



**Museum at Portland Head Light
Board Meeting Agenda
September 10, 2015
Cape Elizabeth Town Hall
Following Council Workshop Beginning at 7:00 p.m.**

1. Approval of January 5, 2015 Minutes
2. Review of Preliminary Audit Results for year Ended June 30, 2015

Revenue	FY 2013	FY 2014	FY 2015	Total Since
	Actual	Actual	Actual	FY 1992
Museum Admissions	\$ 49,036	\$ 49,992	\$ 58,255	\$ 913,613
Shop Sales	\$518,855	\$509,824	\$511,314	\$ 9,816,501
Other	\$ 4,730	\$ 4,396	\$ 8,717	\$ 312,854
Apartment Rental				\$ 66,950
Bond Proceeds				\$ 285,000
Total Revenues	\$572,621	\$564,212	\$578,286	\$11,393,818
Expenditures				
Gift Shop Costs	\$251,620	\$277,953	\$255,473	\$ 5,246,743
Operations	\$210,045	\$221,086	\$231,976	\$ 3,647,855
Projects		\$ 76,977		\$ 1,436,760
Debt Service				\$ 395,850
Total Expenditures	\$461,665	\$576,016	\$487,449	\$10,727,208
Net to Fund Balance	\$110,956	\$ (11,804)	\$ 90,837	
Fund Balance	\$629,037	\$629,037	\$708,070	
Gift Sales as % of Cost	206.21%	183.42%	200.14%	187.10%

3. Request for Maintenance Funds for Lighthouse from Facilities Manager

Aug-15	Museum/Keepers Quarters		Lighthouse		Gift Shop		Total
Description	Projected cost	units/qty	Projected cost	units	Projected cost	units	
Replacement or repairs of windows	\$ 2,100	each/6	\$ 700	each/2	\$ 1,500	garage doors	\$ 4,300
Window sills/steel trim/railings	\$ 2,025	each/9	\$ 4,700	projected L&M			\$ 6,725
Fascia boards	\$ 3,200	LF/100			\$ 1,600	LF/50	\$ 4,800
Wheel chair ramp (wood rot)	\$ 4,575	Labor and materials					\$ 4,575
Wheel chair elevations repairs	\$ 1,800	each/hand pack					\$ 1,800
Clapboard replacement	\$ 5,000	LF/800					\$ 5,000
Scrape, patch, prime, paint	\$ 18,200	52 squares	\$ 14,400	48 squares	\$ 4,200	12 squares	\$36,800
Lift service	\$ 4,800	4/weeks	\$ 4,800	4/weeks			\$ 9,600
Misc	\$ 4,170		\$ 2,460		\$ 730		\$ 7,360
Welding of broken railing			\$ 5,500	projected L&M			\$ 5,500
Total	\$ 45,870		\$ 32,560		\$ 8,030		\$86,460
Projected Museum, keepers, lighthouse, gift	\$ 86,460						

Current Fund Balance as of June 30 2015 \$ 708,070

4. Recommendation for Lens Preservation

On June 15, 2015, the Museum Board received a presentation from the Maine Maritime Museum on the proposed display of the lighthouse lens from Cape Elizabeth Light that was previously on display in the town hall lobby. Materials from June are attached. It is proposed to provide \$50,000 towards the overall \$700,000+ project with the funds to be provided upon an official authorization of the project.

5. Adjournment

Museum at Portland Head Light

Board of Directors Meeting

January 5, 2015

The meeting was called at 7:00 PM.

In attendance were Katharine Ray, Jessica Sullivan, Jamie Wagner, James Walsh, Molly MacAuslan, Caitlin Jordan, Patricia Grennon, Michael McGovern and Debra Lane.

First item on the agenda was Election of Officers.

The proposed slate:

Kathy Ray, President
James Walsh, Vice President
Jeanne Gross, Secretary
Debra Lane, Assistant Secretary and Assistant Treasurer
Michael McGovern, Treasurer

Jessica Sullivan made the motion to accept the slate of officers and seconded by Jamie Wagner

It was voted 7-0.

Second item on the agenda was the report by Jeanne Gross, Museum Director.

Season Summary July 1 to October 31, 2014.

Overall we had a good season at Portland Head Light. Our business is weather sensitive and we enjoyed a very fine summer and fall.

Our Gift Shop sales were \$400,000 from July through October.

Last year \$414,000

Purchases by cruise ship passengers continue to dominate the sales per season.

Museum Admissions \$44,600- Last year \$40,000

We collected \$33,000 for Ft. Williams Motor Coach Parking Fees. These funds accrue to the Fort Williams Park Capital Fund and not to Portland Head Light.

The Museum and Gift Shop are staffed by volunteers. They work in shifts, either 10-1 or 1-4. Two volunteers per shift work in the gift shop and 1 volunteer per shift in the museum. We have 40 to 50 volunteers per season. This year all shifts, except one were staffed by volunteers. This was probably the best year in that aspect.

The paid staff at Portland Head Light had perfect attendance for the entire season for their scheduled hours. We have 3 that work scheduled days through out the season and 1 that works on an as needed basis to fold and mark clothing as comes in. There are 3 greeters on staff from June through October.

Not everything went smoothly though. The hard drive on the server crashed on Saturday morning Labor Day weekend closing us down for two days and we also missed another day (two ship cruise day) for another technical problem. The data was recovered from the back up but all the software had to be reinstalled and a new computer purchased with a new operating system and platform. We were closed for a total of 3 days estimating a loss between \$12-15,000 in sales. The museum remained open to accommodate our visitors and scheduled tours. The cash register in the museum finished its last season, needs to be replaced.

The Annual Open Lighthouse Day went smoothly once again with the necessary assistance of the Coast Guard and Auxiliary.

In December two Fourth Order Fresnel lenses that had been on loan to the museum were removed and returned to Elizabeth Sprague at her request.

Over the past several years fewer companies are manufacturing PHL statues, snow globes and magnets. So my policy is to order our own custom items. I'll use statues as an example. I may have to order 720 to have a custom made which will take us several years to sell. But we buy at a much lower price \$2.50 each instead of \$5.00 but we still sell the statue for \$10.00. We also sell more each season because they are always in stock. This policy has been very successful.

Last item on the agenda was the Treasurer's Report:

Results of Annual Audit

As of June 30, 2014, the Museum at Portland Head Light had assets of \$617,233 and no liabilities, thus resulting in a fund balance of \$617,233. The assets consisted of \$115,638 in inventory and \$501,595 in an interfund loan receivable from the Town of Cape Elizabeth General Fund. The Museum does not have separate bank accounts so its cash assets are held by the Town of Cape Elizabeth.

The revenues for the fiscal year were \$564,212. This was provided through \$1,628 in investment income, \$49,992 in museum admissions, \$509,824 in gift shop sales and \$2,768 in miscellaneous income predominantly through donations and binocular use revenues.

The expenditures for the fiscal year were \$ 568,816. This included \$213,886 for operations and staff, \$277,953 for gift shop goods, bags etc and \$76,977 in capital improvements. \$7,200 was transferred to the Town of Cape Elizabeth general fund for museum administrative and financial support. Thus the net change in fund balance was a reduction of \$11,804.

A motion was made by Jamie Wagner and seconded by Jessica Sullivan to accept the Annual Audit report.

It was voted 7-0.

Michael McGovern suggested a review of the by laws with consideration to change the Annual Meeting from June as outlined in the by-laws to coordinate with elections possibly to within 60 days of an election.

The meeting was adjourned at 7:10.

Minutes submitted by Jeanne Gross

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News

06/18/2015

Maine Maritime Museum has big plans for former lighthouse lens

The [Maine Maritime Museum](#) in Bath has big plans for the Cape Elizabeth Lighthouse Lens.

The lens, which once guided mariners to safe harbor atop the eastern tower at Two Lights, has called the museum home since it was relocated from Cape



Edward Hopper, The Lighthouse at Two Lights, 1929

Click image to download Maine Maritime Museum Lantern Room Exhibit Concept presentation to the Town Council June 15, 2015

Elizabeth's Town Hall in 2013. The second-order Fresnel lens had been on display in the hall foyer since 1995, but the cost of preservation and display prompted officials to return the historical artifact to the Coast Guard.

Officials from the Maine Maritime Museum, where the lens is currently stored in a climate controlled area, updated the Town Council on plans for a lantern room exhibit to showcase the many moods evoked by the historic lens.

"We're seeking to do something that has never been done before," said Amy Lent, the museum's executive director, told councilors at their meeting June 15, 2015. "We are seeking to create an experience that will replicate the feeling of being at the top of the Cape Elizabeth Lighthouse tower when the lens was there," she said.


The project involves constructing an exhibit around the lens that will shield it from moisture and light. Visitors would view the lens as it once looked in the tower at Cape Elizabeth Light, and at the same time, view photographs of Portland Harbor as it looked from the tower. "We want to create an experience where you see the view changing over say 24 hours - the sun rises, the boat traffic picks up, the sun sets at the end of the day," Lent said. The exhibit would recount the experience over four seasons, sharing a year-round view of the Maine coast with the 60,000 people who visit the 20-acre

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Related Links

- Download: [Maine Maritime Museum Lantern Room Exhibit Concept presentation](#) (06/15/2015)
- Maine Maritime Museum RhumbLine Newsletter: [USCG exhibit has unanticipated benefits](#) (Fall 2013)
- News Archive: [Lighthouse lens, formerly on loan from Coast Guard, scheduled for disassembly](#) (07/19/2013)
- Video:

[Town Council meeting June 15, 2015](#)
- New York Times: [STREETSCAPES: Kodak's Colorama; The End of the Line for Grand Central's Big Picture](#) (06/18/1989)

museum campus each year.

A capital campaign is underway to raise the \$980,000 needed for design, construction and installation of the project, said Stephen Caulfield, vice chairman of the museum's board of trustees. The museum has raised \$150,000 toward a \$250,000 matching grant, but Caulfield said the trustees will not move forward until \$600,000 is raised.

Caulfield likened the exhibit to the [Kodak colorama](#) displays that graced the high walls at New York's Grand Central Terminal from 1950-1990. "This will be similar to that, but much more dynamic, and very exciting," Caulfield said.

Michael McGovern, town manager, said he was pleased that the lens, so much a part of Cape Elizabeth's history, has found a good home. "When you give something up you hope it's going to go somewhere where people will take care of it," McGovern said. "It's a great, great plan."



The 1,800-pound Fresnel lens, manufactured in Paris, France in 1874, as it appeared in the Town Hall foyer before disassembly in 2013.



Lens parts in storage at Maine Maritime Museum. Museum officials are looking to establish a unique exhibit for the historic icon. (courtesy Maine Maritime Museum)

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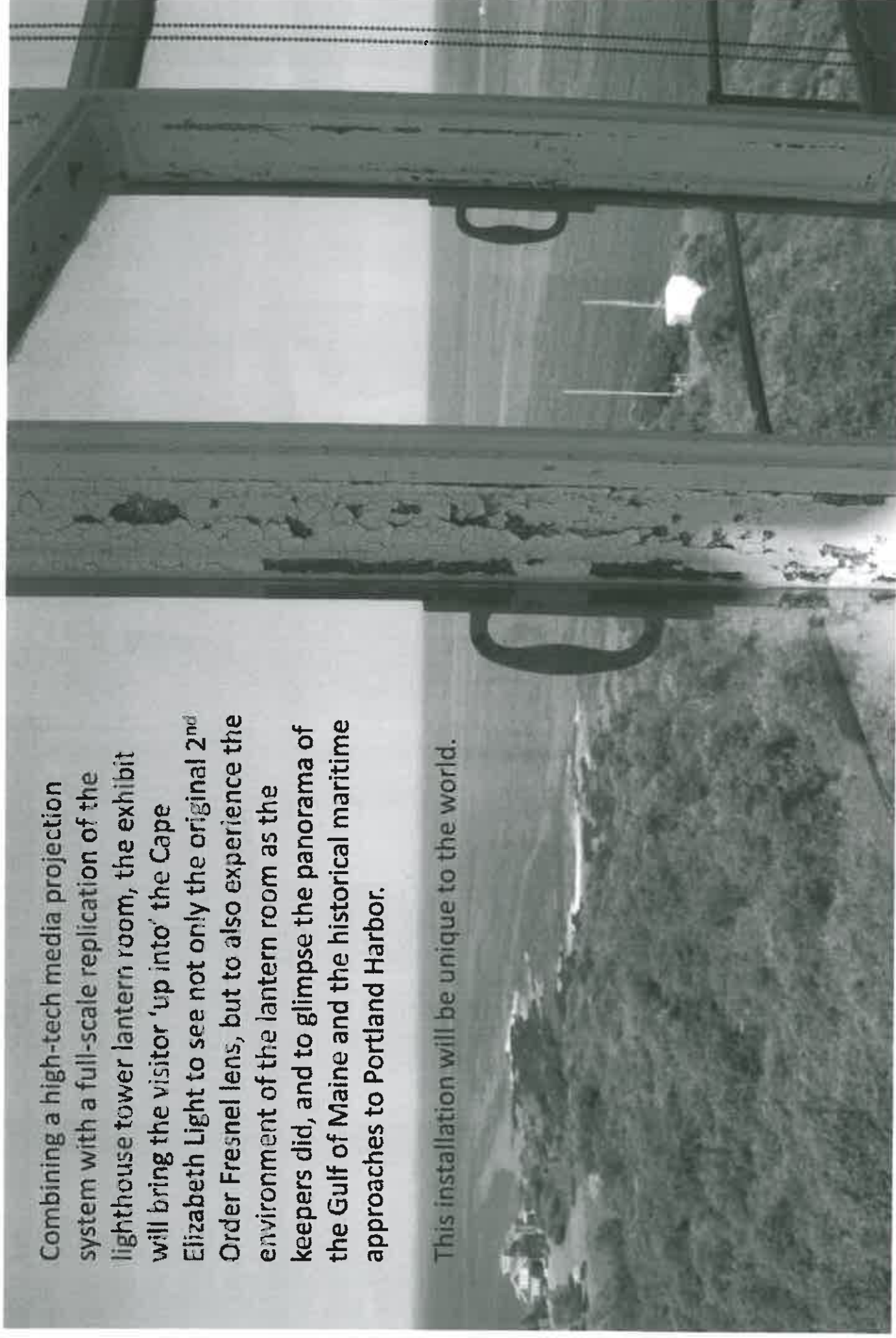
Cape Elizabeth Lighthouse Lens

Lantern Room Exhibit Concept
Maine Maritime Museum

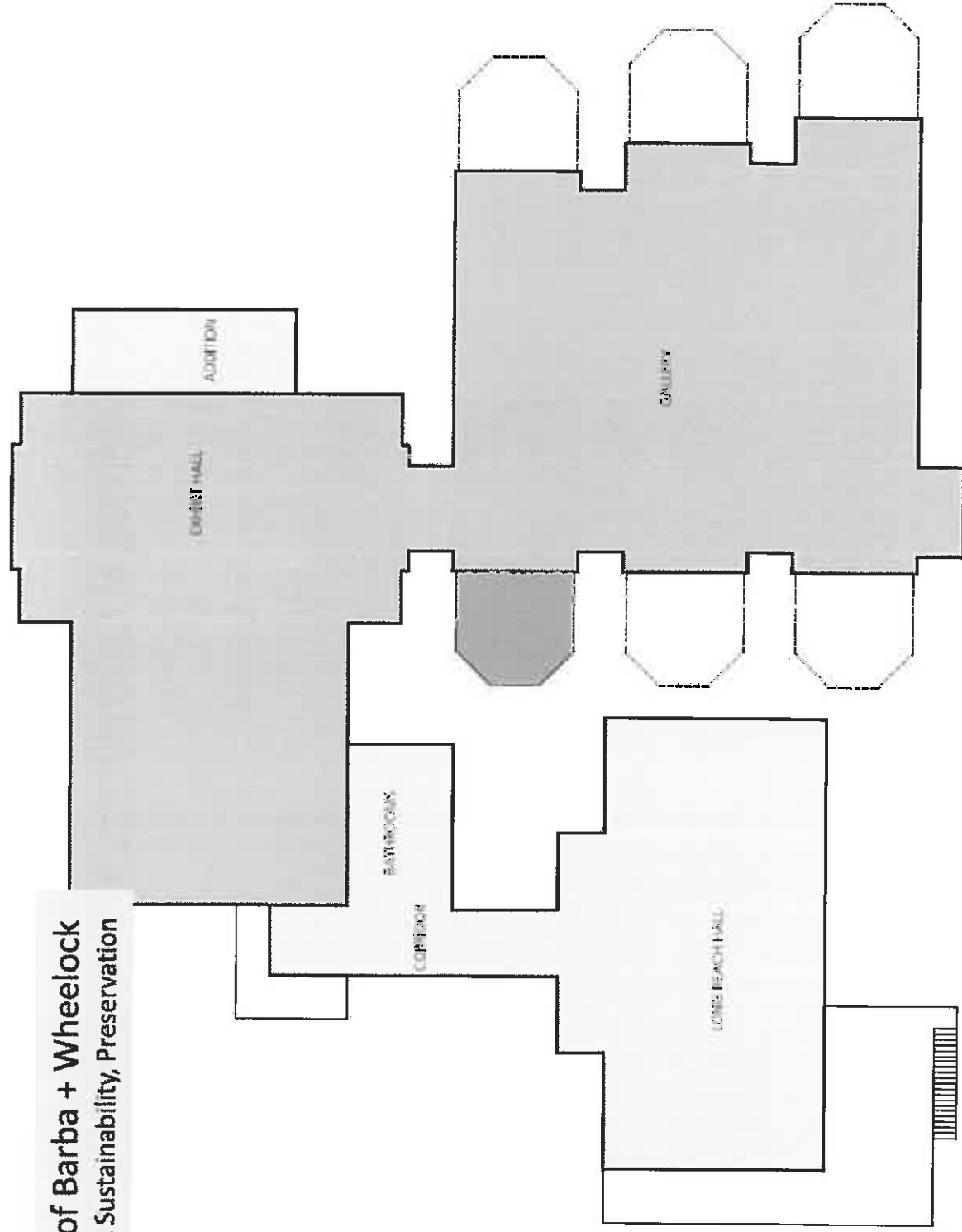
Edward Hopper, *The Lighthouse at Two Lights*, 1929

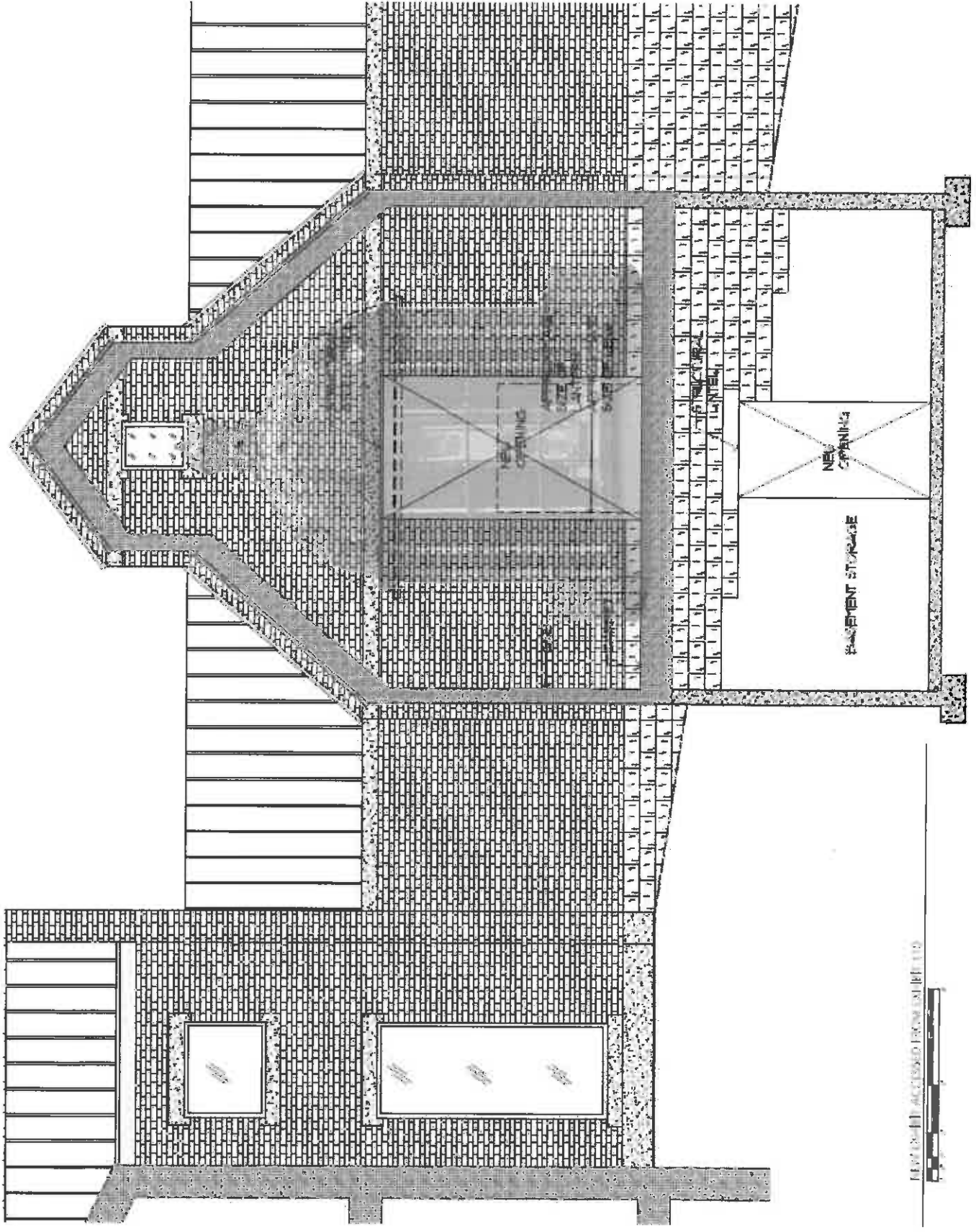
Combining a high-tech media projection system with a full-scale replication of the lighthouse tower lantern room, the exhibit will bring the visitor 'up into' the Cape Elizabeth Light to see not only the original 2nd Order Fresnel lens, but to also experience the environment of the lantern room as the keepers did, and to glimpse the panorama of the Gulf of Maine and the historical maritime approaches to Portland Harbor.

This installation will be unique to the world.



Courtesy of Barba + Wheelock
Architecture, Sustainability, Preservation

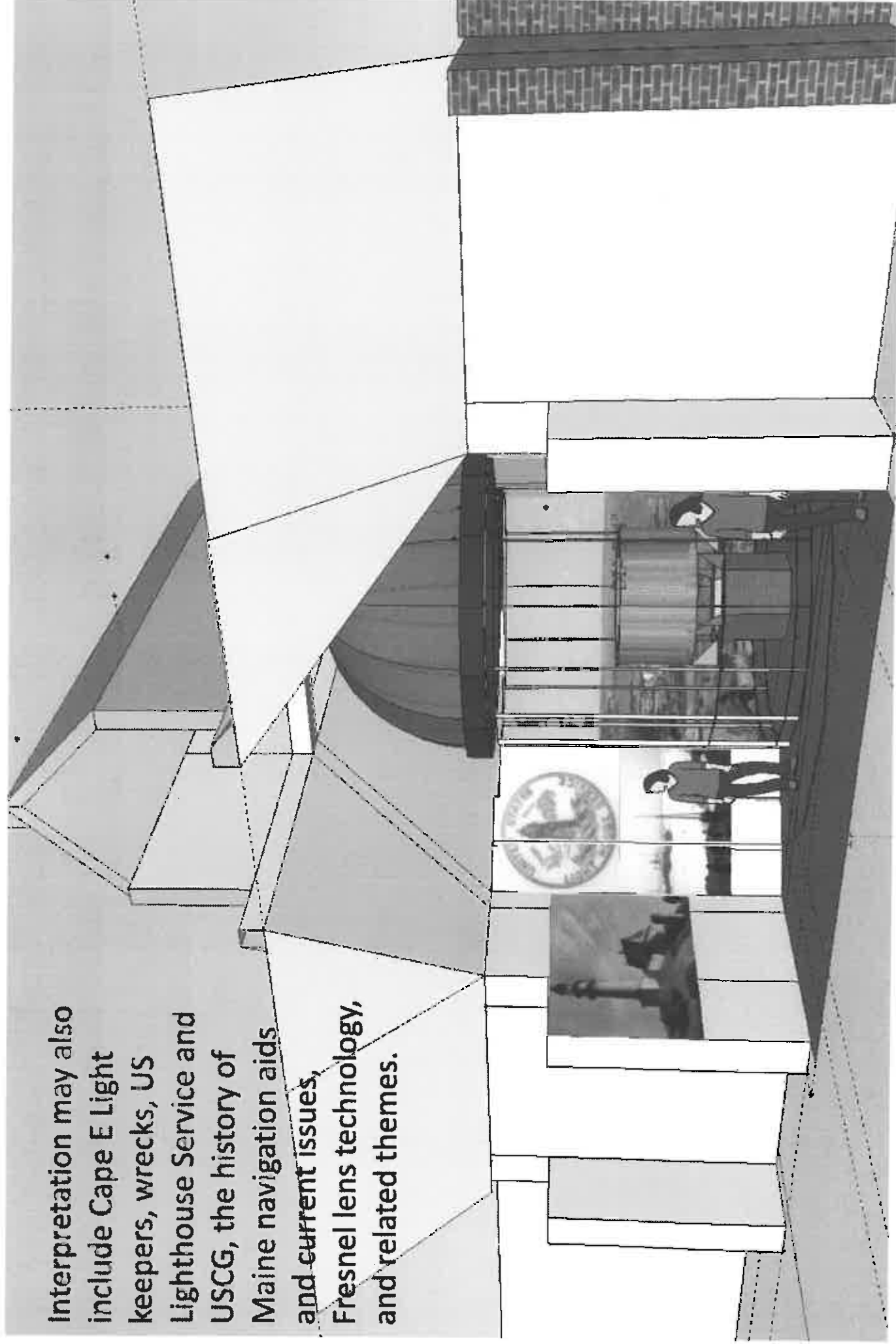




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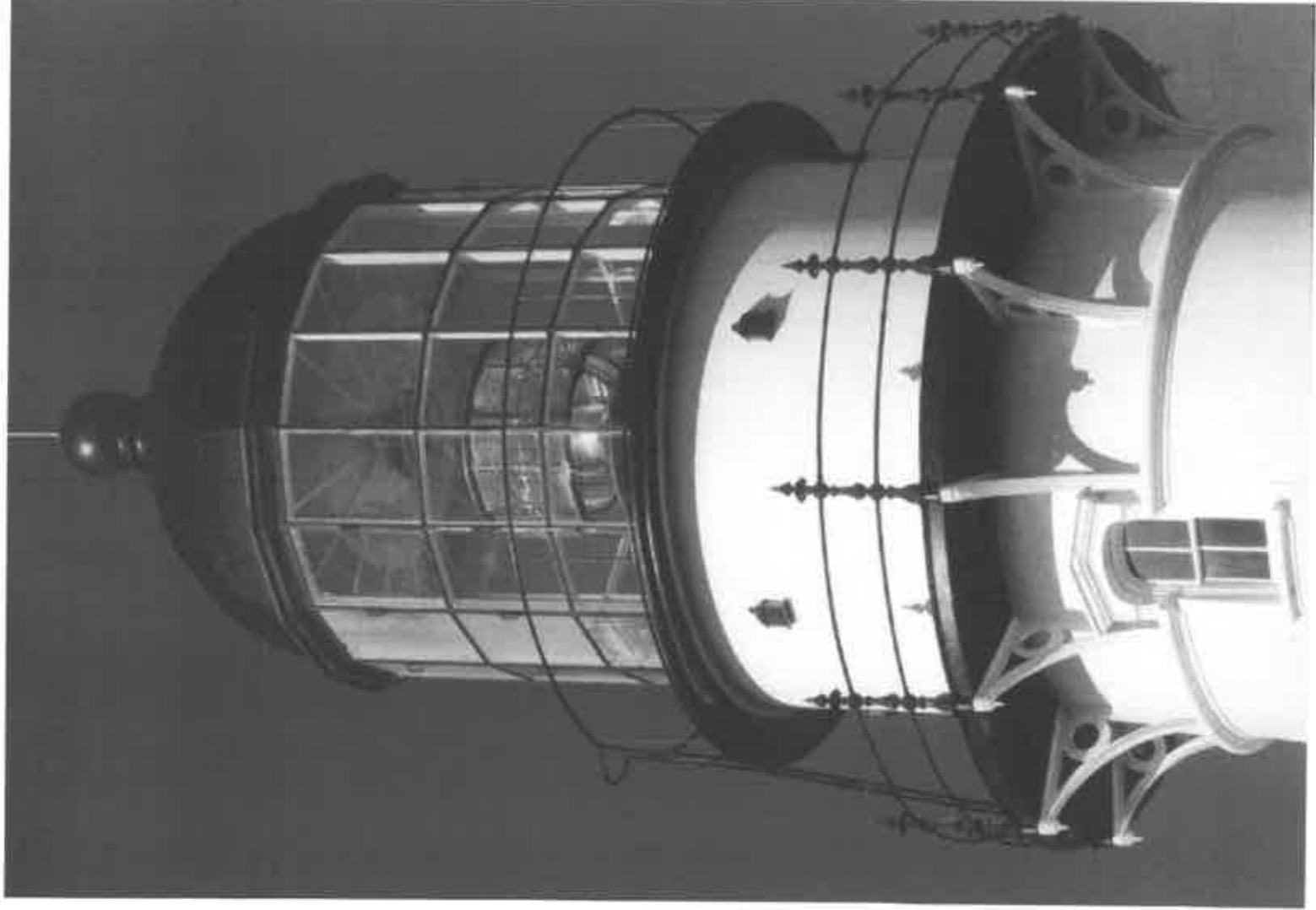


Interpretation may also include Cape E Light keepers, wrecks, US Lighthouse Service and USCG, the history of Maine navigation aids and current issues, Fresnel lens technology, and related themes.



Portland Harbor, at the western end of Casco Bay, is a major US port being the largest tonnage port in New England and the second-largest oil port on the East Coast. The port accommodates a large commercial fishing fleet, many cargo and cruise ship berths, and ferries bound for local islands and Nova Scotia. The waterfront thrives with fine dining, boutique shopping, a vibrant Art District, and provisions and marine services for commercial and recreational vessels. It is also one of the country's most scenic waterfronts and MMM intends to showcase this combination of natural beauty and commercial success.





Project Cost Estimates

Design & construction	\$400,000
Exhibit design & installation	\$400,000
Programs, overhead, reserves	\$180,000
Total Costs	\$980,000
Challenge Grant	\$250,000
Funding needed	\$730,000

1989 Richard Cheek; frontispiece of *Guiding Lights to Beacons of Business*, Historic New England 2012