

Friends of Lovers Key, Inc.

Board of Directors Meeting

September 1, 2015

In Attendance

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

Absent

Pam Jones-Morton – Director
Sharon Slate - Director
Sean Sanders - Director

- I. Tim called the meeting to order at 2:04PM, and roll call was completed.
- II. Minutes of the August meeting were approved as amended.
- III. Reports of Officers:
 - Treasurer -Jack reported that another \$2,000 came in from the Turtle Trot giving us a total of \$15,953. The loss for the month of Aug. was \$389.92. The \$2,892.80 loss reported in the minutes was for the Environment Education fund only. The General fund had a gain of \$2,002.88. Joe moved to accept the report and Mark seconded. Minute were unanimously approved.
 - Membership – Rosie reported we added 5 new, removed 11, had 3 renewals for a total of 405 members. One year ago total of 389 for an increase of 17 this year in comparison.
 - Building – Nothing
 - Campaign – Susan gave an update of Images of Nature. Registration are coming in. Big push will start next week. Susan, Shelly-Sue and Pam are getting Auction items. Bonita Bay is lowering the price on food and we will be getting more appetizers.

- Exhibit – Tim gave the status of the Split Rock agreement. We are getting ready to negotiate. Don't know when it will occur. Tim will take over as lead for the committee.
- Communications – Shelley-Sue spoke on the Spot Light article done for Todd. Paint in the Park has been in the papers. Images – was sent out and she asked Mike Youst to do an article. She has been working on the Web with Susan and Cindy Liberton. Johnson Engineering Day - See Matt if you want to help. In the past they have given us \$300.00. Matt uses it for supplies.
- Katie -National Public Lands Day September 26th. Motion made and approved. Katie needs help from 9 – noon. Community Yard Sale November 14th. Set up at 6:30. Neeley and Sean will sell food at the event field. We will sell t-shirts also. The State is contracting out the hours for volunteers. Will travel from Park to Park. Goes live October 1st. We will be able to enter our time on line directly.

IV. Old Business

- Judy reported on Valentine's Day that it is pretty much organized. Everything will be done and on paper if she is not able to attend. If that should happen Flo will take over. We are still doing 2, fee is \$75.00 per couple. She needs door prizes and raffle prizes. Everyone to get a couple gift certificates must be 2 one for each event.
- Cookbook Flo reported that we now have 70+ recipes. We need a lot more and asked that each Board member please enter one to Flo by email. The deadline in October `15th.
- Events Committee – Flo gave an over view of what was planned. Shelley-Sue suggested having some Sunset Concerts. She provided the committee with a lead for musicians.
- Jack is getting quotes for theft insurance. \$341 a year ask Jack to send to me. Move to accept from Travelers insurance, Mark seconded. Protects us for our monies. And provides stability for potential donors. Motion Passed.
- Mark reported on the Nautical Flea Market and said that we have 1 vendor signed up for the Flea Market so far.

V. New Business –

- Comprehensive Review by Susan she handed out 3 page report highlighting her Strategy and her accomplishment over the past year. She gave recommendations for next year and recommended that her salary be lowered to \$30,000. She also suggested new Board members to approach.
- Tim talks of the strategy to create events. We need significant donors. Wonders if the events we are doing are targeting the donors that we need. Susan says that we are crawling our way up to the \$300 a plate events. Mark feels we need to get closer to Bonita Bay were the money

is. He feels this is crucial for us. They have money to hand out. Tim asked if our strategy to raise money to get the tools (fundraiser brochure's) rather than raising money for the building itself. Rich feels we need people to go in and make the "ask". Mark suggests that we change our view. Start building relationships. We need to get to know people. Bonita Bay is important. Todd suggested at our special session to come up with some goals. Gloria suggests talking about a strategic plan. Tim said that there are two faces 1. To work for the park. 2. Campaign is a separate view. Do we create Board members that are Friends of Lovers Key or a separate Board dealing with the operations more focused on the larger dollar bill. Mark suggests giving them the opportunity for them to step in and steer things. Mark thinks that we are held back by the "State". Gloria suggests that we need to change how we sell the park.

VI. Calendar Update – Flo said the updated calendar had been emailed out to everyone. New event dates need to be sent to her.

- Flea Market –Mark said the first email was sent out. The web site is LoverKeyNauticalFleaMarket.com.

- Susan asked if we can put a banner over in the field in January. Mark asked if we could have some sort of Marque placed on the property. It was also asked if we could hand out flyers for upcoming events.

Meeting adjourned 4:02

Submitted by Flo Alexander, Secretary