

Friends of Lovers Key, Inc.  
Board of Directors Meeting  
March 4, 2014

Present

Tim Horvatic, President  
Joe Maccarone – Vice President  
Jack Delancy, Treasurer  
Flo Alexander, Secretary  
Rich Donnelly, Director  
Pam Jones-Morton, Director  
Judy Greenwood, Director  
Todd Richards, Director  
Rosie Cordes – Director  
Mark Generales - Director  
Gloria Beauchamp, Park Manager  
Matt Kruse. Asst. Park Manager  
Susan Suarez - Guest

Absent

Ray Murphy, Director  
Neeley Murphy, Director  
Katie Moses, Park Service Specialist

I. Tim called the meeting to order at 2:00 p.m.

II. **Minutes** – Minutes were read. Mark motioned to accept and approve, Pam seconded. Motion passed. Flo asked to have comments sent to her within a week of when I send them out to everyone. I will give you a deadline so they are ready to be approved at the Board meeting and on the web.

III. **Treasurer Report** – Jack stated that the Visitor Center Account was at \$120,827.79, the Operating Account at \$36,150.69. This brings the total to \$157,276.12. Jack showed us the new format he will be using to present the Treasurer report to be clearer as to where the money is being used. He went on to explain that our Visitor Center account with the payment of this months' expenses will be down to \$7,606.66. We will have the consulting fee and expenses for April 4<sup>th</sup> event therefor we will need to do one of three things: 1. Wait to see what will come in this month, 2. Move monies from the operating fund or 3. Cash in a CD. Even if we transfer monies in it will be a short term fix. Mark asked how many CD's we had and their maturity dates. These monies were set aside for the campaign. We are more than 6 months out on the CD's so there would be no principle lost. Tim felt that Jack would only need to inform the Board when he is actually touching one of the CD's since that is their purpose. Management of the funds is within his purview. Joe stated that it was decided a few years ago to go for the long-term CD's because it would offset the loss differential. He suggested taking one of the CD's and cash it. Jack then informed us we got another \$5,000.00 grant today. Tracking of the grants would show on the revenue line. The last grant would not show up on this one. Members feel more comfortable with Jack putting the new format out on the web. Mark made a motion to accept the treasurer's report, Joe seconded it. Passed unanimously.

**Membership** – Rosie reported we have a total membership of 439. There were 31 renewals, 29 new members and 13 that had expired and rejoined. There were 38 removed that did not renew. This total is up by 3 from last month. She went on to report that a message was sent out by way of mail chimp. The Astronomical Society Event of February 27. 56% opened it (181); 1 person went to the website. The Shrimp Festival Announcement: Sent our February 16<sup>th</sup>. 52% opened it (157); 1 person went to the website. Evening of Natural Wonders Event: Sent out February 28<sup>th</sup>; 49% opened it (164). There were 13 hard bounces which are incorrect addresses.

**Visitor Center** – Building Committee – Rich had a meeting two weeks ago with a company called Two Trails. They are an environmental LEED consultant group, one of the best in the state and are willing to be our consultant. It has been established that the building should be LEED-certified. The cost for this is \$5900. Rich said that if the building is LEED-certified it will help you with the raising of funds. This means when you are ready to build the building you go out to the suppliers and vendors and they donate such things as air conditioners, tile etc. Rich said that we would recoup that amount in donor supplies. Two Trails also said that this is the time to lobby the State. Rich explained that we have restrictions with that. Susan said it would have to be an appropriation to do this. Rich made a motion to incorporate this project into the design of the Visitor Center to be a LEED-certified project. Joe said we could always back off if the cost was significantly higher. Todd stated that Six Mile Cypress’s Slough building was all LEED-certified. Joe seconded, vote was taken and it was passed unanimously. The name of the owner of Two Trails is Drew Smith. Gloria made it clear that if you spend a certain amount of time and monies lobbying you lose your title of 501c(3). This is stricter for our CSO because we are in a partnership with the State.

**Campaign Committee:** Susan – Passed out her updated calendar for the Campaign committee. Susan suggested a retreat after the Board meeting in April. Our meeting is scheduled for April 1<sup>st</sup> but we will move it until April 8<sup>th</sup> so that it is after the April 4<sup>th</sup> event “Evening of Natural Wonders”. She would like to invite the Capital Campaign committee to the retreat. We will have the Board meeting from 2-3 and the Retreat from 3-6pm. Talk about grants, fundraising, donor profiles, and Board obligations down the road. She would like to do some role play. It is important for us all to be saying things about the Visitor Center the same way so that we are not saying that it is an Educational Center etc. We could try and get the room at Lover’s Key Resort. Quail Creek would be another possibility. Susan said their goal is to create a packet that is more extensive than they have right now so that we have more than our case statement. We will only print small quantities. They are not meant to be mailed out. We submitted a grant proposal to the Gannett Foundation, via the News-Press for \$5,000. News releases have been sent out. We got a grant from a National Organization.

Tallis Park is a new housing development on Livingston and they would like to work with us on something in the fall for another fundraiser. Perhaps it would be in November. Depending on the type of home it would be in would govern what we would have.

April 4<sup>th</sup>, the invitations have been finalized. It will be from 6-8pm. We are looking at different catering and rental options. Costco is donating water and crystal plates. We want to rent glass wine glasses and chairs. Jobs are two bar tenders. If you are working all night we do not expect you to buy a ticket otherwise please buy a ticket unless it is a hardship. Todd will donate the

chairs. He also said he could help get a good price on the linens. There will be a presentation about the building. She feels that we need to show the support of the Board. Tim does not want to put Board members in a difficult position. We will introduce Jeff Brady. At the conclusion of the program people will be able to walk around the gardens.

#### **IV. Park Assistant Manager's Report – Matt**

Matt let us know that Dave was transferring to Cayo Casta. He went on to say that the PA system was damaged and the repair for it was \$62.85 this cannot be paid for with Park money. Pam moved to pay for the repair, Mark seconded. The motion passed.

**V. Park Manager – Gloria** – We nominated the Turtle Trot at the Friends of Florida State Park for an award. We received a certificate of recognition for it. She presented it to Pam. Gloria went on to thank us for providing the funds for the Volunteer Recognition luncheon. It was a success.

The cruise car (Ez-go) should be here this week.

Beach re-nourishment hopefully will begin in June.

Geocache path tags, people come in ask if they can buy them for their walking sticks. Do we want to sell them or not let people buy them and keep them true as a Geocache reward. Think about that.

The 2008 copier (bought by FOLK's) in the Ranger Station is limping on its last let. Gloria has a quote for \$6,000 for a refurbished one. Discussion was had about the copier. We go through about 11,000 copies a month. The one she is looking at right now also is color and folds. The Park spent about \$5,000 last year for the repairs but the State pays for the repair contract. Flo made a motion for Gloria to look into refurbished ones and purchase a copier for no more than \$7,000. Mark seconded it and it passed unanimously.

**VI. Park Service Specialist – Absent.**

**VII. Old business. –**

We now have the **Square**. Jack said we have two accounts set up for this. One is dedicated to the Capital Campaign and donations associated with that. The second account is associated with FOLK's for purchases such as T-shirts. Pam is the administrator of the Capital account. We will defer this discussion for the FOLK's account until Neeley is here. Tim will call a meeting for those interested in training for the Square. There is a 2.5% of each transaction when you use the Square. It cost you nothing if you do not use it. There is a possibility that we could get a smart phone to be used for this purpose. If you do not have a smart phone than you cannot take credit cards that day. Todd said if someone wants a T-shirt and no one is around to sell them he is willing to sell them one for FOLK's in his shop.

**Goals** – in 2014 Goal #1 had an adjustment. Goal # 2 we added a fourth opportunity for a fundraiser. Tim had a short meeting before the Board meeting because the idea of a fishing

tournament has resurfaced. Todd and Mark will head up that committee to look at the options and opportunities there and keep the Board informed. The only other change made was #4 and #5 to make sure that it is in the approved budget. Tim moved to accept the 2014 Goals, Mark seconded. It passed unanimously. Pam asked if we have people earmarked to attend Chamber meetings. Tim will make sure we have people to attend these meetings.

Jack had some further comments. Jack asked if the Fishing Tournament would bring in enough money. Right now with the t-shirts and 5K run for every dollar we spend we get two in return. We might want to look at how much money it would make and how much manpower it would need. To be efficient we need a fundraiser to make equal to or more money than the Turtle Trot. This could be talked about at the retreat. Susan said these receptions are more about friend raising than fund raising. Perhaps down the road we might want to have a gala. Not everyone is a gala person but maybe a fishing person. Tim said we need to be in balance with our operating funds also. In previous years we would have \$18,000 – 20,000 to put in the Visitor Center. 2013 this did not happen. Gloria noted that we have had over 615,000 people visit the park since July 1, 2013.

**Position Descriptions:** Joe has been pulling all those together and will make copies to be put in your book. Check them over to make sure that nothing has been missed. Look them over in the next couple of weeks, send corrections to Tim.

**Revised Membership Structure.** Tim passed out a draft for the new brochure and membership cards. In final discussion - change Basic member to Family member (8 people) and change the price to \$40. Eliminate the Patron category. Change Partner (Annual) to Patron at \$70. Lifetime Partner reduces from \$750 to \$500. Current Lifetime members will roll over. Tim noted that for any State Park you cannot have any more than 12 free entries into the Park. We now charge \$2.00 a head for entrance to the Park for events that we pay for. Joe brought up the fact that that money goes to Tallahassee whereas FOLK's money directly benefits the Park. Tim said that we want to encourage the people that the more you donate the more benefits you get. Tim moved to accept the revised membership structure to be incorporated May 1, 2014. Todd seconded. A vote was taken and passed. The Corporate will be passed on the Campaign committee for recommendations at a future Board meeting. Tim will write an announcement for Turtle Tracks that the fees will be changing so people are aware.

**Cook Books** – Joe asked about putting together the cook book fundraiser. Flo suggested putting it out on the web to get recipes. Mark suggested going to restaurants to get local restaurant recipes. Judy is in charge of the committee.

**Turtle Trot** – Pam. Rich was able to get 500 lip balms and 500 pens for the race bags. He also got a prize from Scuba Experience that is worth \$495. Pam feels the people at the race would not appreciate the prize as much as it would at the silent auction on April 4<sup>th</sup>. Rich is going to look into the possibility of them letting us use it for that purpose. They would get publicity at both places that way. Pam asked if we could get together before the May meeting an hour early (1:00PM) to stuff bags. She will put sign-up sheets in mid-April to volunteer for the race.

III. **New Business** – Tim handed out the new list of **Standing Board Committees**. If this looks good to everyone we will use this list.

**Communications Process** – Tim. Questions about how we communicate these events. Rosie puts this out on mail chimp. About 100 bounce because the either unsubscribe, don't put an email address on the application or she cannot read their writing. Pam mentioned that the second way of communicating is through Face Book. This reaches over 5,000 people over the last several months. Our demographic is the elderly. We want people to like the site and share. Things are also put in Turtle Tracks. Tim said that communication is going to be a big impact on the fundraising. Could the event and campaign committees get together with Rosie to see the best way to communicate with people. Twitter was brought up but the older generation do not use it.

**Email accounts** – Pam said that a while ago we set up email accounts for the secretary, president and certain chairpersons. They need to be monitored and respond to people. Tim is monitoring the Presidents, treasurer has one that Paypal is associated with. We all need to start monitoring these. You can have them forwarded to your regular e-mail account.

**Shrimp Festival** – Sarah asked for \$200 to pay for the candy etc. for the parade. Tim moved to pay to Sarah the \$200 for the float, entry fee, decorations and candy etc. Judy seconded. Vote was taken and passed unanimously.

**Board Calendar** - Copies were passed out. Flo will maintain the calendar, but she needs input as to what is going on to put on the calendar. This will keep us up on what is going on.

**Meeting in the summer** – Tim proposed to meet in July. Take June and August off. Mark feels we should be consistent but abbreviated. We will meet every month through the summer.

**Attendance at Member Only Events** – Can a member bring a spouse or friend? Judy suggested the member could get in for free but a guest would pay for the entrance. More thought needs to be put into this. There were 26 people signed up so far for the Astronomical Society. Do we need to put a cap on some events?

**Parades** – We should rotate with St. Patrick's Day and Shrimp Festival each year. Two would be too much.

Jack asked about how much time each member put in each week for tax purposes. Gloria said that your volunteer time is important – 500 hours you receive a year pass to all Florida State Parks.

Todd said we could schedule an event around a wedding on the beach so that we could use the tents at no cost to us.

**Photo Contest** – Judy suggested a photo contest as another fundraising event. She said that she would organize the event. People would be invited to take picture during a specified time period at the park. The pictures could be displayed. One possibility of voting would be by putting a

quarter in each pictures box for each vote. We could charge \$10 per entry. Have three prizes that would be minimal to us. Suggestions are 1<sup>st</sup> prize a one year State Park entrance, 2<sup>nd</sup> prize and a third prize maybe a t-shirt.

Joe moved to adjourn the meeting Tim seconded.

Meeting adjourned at 4:34PM.

Next Meeting April 8, 2014 at 2 - 3pm Board meeting, 3- 6PM Training at Northern Trust, 26790 S Tamiami Tr, Bonita Springs.  
(across driveway from the Promenade Shops)

Respectfully submitted by Flo Alexander