

Minutes of the Patriots Point Development Authority 562nd Board Meeting, 10:00 A.M., Friday, July 18th, 2025, Patriots Point Boardroom, Patriots Point Naval and Maritime Museum, Mt. Pleasant, South Carolina.

MEMBERS PRESENT: Wayne Adams, *Acting Chair*
Susan Marlowe
Pat Waters
James Smith
David Riggins

STAFF PRESENT: Allison Hunt, *Executive Director*
Chris Hauff, *Chief Operating Officer*
Nick Magar, *Chief Financial Officer*
Brian Parsons, *Exhibits Manager*
Jim Vickers, *Graphics Manager*
Sam Elkin, *Marketing Director*
Terry Ansley, *Property Management Director*
Chris Jones, *Operations Director*
Gina Zahran, *Visitor Services Director*
Kenny Brinckman, *Education and Public Programs Director*
Lori Held, *Administrative Coordinator*
Lauren Austin, *Assistant Marketing Director*

OTHERS PRESENT: Bill Craver, *Counsel*, via virtual call
Doug Mund, *dmdg2*
Pepe Carreras, *CEO of the National Medal of Honor Center for Leadership*
Cindy Lee, *USS Yorktown Association*
Kayla Webber, *USS Yorktown Foundation*
Megan Fernandes, *Post and Courier*

Acting Chair, Mr. Wayne Adams called the meeting to order at 10:00 A.M.

- A. **APPROVAL OF AGENDA.** The agenda was unanimously approved with no changes.
- B. **APPROVAL OF PREVIOUS MINUTES.** The minutes were unanimously approved with no changes.
- C. **INTRODUCTIONS.** Mr. James Smith introduced, Mr. Pepe Carreras, who is the new CEO for the National Medal of Honor for Leadership. Ms. Allison Hunt introduced the newly structured Exhibits Team, which includes Mr. Brian Parsons and Mr. Jim Vickers, who each have extensive experience at Patriots Point.
- D. **EXECUTIVE DIRECTOR'S REPORT.**

Ms. Hunt provided an overview of the recent Fourth of July Event, which sold out again this year. Ms. Hunt thanked the Town of Mount Pleasant for its partnership with Patriots

Point to make the event a success. Given that next year will be the United States' 250th birthday, Patriots Point will begin planning for the 2026 event in the next week.

Upcoming, Patriots Point has Operation Overnight, Family Night, where guests can spend the night on the ship with their families. For Family Night, there will be games, interactive exhibits, and a special appearance by the Charleston Battery Soccer Team.

Patriots Point's summer camps, the Summer Scientist Camp and the Fly Through History Flight Academy Camp, are going well. Patriots Point's Mr. Kenny Brinckman is exploring ideas regarding expanding these camps in the future.

Mr. Adams thanked Ms. Hunt and the staff for everything they do, including working on holidays, to make these events so successful.

E. MUSEUM MASTER PLAN PRESENTATION.

Patriots Point has been working on the Museum Master Plan for over a year with Mr. Doug Mund of dmdg2. Ms. Hunt introduced Mr. Mund to present the Master Plan to the Board. Mr. Mund began by thanking the Exhibit Committee for its participation in the process to create a plan that reflects the values and significance of Patriots Point and the unique artifact that is the USS Yorktown, noting that the Master Plan is the result of significant collaboration between Patriots Point and dmdg2. The first item the parties began with in the planning process was to develop Patriots Point's narrative, which was not previously formalized. Mr. Mund explained that the narrative was key to develop everything beyond, from signage and graphics to the exhibits. The Master Plan aims at providing a balance between the visitor experience expected from people these days and ensuring that the traditions and history of Patriots Point are preserved. The most significant changes under the Master Plan focus on enhancing the Hangar Deck, specifically the entrance and flow of the Hangar Bays, and reorientating the Hangar Deck much like it was when it was operational. As part of the improvements, uniform signage throughout will play a large role as one of the biggest complaints from visitors to Patriots Point is not knowing where to go. Also, by revamping the orientation area, guests will have more of an understanding of the ship and what they were getting ready to experience. An additional focus of the Master Plan is to air condition Hangar Bay 1, which would be separated by glass doors from Hangar Bays 2 and 3. For event space, a stage with seating can be set up in either Hangar Bay 1 or 3. Catwalks within Hangar Bay 1 would allow visitors to view the Hangar from above along with viewing the elevated plane. Dmdg2 also proposes transforming the existing theater into a 4D experience.

Next, in looking at the experience below deck, dmdg2 suggested that there be a single tour route. And, since visitor feedback revealed that people really got engaged in the spaces that were reinterpreted as they were used, the Master Plan seeks to recreate many of the below deck stations. Mr. Mund explained that if the below deck tour is reconfigured and mapped out as planned, he believes that the tour would take an hour and a half. Ms. Hunt elaborated that even though the Master Plan uses a single tour route,

that route would still be set up to accommodate visitors who did not have as much time to view everything.

Mr. Pat Waters asked whether the new plan would be able to recreate the sounds of the USS Yorktown while it was in operation. Mr. Mund responded that sounds would be very easy to interject throughout the experience and would be an important part of the experience. Ms. Susan Marlowe commented that incorporating the history of the first USS Yorktown that sunk during battle as the beginning of the history of the ship would be impactful to try to convey the feeling sailors reporting to the current ship would have felt, knowing that the prior ship with this namesake sunk.

F. PUBLIC COMMENTS. There were no public comments.

G. EXECUTIVE SESSION FOR THE PURPOSE OF DISCUSSING CONTRACTUAL MATTERS RELATED TO THE NATIONAL MEDAL OF HONOR CENTER FOR LEADERSHIP, AND PROFESSIONAL SERVICES.

1. Mr. Waters moved to enter Executive Session. Mr. Smith seconded the motion, which passed unanimously. The Board went into executive session at 10:57 A.M.
2. The Board returned from Executive Session at 11:18 A.M. No votes were taken in Executive Session.

H. OTHER BUSINESS.

1. Mr. Riggins raised Mr. Bill Craver's request to approach the State of South Carolina in order to increase the lawyers' fees; Mr. Waters seconded it, and the motion passed unanimously.

I. NEXT SCHEDULED PPDA BOARD MEETING, AUGUST 15, 2025.

J. ADJOURNMENT. With no further business, the meeting was adjourned at 11:19 A.M.

Respectfully submitted,

s/Lori Held

Lori Held, *Recording Secretary*

c/Allison Hunt

Allison Hunt, *Board Secretary and Executive Director*