

Friends of Lovers Key, Inc.

Board of Directors Meeting

June 2, 2015

In Attendance

Tim Horvatich – President
Joe Maccarone – Vice President
Flo Alexander – Secretary
Jack Delancy – Treasurer
Todd Richards – Director
Sean Sanders - Director
Rosie Cordes – Director
Shelley-Sue Williams - Director
Mark Generales – Director
Sharon Slate - Director
Gloria Beauchamp – Park Mgr.
Katie Moses – Park Service Specialist
Matt Kruse – Asst. Park Manager
Peggy Wood – Park Toll Taker (Guest)
Susan Suarez - Campaign Committee

Absent

Neeley Murphy – Director
Rich Donnelly – Director
Judy Greenwood – Director
Ray Murphy – Director
Pam Jones-Morton – Director

- I. Tim called the meeting to order at 2:00 PM., and roll call was completed.
- II. Minutes of the May meeting were approved with two minor corrections.
- III. Reports of Officers:
 - 1). Treasurer - Jack Delancy reviewed the Treasurer’s report in its new format. The monthly report showed the net loss for the month was \$1,440.32. The Balance sheet identified total assets of \$166,503.61. Based on some discussion, Jack will look at ways to make the transfer of funds between the Operating and Visitor Center accounts simpler to understand. The Treasurer’s report was approved.
 - 2). Membership - Rosie Cordes reported that we had 441 members at the beginning of May, with 6 adds, 17 removals and 12 renewals, for a June 1st total of 430, up 30 from last year.
 - 3). Campaign Committee – Susan reported that FOLKS applied for a TDC grant of \$15,000 for use on the upcoming “Images of Nature” fundraising event and we were awarded over \$12,000. In addition, we will receive a credit for advertising of \$3500. Susan also mentioned that the Campaign Committee purchased a 1 month’s subscription to a Grant donor database. Initial analysis identified 123 possible donors. After culling those that would not be good fits for a grant application, 12 were identified as strong candidates, and the remainder require further analysis. Primary efforts during June will be working on the grants and preparing for the “Images of Nature” event. Lastly, the Bonita Bay presentation is scheduled for February 2016.
 - 4). Exhibit Committee – Susan mentioned that Pam has been in contact with Valinda to seek final input on the exhibits plan and has also been contact with the design company to keep them informed of progress.

5). Communications / Media - Shelley-Sue reported that we have had a lot of excellent publicity during the past month, involving generic articles about the Park, and specific coverage of the Turtle Trot. Another article is anticipated in the Florida Weekly. Shelley-Sue and Susan have also been in contact with Cindy (our website developer) to determine the feasibility of making the site "mobile friendly". Initial cost would be \$800 and take about 5 weeks. Additional functionality could add another \$600 of cost.

IV. Park Manager's Report:

Gloria Beauchamp provided several updates:

- 1). She attended the recent CSO meeting.
- 2). The Year-end Financial report is essentially complete and ready to be submitted to the State.
- 3). Lovers Key has been selected to participate in a pilot program to do a streamlined year-end report.
- 4). There will be a staff party on June 4 and FOLKS will be proving funding of up to \$250 to cover the costs per the 2015 budget.

V. Park Staff Reports:

- 1). Matt requested funds to repair a bumper on the Park's Ford Ranger. Flo moved to authorize up to \$300 for this repair, seconded by Mark and the motion passed. Matt also introduced Peggy Wood, who has been a Park Toll Taker for over 10 years.
- 2). Katie reported that FOLKS funding for the shore bird audio system and decoys have borne fruit. The Park is experiencing a successful nesting season with 12 Least Tern nests initially and 1 Wilson Plover nest. In addition, there are about 10 turtle nests. Katie also mentioned that there will be an ice cream social at Royal Scoop on 6/24 at 2:00 PM.

VI. Old Business:

- 1). Gloria indicated that there was nothing new to report on the conference room refurbishing project. She will come up with some recommendations during the coming months.
- 2) Todd reviewed the 2015 Turtle Trot and lessons learned. There were 436 registered runners, although actual participation was likely closer to 375, probably as a result of the memorial services for the track coach of Estero High School that was held that day. Some of the lessons learned: a). Need to be prepared for a medical situation such as the fall that we experienced this year; b). Award ceremony was too hectic; c) Not enough medals were ordered; d). Project team needs a communications / sponsorship member next year (Shelley-Sue assisted this year in that capacity and made a sizable contribution. She offered to assist again next year). Flo suggested that the volunteers should have the phone numbers of the project leaders to cover emergency situations
- 3). Mark reported that the Nautical Flea Market project is proceeding as planned. Committee meetings are being held periodically. Rich Donnelly has revised the site plan. The website has been implemented and is being enhanced. Jack and the Rotary Treasurer are in contact to handle on-going expenses. Mark expects that we will start soliciting vendors by the end of June.

VII. New Business:

- 1). Tim reminded everyone that we voted last month to change the name “visitors center” to “Environmental Education Center” once the state budget is finalized, hopefully the end of June.
- 2). Tim reported on a proposal to add “Isinglass” shutters to the gazebo, and a quoted cost of \$17,800. Lead time for installation would be 10-14 weeks. After some discussion concerning the cost / benefit of this expenditure, it was decided to hold off on any decision to a later meeting when more Board Members are present.
- 3). Shelley-Sue discussed of the possibility to use the website to sell FOLKS items, such as T-shirts and books. Shelley –Sue and Susan have been in contact with the website developer to determine feasibility and cost to set up the system, which was quoted at about \$20 per sale item. They will follow up with Cindy to determine if this includes each individual size as well, which could make the effort very expensive to implement. Sharon has agreed to do T-shirt fulfillment, but the T-shirt team needs to develop some procedures concerning inventory management, costs for shipping, etc.

VIII. Calendar Update / Review

Flo suggested that she only issue future calendar items rather than continue to show all of the events, including those whose dates have passed. It was agreed.

- IX.** Next meeting: Tuesday, July 6, 2015, 2:00 PM. In order to improve the audio for those participating via phone during the summer months, Mark Generales will pursue holding the July meeting at the conference room at Rosier Insurance, 9696 Bonita Beach Road as a trial. If that is not available, we will be meet at the shop conference room.
- X.** Mark moved that the meeting be adjourned, seconded by Shelley Sue Williams. Motion passed.

Submitted by Joe Maccarone for Flo Alexander.