

Friends of Lovers Key, Inc.

Board of Directors Meeting

November 3, 2015

In Attendance

Tim Horvatic – President
Joe Maccarone – Vice President
Flo Alexander – Secretary
Jack Delancy - Treasurer
Todd Richards – Director
Judy Greenwood – Director
Rosie Cordes – Director
Neeley Murphy – Director
Shelley-Sue Williams - Director
Rich Donnelly – Director
Gloria Beauchamp – Park Mgr.
Katie Moses – Park Service Specialist
Susan Suarez - Campaign Committee

Absent

Sean Sanders - Director
Matt Kruse – Asst. Park Manager
Pam Jones-Morton – Director

- I. Call to Order
- II. Approval of the October 6th and October 20th Meetings Accepted and approved both.
- III. Report from Officers and committees
 - a. President – Tim

Pam has resigned from the Board. Pam stated it was not the Board but rather personal issues and needs time for herself. Flo volunteered to pick up a sterling silver frame and get it engraved.

- b. Treasurer’s Report – Jack said our balance looks worse than it really is. Our ending fund balance is \$119,488.68. He is preparing for the New Year budget. Joe moved to accept and Tim seconded. Rich asked what our stand is for cancelling the Carlton Ward Event. Susan said that we have not incurred any extra expense. We were not charged for cancelling by any of the vendors or Carlton Ward.
- c. Rosie gave her report for membership. We began October with 409 members. Seventeen new members were added, four were removed, for a total of 421 at the end of the month. There were 10 renewals, and versus November 1, 2014 we are up 11 members over last year. She gave the Board some charts and information the board requested in previous meetings: number of local members by zip code, number of members by state.
- d. Building – none
- e. Campaign Committee – Susan. The photo sessions are going on. 70 so far this week. They are signing up last minute. She suggested doing a survey to see what they like.

Reception at Waterside Condos on Sunday at 4:30 – 5:30. Tim feels that this event could build over time. Thursday Nov. 12th Todd is being honored as a distinguished volunteer for National Philanthropy Day.

- f. Exhibit Committee – Tim: Split Rock sent a revised contract. They accepted every change that we proposed. The Fundraising package has not been clearly proposed. He also wants each phase to be paid individually. They agreed to it but not clearly. His goal is to have the contract signed by November 15th. Split Rock has been very cooperative and very helpful. He is also checking on the name. The first step would be \$18,000.
 - g. Shelly-Sue - communications. Nautical Flea Market has gone out 3 times. Paint in the Park. Pam, Gloria and she went to WGCU and gave their talk. They raised \$565 and WGCU will give us 16 radio spots. This was the first year that we were invited. Katie and Shelley-Sue were interviewed by the News-Press and was in the Sunday paper. E-news will go out every two weeks. If you want to be with the group at the Everblades, contact Pam and give her the monies for your tickets by December 1st. The Web site is almost ready to launch. Spotlight article will be on the Manatees.
 - h. Star Gazing will be 7 – 9pm on November 19th. We will need people to let people in at 6pm. Moving Luau to March 10th and changing it to Reggae and Ribs.
- IV. Gloria – Park is buying some new radios. She asked if FOLKs would buy 4 more so that they have extras to use for events. Neeley moved to buy and Flo seconded. Joe moved to buy 4 up to \$800. Park request \$900 brain (controller) and \$2500 for road fill. Mark moved and Judy seconded. Motion passed.
- V. KATIE – NEW WEB SITE FOR ATTENDANCE WWW.FDEP.VSYSLIVE.COM . YOU CAN ENTER YOUR TIME IN THIS. SHE WILL BE GETTING IN TOUCH WITH EVERYONE FOR THE YARD SALE AND GOAD.
- VI. Nautical Flea Market – Mark needs people to start making phone calls to exhibitors. Time is getting short. Boat Dealers want to wait until after the Boat Show. He would like people to go to this show to pass out flyers for the Nautical Flea Market. Marking the areas is figured out.

Paddle Board race Fundraiser is going well. We will sell t-shirts. Proceeds will go to Folks.

Special Board working session. Tim said we did not have enough time. We now have to bring those thoughts together. Planning another meeting the first part of December.

Board Nominations: 6 positions came due this year. Three other openings, Ray Murphy 1 year left, Sharon Slate 2 years and Pam 1 year. The present openings are willing to come back. Treasurer needs to be filled. Jack is willing to take a one year position to train the new treasurer. Joe want names sent to him quickly.

- VII. Bonita Chamber Event – There will be expected 150 – 200 to attend. They want to do something a little different. They want to make it a family event so that they could bring their kids. We would need to provide some type of event for the kids. Mark suggested having someone on the Tram talking about Lovers Key. Cost will be about \$3,000 to put on this event. The Reggae band is \$750.00. FOLKs will insure the event. We need to see what insurance we need for these events. Jack moved to spend up to \$4,000 on this event and Mark seconded. Passed

- a. ACMA Songwriters at Sunset – Shelly-Sue - Would like to have alcohol, snacks tram driver and lock up. Dec 8, Jan 26, Feb 18, and March 15th.
 - b. Reggae and Ribs – Cap it 90 -95 people. She has silent auction items for this event.
 - c. December Newsletter – Start to take it from Newsletter. Looking for someone to do it.
 - d. Expanding Volunteers – Tim, wants to expand the volunteer base beyond the Board. We should be the leader and not be the Volunteers as well. Katie suggests going beyond the Park for volunteers.
 - e. Annual Meeting schedule and agenda – January 19th, Tuesday – Katie found us Bass Pro shop for our meeting room that we can use. It will hold up to 80 people. 6:30 – 8:30 Sean has been working for the lecturer on Artificial Reefs. Captain Lance Julian.
 - f. Todd – wants to have a pass “Beach Club” that would get you on to the beaches.
 - g. Todd – Are we doing any search engine optimization? More info at next meeting.
- VIII. Calendar – Need dates emailed to Flo. Gloria said the Christmas party will be held at the shop December 19th at 6:30PM.
- IX. December 1st next meeting
- X. Adjourn meeting , Flo moved to adjourn at 4:21

Respectfully submitted by

Flo Alexander, Secretary

Next Board Meeting December 1st at the Park Shop at 2:00 PM