



Interoffice Memorandum

**AGENDA ITEM**

February 5, 2021

TO: Board of County Commissioners

FROM: Mayor Jerry L. Demings

A handwritten signature in black ink, appearing to read "JLD", written over the printed name of Mayor Jerry L. Demings.

SUBJECT: **Consent Agenda Item – February 23, 2021**  
Managerial Appointment – Community and Family Services Department

I am pleased to announce the appointment of Ms. Pamela S. Schwartz as Manager of the Regional History Center Division. This position is responsible for the Regional History Center's overall management with regard to curatorial initiatives, exhibits, research, fundraising, public programs, and facility operations and fosters alliances with community partners. The History Center Manager is also appointed to the Executive Director of the Historical Society position in accordance with the by-laws of the Historical Society of Central Florida, Inc. and the agreement between Orange County and the Historical Society.

Ms. Schwartz holds a Bachelor of Arts degree in Communication Studies from the University of Northern Iowa and a Masters of Arts degree in Museum Professions from Seton Hall University. She is a published author and has served on numerous boards, contributed to various forums, and participated in speaking and teaching opportunities across the country related to museum exhibits and operations. Ms. Schwartz has 19 years of experience in museums' operation, with the past five years being with the Orange County Regional History Center.

Ms. Schwartz's appointment will be effective March 7, 2021, pending Board approval. Her starting annual salary will be \$95,014.40 and her resume is attached.

**ACTION REQUESTED: Confirmation of the Mayor's managerial appointment of Pamela S. Schwartz as Manager, Regional History Center Division.**

Attachment

cc: Byron W. Brooks, County Administrator  
Darren Gray, Deputy County Administrator  
Carla Bell Johnson, Assistant County Administrator  
Lonnie C. Bell, Jr., Director, Community and Family Services Department

# PAMELA SCHWARTZ

## Museum & Related Experience

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**Chief Curator & Senior Program Manager**  
February 2016 - Present

- Orange County Regional History Center, Orlando, Florida**
- Direct all museum exhibitions activity: including research, writing, design, scheduling, fabrication, related programming, and marketing
  - Direct all collections and research activity, responsible for the decolonization of the collection, including immense growth in its oral history program
  - Oversee departmental budgets and assist in preparation thereof
  - Project manager, copy writer & editor, in \$6 million+ museum exhibit renovation
  - Crafted new Emergency Management Plan, Strategic Plan, and Ethics Policy, led AAM Reaccreditation
  - Raised, or assisted in raising, more than \$6 million in grants and donations
  - Create and lead dynamic schedule of programming for diverse demographics
  - Designed and implemented urgent-response collecting plan after the Pulse Night Club tragedy including 10,000+ artifacts, photographs, and oral histories
  - Represent institution publicly and in the media

**Museum & Curatorial Advisor**  
March 2020 - Present

- onePULSE Foundation**
- Oversight, planning, and curation of future national museum

**Graphic Design & Museum Consultant**  
September 2011-Present

- Owner, clients are nationwide**
- Logo, marketing/branding packages, web design, print collateral
  - Museum consulting, exhibition design, and strategic planning
  - Artist gallery prospect research and portfolio submissions
  - Conduct genealogical and topic specific research for individuals or companies

**Executive Director**  
September 2012 - January 2016

- Boone County Historical Society, Boone, Iowa**
- Responsible for the management, direction, finances, and leadership of four individual museums (historic center, house, depot, and rural school museums)
  - Coordinated and trained more than 90 contractors, volunteers or interns
  - Substantially increased attendance, volunteerism, grant funding, donations, and programming
  - Raised over half a million dollars in donations and grants for special projects
  - Assured the proper care, improvement, storage, documentation, and use of all archives and collections
  - Established policies for collections care, accessioning, use, copyright policy
  - Designed re-branding, marketing materials, and new website for the Society

**Executive Committee Member**  
**Co-Chair of Continuing Education Committee**  
2014 - 2016  
Member 2012 - 2016

- Iowa Museum Association**
- Served on executive committee, fulfilling all board level responsibilities and assisting in decision-making for state-wide betterment of the field
  - Spearheaded efforts to create Area Education Agency accredited, continuing education courses for educational professionals about teaching Iowa history with local resources, created and taught pilot course in 2015
  - Lead a variety of sessions and workshops for area museum professionals

**Administrative Intern**  
March 2012-May 2012

**New Jersey Historical Society, Newark, New Jersey**

**Curatorial Intern**  
June 2010-July 2010

**Union Historical Society, Union, Maine**

**Assistant Coordinator**  
Feb. 2010-August 2010

**Maquoketa Art Experience, Maquoketa, Iowa**

# PAMELA SCHWARTZ

Interpreter and Preservationist  
March 2009-Nov. 2009, Seasonal

Cedar Rock: Frank Lloyd Wright signature residence  
Iowa Department of Natural Resources, Independence, Iowa

Museums and Collections  
Program Assistant  
Aug. 2008-March 2009

UNI Museums, Cedar Falls, Iowa

Visitor Research and  
Interpretation  
June 2008-July 2008

The British Museum, London, United Kingdom

Public Programming Assistant  
Aug. 2007-May 2008

UNI Museums, Cedar Falls, Iowa  
Smithsonian Institution Traveling Exhibit: Earth from Space

Curatorial Assistant and  
Photograph Technician  
Dec. 2002-Aug. 2005

Jackson County Historical Society, Maquoketa, Iowa

## Education

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Legal Issues in Museum Administration  
16 continuing education hours  
March 2014  
The American Law Institute, Philadelphia, Pennsylvania

Bachelor of Arts, Communication Studies  
Concentration: Public Relations  
University of Northern Iowa, Cedar Falls, IA

Master of Arts, Museum Professions  
Concentration: Exhibition Development  
Seton Hall University, South Orange, NJ  
Thesis: Making it Count: Professional Standards and Best Practices in Building Museum Internship Programs

## Outreach, Enrichment, and Skills

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### Professional Affiliations and Boards

American Alliance of Museums - MAP and Accreditation Peer Reviewer 2016 - Present  
Iowa Museum Association - Executive Committee & Co-Chair of Continuing Education Committee 2014 - 2016  
Salisbury House and Gardens - Board Member, Young Professionals 2014 - 2016

### Selected Recent Publications

Schwartz, Pam, et al. "Forging Deeper Connections: Engaging With Audiences in Unexpected Ways." Museum Magazine, American Alliance of Museums, Jan/Feb 2020.  
Schwartz, Pam, et al. "The Personal and the Professional: History Organizations Responding to Public Tragedy." History News, AASLH, Volume 73, #2, Spring 2018.  
Schwartz, Pam, "Information Please: Preserving History as it Happens." Museum Magazine, American Alliance of Museums, May/June 2018.  
Schwartz, Pam, et al. "Rapid-Response Collecting after the Pulse Nightclub Massacre." The Public Historian, University of California Press Journals, Volume 40 -1, Feb. 2018.

### Selected Recent Professional Speaking or Teaching Engagements

Impact of Contemporary & Urgent Response Collecting, American Assoc. for State & Local History (2020)  
Guest Lecturer, History in the Wild: Inclusive Curatorial Practices, Arizona State University, Phoenix, AZ (2020)  
Guest Lecturer, Contemporary Collecting in Public History, Drake University, Des Moines, IA (2020)  
Keynote: Leading During Change: Keeping Your Team Going Through the Chaos, Orlando Women's Summit (2020)

# PAMELA SCHWARTZ

Guest Lecturer, Violence in American Memory, Northeastern University, Boston, MA (2018 & 2020)  
Never Again...Again...Again: Oral History in an Era of Mass Shootings, Oral History Association (2018)  
Keynote: Rapid-Response Collecting in an Era of Mass Violence, Iowa Museum Assoc. Annual Meeting (2018)  
It Could Happen to You, American Assoc. for State & Local History Annual Meeting (2018)  
Exhibiting Sorrow: Memorial Tributes to Victims and Community Healing in the Wake of Violence, NCPH, (2018)  
Understanding Identity in the Wake of Tragedy, BBYO National Conference (2018)  
How Our Disaster Plans Address Threats and Hazards, Smithsonian Heritage Emergency & Response Training (2017)  
Trends and Lessons from the Leadership in History Awards, American Assoc. for State & Local History Meeting (2017)  
It Could Happen To You: Collecting in the Face of Tragedy, American Alliance of Museums Annual Meeting (2017)  
History in Fast Forward: 12 million years in just 30 minutes, History Camp Iowa (2015)  
When is a shoe, not just a shoe? Teaching history in a local way, Univ. of Northern Iowa, History Club Lecture (2015)  
Teaching Iowa History with Local Resources, Iowa Museum Association Annual Conference Session (2015)  
Teaching Iowa History with Local Resources, Heartland Area Education Agency, 2 day continuing education (2015)  
Monthly Genealogy Workshop Instructor, Ericson Public Library, Boone, IA (2014-2016)  
Guest Lecturer, Writing for Museums, Seton Hall University, NJ (2014)  
Knowing Your Roots, Boone Leadership Program (2013)  
How to Create, Run & Sustain an Effective Internship Program at Your Museum, RC-MAAM Seminar (2012)  
Strategizing Museum Internships, Panel Speaker, Mid-Atlantic Association of Museums Annual Conference (2011)

## Recent Honors

Gold Award for Technology, Southeastern Museum Conference, "Curating a Tragedy," 2020  
Gold Award for Excellence in Exhibitions, Southeastern Museum Conference, The Accidental Historian, 2020  
Distinguished Service Award, Society of American Archivists, 2020  
Orlando Magazine's Women of the Year, 2020  
National Medal for Museum and Library Services, Institute of Museum and Library Services, 2019  
Gold Brick Award - Diversity, Downtown Orlando Partnership, Genome Exhibit, 2018  
Silver Award for Excellence in Exhibitions, Southeastern Museum Conference, Leaving Vietnam, 2018  
Excellence in Exhibitions, American Alliance of Museums, One Year Later: Reflecting on Pulse, 2018  
Excellence in Label Writing (Editor), American Alliance of Museums, 2018  
Gold Brick Award - Diversity, Downtown Orlando Partnership, Leaving Vietnam Exhibition, 2017  
2017 Most Remarkable People in Central Florida, Watermark LGBTQ Publication, 2017  
History in Progress Award, AASLH, One Orlando Collection Initiative, 2017  
Leadership in History Award, AASLH, One Orlando Collection Initiative, 2017  
Gold Award for Excellence in Exhibitions, Southeastern Museum Conference, One Year Later, 2017  
Gold Brick Award - Community Engagement, DOP, GLBT History Exhibition, 2016  
Bruce Craig Fellowship, Mid-Atlantic Association of Museums, 2010

## Conferences/Workshops Attended

Oral History Association (2018) National Council on Public History (2018)  
American Alliance of Museum (2016 - 2018, 2020) American Association for State and Local History (2017-2018)  
Iowa Museum Association Conference (2009, 2012-2015, 2018) Preservation Iowa Summit (2015)  
Iowa Country School Preservation Conference (co-hosted 2015) Mid-Atlantic Association of Museums (2010-2011)  
The British Museum (July 2008) Workshop Attendee

## Community Involvement

Grand Avenue School Historic Preservation Advisory Council (2018 - Present)  
Pulse Nightclub Permanent Memorial and Museum Advisory Council (2016 - Present)  
Chairperson of the Board, Boone Area Convention and Visitors Bureau (2014-2016)

## Additional Skills and Certifications

Past Perfect, Wordpress, Drupal, Altru, Adobe PhotoShop, InDesign, Dreamweaver, Illustrator, SketchUp, Quickbooks, Filemaker Pro, MicroSoft Office Software, and PowerPoint. Community Resilience Training, CPR, AED, EvacUTrac, Fire Extinguisher, and Stop the Bleed training.