**General/Comparable Size of Collection**  
Largest sticker is 4.25" x 5.5"; all stickers will fit in an existing box with other Vernon Grant and Glen the Frog artwork

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

All seven stickers were mailed anonymously, without a return address, to McCelvey Center. As stated on page 9 of CHM’s Collections Management Policy, any items left on CHM properties without proper documentation signed by the donor will be considered “abandoned”, becoming property of CHM and giving Collections and/or Archives staff full discretion to use the items as deemed appropriate.

The identity of the Rock Hill based sticker artist is unknown though they use the pseudonym of “Glen the Frog”. In a 2020 interview with *Belfast Beyond*, the artist stated that the use of Vernon Grant’s iconic Glen the Frog character is meant to serve as a loving tribute to Grant’s original artwork, while also adding new dimension to the character. The stickers have taken Glen the Frog “from a locally appreciated illustration to an international street icon.” Based photos uploaded to the “Glen the Frog” Instagram page, these stickers have ventured out of York County to a number of US cities, such: as New Orleans, LA; Savannah, GA; Salem, MA; Key West, FL; Chicago, IL; and Charleston. The stickers have also traveled abroad to countries including but not limited to New Zealand, Israel, Germany, and Italy.

As discussed by the anonymous artist in the *Belfast Beyond* article, some of the stickers are inspired by other artists’ works. The “Glen the Frog has a posse” sticker is inspired by Shephard Fairey’s 1989 street art campaign called “Andre the Giant has a Posse” which he created while attending Rhode Island School of Design (RISD). The black and white “GLEN” sticker is inspired by a London based street artist named Ben Eine who is known for his graphic alphabet artwork. The sticker featuring both an alien face and a frog face was inspired by the 1978 video game *Space Invaders* with the alien face appearing throughout the game.

In addition to being a nationally recognized illustrator known for creating Snap, Crackle, and Pop for Kellogg's Rice Krispies in 1932, Vernon Grant also served as the part-time Executive Director for Rock Hill's Chamber of Commerce from 1959-1965. With his friend, former Rock Hill Mayor, and SC State Senator C.H. "Icky" Albright, Grant helped create a fun, city-wide festival that would become Rock Hill's annual Come-See-Me Festival. For the first two years of the festival (1962 and 1963), Grant helped promote the festival with his artwork, adapting the Chamber of Commerce owl mascot to serve as the festival mascot. But in 1964 Grant decided that the festival needed to stand alone with its own identity so he created Glen the Frog. According to Linda Williams' 2014 book *Beyond Snap! Crackle! Pop!* Grant decided to name the frog Glen for Glencairn Garden which had opened to the public a few years earlier in 1958 as a public 11-acre garden. It is important to note though that Vernon had an older brother named Glen, who can be seen in family photographs playing number of different instruments, including a violin, just like frog mascot. Glen the Frog continues to be used as the festival mascot to this day, appearing in all sorts of festival advertisements and merchandise.

**Potential Uses:**  Research  Exhibition  Loan

The stickers can be used for research, exhibition, or loan related to Vernon Grant, Come-See-Me, and Rock Hill artists

**Restrictions:**

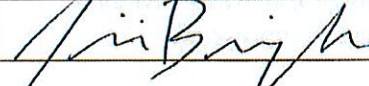
None

**Unusual Costs:**

None

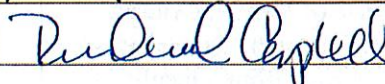
**Staff Recommendation (Signature & Title):**

**Date:**

 DIRECTOR OF COLLECTIONS	9/10/2024
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**Executive Director Recommends (Signature):**

**Date:**

	9/17/2024
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**Approved by the Culture and Heritage Commission on:**

**Executive Director Signature:**

**Date:**

	10/23/2024
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## Addendum D

### Amendments FY 25

<u>Revenue</u>	<u>Available</u>
5000-34018-000    FFTC Grant - Capital Projects	\$ 1,443,195.35
5000-37707-000    SC Grant - McCelvey	\$ 2,383,704.26
5000-39510-000    Appropriation of Fund Balance	\$ 91,336.43
<b>Total Reveune</b>	<b>\$ 3,918,236.04</b>
<b>Outstanding Projects from FY 24</b>	
5000-45770-731    MYCO Ice Ace Hall Humidity Repair	\$ 9,496.50
5000-45090-720    HB Woodworking Barn Roof/ 2 Brickhouse Dependencies	\$ 66,468.00
5000-45856-000    Watt's Cemetery Project Expenses	\$ 15,371.93
	<b>\$ 91,336.43</b>
<b>State of South Carolina Grant for McCelvey Center</b>	
5000-45095-000    Lowery Family Theater Roof Repair	<b>\$ 2,383,704.26</b>
<b>Outstanding FFTC Grants</b>	
5000-50002-320    Archaeology Evaluation	\$ 23,137.17
5000-50005-720    Brick House Restoration	\$ -
5000-50005-850    Brick House Restoration - Contingency	\$ -
5000-50007-320    1780 Interpretive Plan	\$ -
5000-50008-320    Relocation of Bratton Academy	\$ 81,764.38
5000-50009-720    Education Areas Restrooms	\$ 162,870.41
5000-50010-731    Orig. Slave House	\$ -
5000-50011-731    Orig. Dairy	\$ -
5000-50013-320    Col. Bratton House Furnishing Plan	\$ -
5000-50015-320    Homestead Furnishing Plan	\$ -
5000-50016-711    1780 Farm	\$ 25,000.00
5000-50016-720    1780 Farm	\$ 300,000.00
5000-50016-743    1780 Farm	\$ 44,119.54
5000-50017-743    Brick House Interpretive Plan	\$ 33,238.32
5000-50018-850    HB Interpretive Plan Coningency Phase II	\$ 59,590.00
5000-50019-320    Pleistocene Hall Phase I (Design)	\$ -
5000-50019-850    Pleistocene Hall Phase I (Design) - Contingency	\$ -
5000-50020-320    Pleistocene Hall Phase II (Prof. Services)	\$ -
5000-50020-696    Pleistocene Hall Exhibit Construction	\$ -
5000-50022-320    Homestead/Co. Bratton House- Prof Services	\$ 15,681.88
5000-50022-720    Homestead/ Col. Bratton House Construction	\$ -
5000-50022-850    Homestead/ Col Bratton House- Contingency	\$ -
5000-50023-720    Brick House Restorations II	\$ -
5000-50025-850    HB Phase I - Contingency	\$ 76,730.00
5000-50026-720    Hightower Repair Grant	\$ -
5000-50027-000    2022 Homestead & Col. Bratton Preservation	\$ 474,933.65
5000-50028-000    Myco Fluid Specimen Room	\$ 146,130.00
<b>Total FFTC Grants</b>	<b>\$ 1,443,195.35</b>
<b>Total Expenses</b>	<b>\$ 3,918,236.04</b>

