Heritage Commission Musuem Business Plan Workshop Oct 7, 2026 10:30 am

555 S Lawrence Blvd
Anyone wishing to address the Heritage Commision regarding any topic on this evening's agenda is requested to complete a card and return to city staff. Speakers are respectfully required to limit their comments to three (3) minutes.
The City Council of Keystone Heights prohibits the use of cell phones and pagers which emit an audible sound during all meetings with the exception of Law Enforcment, Fire, Rescue or Health Care providers on call. Persons in violation will be requested to leave the meeting.

Date: Oct 07 2026 (10:30 am)

Call to Order-Chairwoman-Deirdre Murphy

1. Call to Order-Dr. Chairwoman-Deirdre Murphy

   Chairwoman Deirdre Murphy called the meeting to order.

Pledge of Allegiance

2. Pledge of Allegiance,Deirdre Murphy Chairman

   Chairwoman Deirdre Murphy led the meeting in the Pledge of Allegiance.

Roll Call-James Booth City Manager Commissioner Kat Glenn, Chairwoman Diedre Murphy, Co-Chairwoman Kim Willis, Commissioner Jenn Samsel, Commissioner Helen Hersey

3. Roll Call-Jamie Booth, City Manager, Jenn Samsell, Kat Glenn, Chairwoman Deirdre Murphy, Co-Chairwoman Kim Willis, Helen Hersey

   City Manager Jamie Booth called the roll:
   Chairwoman-Deirdre Murphy-present
   Co-Chairwoman-Kim WIllis-present
   Commissioner-Kat Glenn-present
   Commissioner Helen Hersey-absent
   Commissioner Jen Samsell-came in around 10:50 am

Heritage Commssion Workshop

4. Heritage Commission Musuem Business Plan Workshop Oct 7, 2026 10:30 am

Heritage Commission Museum Business Plan Workshop, Oct 7, 2026, 10:30 am
The Heritage Commission was asked to create an overall plan for what a museum model might look like in Keystone Heights and how we could successfully staff, operate, and direct the day-to-day museum experience in our community. We were not asked to create a master plan, a feasibility study, or a strategic plan. Also, in summary, we might want to add that this was the first meeting in a series of many of how we will operate the museum.

Chairwoman Murphy kicked off the meeting by summarizing the introduction and methodology in the attached "Museum Considerations Workshop" document. Issues summarized included creating a working board, developing a plan past the first three years of museum operation, creating an endowment to secure funding, advertising, creating a timeline for opening, hours of operation, volunteers, admission model, exhibits, gift shop, kid's corner, and measures of success. The Mayor and Chairwoman visited the Flagler County Museum in January of 2026. They had a kids corner, timeline, and models of areas of interest that our city museum could emulate. Her overall conclusion and recommendation would be to use a non-profit organization to run the museum. She recommended creating a board of directors by splitting the operation into a general heritage division and a museum wing that reports to a dedicated curator. The board of directors could have an Executive Director of the Museum and then, under that.
Commissioner Glen started with discussion on the topic of volunteers / staffing. She thought that a minimum of two members would need to be available to keep the facility open. One for greeting and another to support events or presentations. Chairwoman Murphy recommended that a training program be established to train the basics for staff/volunteers. Commissioner Willis asked if at least one paid position should be established. The discussion that followed established that it depends on the hours. Other museums have operated on just one attendant. Sam from Clay County Tourism recommended that the commission continue to develop an email distribution list. This could be used to survey interested visitors to help establish the interest for specific operational hours.
The group had a discussion about how the Heritage Commission interaction and participation with any non-profit organization would work. The City Manager stated that the Heritage Commission may not need to continue once the museum/ nonprofit is operational as the nonprofit would be more flexible and not come with the sunshine act rules and statutes. Mayor Rodenroth mentioned that no decisions have been made on this issue and nothing has been brought before the City Council. Samantha Koster mentioned that museum board members are traditionally seen as 1) giving of their money, or 2) giving of their time. That tends to make these organizations successful.
The Mayor summarized that Flagler Museum is a collaboration with the City of Flagler Beach and a 501-C3. The City owns the building and rents it to the 501-C (3). The nonprofit pays all other expenses including staffing and runs the museum and makes all decisions.
The mayor continued to note that the City of Keystone Heights has budgeted $150-160k for the museum and is awaiting grant approval which will determine the path forward. The November Election result (Amendment 3-Homestead Property Tax Exemption expansion) will also determine path forward. If the grant is approved, the city will purchase the historic volunteer fire department. If the grant is not funded, the old Public Works facility is a secondary option, but it may require the demolition of the current building and replacement with a metal building. The city would then likely lease or rent the facility to the nonprofit. Unti/if a nonprofit is established, the Heritage Commission will lead this effort until any transition occurs.
Samantha Koster mentioned that the plan should strive to ensure the museum thrives, not just survives. How do we ensure the museum isn't a one-and-done? The group agreed that the museum can thrive and drive visitation into Keystone Heights for economic development and improve community volunteerism. This could be done by events, fresh business opportunities, new exhibits, lectures, and speakers to draw in different segments of the population. The biannual tour of homes with the small pop-up museum will help.
Commissioner Willis wants to talk about what comes next. She proposed:

1. Get the survey out to potential volunteers and patrons as soon as possible. Use the list from Chautauqua, Tour of Homes, volunteer organization distro lists, and business owner list.
2. City Staff assist in developing a plan for communication and approval by the City Council, as well how city property and artifacts can be released to the nonprofit.
3. Form the 501-c-3 as it creates a place for any funds to go if received early in the process. It can serve as the core to keep forward momentum for the effort.
4. Use the Chautauqua as a membership drive.

Commissioner DIscussion

5. Commissioner Discussion

There was no further discussion.

Adjournment

6. Adjournment, Deirdre Murphy, Chairwoman

Chairwoman Deirdre Murphy adjourned the meeting at 11:45 am.