

FRIENDS OF LOVERS KEY, INC.
Board of Directors Meeting
April 5, 2016
2:00 P.M. – 4:00 P.M.
Lovers Key Shop Conference Room
Teleconference - 712 432-1500 / access code: 205829#

April 5, 2016

In Attendance

Tim Horvatich – President
Joe Maccarone – Vice President
Flo Alexander – Secretary
Jack Delancy - Treasurer
Sharon Downey - Treasurer
Todd Richards – Director
Judy Greenwood – Director
Neeley Murphy – Director
Shelley-Sue Williams – Director
Sean Sanders - Director
Rich Donnelly – Director
Gloria Beauchamp – Park Mgr.

Absent

Rosie Cordes – Director
Katie Moses – Park Service Specialist
Matt Kruse – Asst. Park Manager

- I. Establish conference call
- II. Call to Order / Roll call
- III. Approval of the March 1, 2016 meeting minutes. Minutes were approved.
- IV. Reports from Officers and Committees
 - President report – Tim – Nothing at this time
 - Treasurer Report – Sharon said that Sheila sold \$600 in t-shirt sales in one day. The Flea Market netted about \$8,500 for each FOLKs and Bonita Rotary. In the first quarter our gain was \$19,000. T-shirt and membership sales have been steady.
 - Building Committee – Rich talked about the building and passed out the possible three stages and how it could be built. Mark went to the State as an independent citizen and got a promise of \$450,000 from the State. He said he is going to go back and try and get more. Great job Mark! Talked about closing in the shelter by the tram stop and use it as a temporary building.
 - Campaign Committee – Next meeting

- Exhibit Committee – Tim said that we have an agreement with Split Rock to sign if we need it.
- Communications and Media – Shelley-Sue is getting good coverage in the media. Katie is writing “Creature Features” again. E-news did not go out last week because of illness of Cindy. It will go out later. Gloria will write something for May. Shelley-Sue may use a recipe here and there to fill in and promote the Cookbook. Todd talked about how to get more Social Media for more visibility.
- E-Commerce – Jack talked about a way to track the t-shirts sales. In the month of March about \$7,000 sold. We will need a policy for returns. Talked about selling golf shirts to celebrate the 20 year anniversary.

V. Park Manager’s Report – Gloria. She said we need a new Board photo. The one we have is out of date. We now have an audio box on the beach.

We have two new trams. ADA ramps are too heavy. Matt found two ADA ramps that weigh 25 pounds at a cost of \$250 each. Shelley-Sue made the motion to purchase the ramps, Joe seconded. Motion passed. The new trams will go into service after season so they can get oiled and have the roofs raised. Training will be needed. They also got a new truck.

VI. Matt/Katie – absent

VII. Old Business

- Turtle Trot prep – Todd said we will give a \$250 family membership this year. The race is on May 14, 2016. FOLKS will fund the entry for the Park Staff runners – 9 at \$35 a head. Flo so moved and Joe seconded. Motion passed.
- Everblades was rescheduled for April and cancelled because of the time of year and the want to do it next year.
- Reggae and Ribs – There were 98 guests at the last one and the Silent Auction and ticket sales came in over \$4,000. The Silent Auction portion could not be done each time. Shelley-Sue suggested having a person designated in just doing the auction/raffle items committee.
- Nautical Flea Market – Mark was not here but it was very successful. They learned a lot for next year. Things that can be changed to make it more profitable next year. Need more volunteers.
- Cookbook – 21 were sold at the Flea Market, 6 were sold at the Sea Gypsy on Fort Myers Beach. She is willing to sell more.

VIII. New Business

- Proposed 2016-2017 Event/Activity Calendar was presented. Some of the big events are a “50’s – 60’s” Sock Hop, “Santa” on the Sand and a Luau.

- Images of Nature – This is going to be tabled until next time. The cost for Clyde Butcher is \$4400. We need leadership in this event. Talked about combining with our birthday celebration next year.
- “Santa” on the Sand – Entry to the Park is the normal \$8. There will be a charge on one unwrapped toy for each child to see Santa. We are partnering with the Bonita Rotary.

The next meeting is May 3rd at the Shop

TDC for Images of Nature - \$5,500.

Respectfully Submitted,

Flo Alexander, Secretary