

Friends of Lovers Key, Inc.

Board of Directors Meeting

August 4, 2015

In Attendance

Tim Horvatic – President
Joe Maccarone – Vice President
Jack Delancy – Treasurer
Flo Alexander – Secretary
Todd Richards – Director
Pam Jones-Morton – Director
Rosie Cordes – Director
Sean Sanders - Director
Mark Generales – Director
Neeley Murphy – Director
Rich Donnelly – Director
Gloria Beauchamp – Park Mgr.
Katie Moses – Park Service Specialist

Absent

Judy Greenwood – Director
Shelley-Sue Williams - Director
Sharon Slate - Director
Matt Kruse – Asst. Park Manager
Susan Suarez - Campaign Committee

I. Tim called the meeting to order at 2:05 PM, and roll call was completed.

II. Minutes of the July meeting were approved.

III. Reports of Officers:

1).Treasurer - Jack Delancy reviewed the Treasurer’s reports that had been issued prior to the meeting. The monthly report showed minimal revenue and a net loss for the month of \$3,397.78. The Balance sheet reflects an increase YTD, as a result of CD income. However, expenses have exceeded revenue if you exclude the CD revenue. Jack also reviewed the YTD Budget report and indicated areas where expenses exceeded budget, but unspent funds were available in other categories to cover those overruns. The Treasurer’s report was approved.

Jack also reviewed the proposed changes to the Board Financial Policies. These changes are intended to make the policies comply more fully with the CSO guidelines. A question was raised concerning the sentence “The CSO will pay no commissions or finders fees as consideration for directing a gift to the CSO” and the impact of this policy on our plans to use Paradise Advertising & Design to solicit sponsorships for the “Images of Nature” event. Gloria will ask Carol for her input. Pam moved that the Board adopt these revised Financial Policies, seconded by Todd and the motion was approved.

2). Membership - Rosie Cordes reported that we had 415 members at the beginning of July, with 5 adds, 8 removals and 6 renewals, for an August 1st total of 412, up 19 from last year.

3). Building Committee – Nothing to report.

4). Campaign Committee – Pam provided a comprehensive report on campaign activities. They include the following:

- Identified up to \$400,000 in grants that the Campaign Committee will apply for in August.
- “Spotlight” article on sea turtles will be submitted in September, and one on Carlton Ward in October.
- Webmaster is working on the update & redesign for September completion to include an e-news feature.
- “Paint in the Park” is scheduled for 9/12 from 9:00 AM – 11:00 AM.
- Mike Mathews has proposed to conduct a photography session with 50% of the proceeds going to the Campaign Fund.
- Many activities underway for “Images of Nature” event. Pam again requested Board help in obtaining auction items.
- Florida Everblades park tour is Friday, 8/7. Recognizing State parks night is scheduled for 12/12 and the Bar B Q with the Blades event is scheduled for either 1/26 or 27.
- Pam also met with the Public Affairs Manager for Hertz.

5). Exhibit Committee – Pam reviewed a meeting that was held to discuss the contract with the exhibit design firm. The current estimate is approximately \$800,000, which we do not have at this time. It was suggested that we could have some initial design work done for \$48,000 that would provide us with fundraising materials. Tim will try to negotiate a lower first phase cost so that we can move forward.

6). Communications / Media – No report.

IV. Park Manager’s Report:

Gloria mentioned that her requests for state budget funding had been halved, and she is awaiting some clarity. She also mentioned that the Fort Myers Beach Sand Sculpting event is scheduled for 9/21 – 22 and 9/28 – 29 and we could sell T-shirts and have an information table if we so desire.

V. Park Staff Reports:

1). Katie will send out an e-mail to the Board with some upcoming events.

VI. Old Business:

1). The Campaign Committee will proceed with the Paradise Advertising agency doing the sponsorship solicitation unless we receive guidance from District to the contrary.

2). The shop conference room refurbishment project was deferred until the September meeting.

- 3). Discussion on the Isinglass shutters for the Gazebo was also postponed until the September meeting.
- 4). The Website upgrade project review was deferred until the September meeting.
- 5). The Event Committee was requested to propose how we should handle the leadership for the Valentine's Day event.

VII. New Business:

- 1). Rosie reviewed the results of the membership survey that was recently conducted. The results identified the top requested informational talks and member events. We had about a 10% response rate to the survey.
- 2). Mark stated that the Nautical Flea Market website should be ready to go live this week and invitations to vendors would also follow shortly thereafter.

VIII. Calendar Update / Review

Flo had issued an updated calendar prior to the meeting.

IX. Next meeting: Tuesday, September 1, 2015, 2:00 PM. at the shop conference room Lovers Key State Park.

X. Joe moved that the meeting be adjourned, seconded by Mark. Motion passed.

Submitted by Joe Maccarone for Flo Alexander.