

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

Present

Absent

Ray Murphy, President
Tim Horvatich, Vice President
Jack Delancy, Treasurer
Flo Alexander, Secretary
Rich Donnelly, Director
Pam Jones-Morton, Director
Judy Greenwood, Director
Neeley Murphy, Director
Joe Maccarone – Director
Rosie Cordes – Director
Mark Generales - Director
Gloria Beauchamp, Park Manager
Matt Kruse. Asst. Park Manager
Katie Moses, Park Service Specialist

Todd Richards, Director

I. Ray called the meeting to order at 2:02 p.m.

II. Minutes – Minutes were read. Pam motioned to accept and approve, Tim seconded. Motion passed.

III. Treasurer Report – Jack stated that the Visitor Center Account was at \$13482.03, the Operating Account at \$30,277.04. Other accounts such as savings (MM), operating funds and cash and PayPal bring our total to \$163,407.08. The Friends of Florida State Parks are changing their fiscal year to July so this membership is good until July of next year. Tim moved to accept the Treasurer’s report, Flo seconded, passed unanimously.

Membership – Rosie reported we have a total membership of 433. 18 renewals, 25 new members and 14 that had expired and rejoined. This has been one of our biggest months.

Visitor Center – Susan.- Dr. William Hammond has agreed to serve as Environmental Education Advisor bringing our committee to 11 members. She also stated that she had a call with Donor Perfect to confirm the setup is how we want it to be to best utilize their features and data list have been begun to be gathered to be entered. Susan asked to purchase for \$75 the Bonita Chamber Mailing List. Joe made the motion for the purchase and Mark seconded. It passed unanimously. Pam is currently our primary speaker for presentations; Mark is going to be trained. If we make any contacts be sure to check the schedule for meetings with Susan. We have been getting good press. She passed out a list of Naming Opportunities for donors. Susan said that an April event is being planned possibly being held at Lover’s Key Resort. It could be held at the new Car Museum on 41 that will open at the old Rob and Stuckey building. Possibly have a reception at

an Art Gallery. She is open to contacts for other places. Susan also put in for another grant to Arthrex. She is still waiting to hear from the National Environmental Education Foundation on that grant.

Turtle Trot – Pam. She handed out what she expects from the Board members for the race bags and to generate monies for the race to offset the expenses. Pam also handed out what she is projecting for expenses (\$5065.67) and income estimate (\$7,934.33) from the race. We are hoping for close to 500 runners. Insurance is necessary to cover FOLK's if a runner gets hurt. The Park insurance does not cover this event. The Track Club requires this. The link is on Facebook and runners can register there.

Facebook –Pam stated that Susan suggested we use Facebook more. Pam put a test ad on and we had over 1000 hits in 48 hours It cost Pam \$30 for the FOLK's ad Facebook. This is bringing more people in to be aware of Lover's Key. When you view things on Facebook always click *share* so that it gets to more people. Rosie and Katie are back up for Pam as manager for the FOLK's Facebook page.

IV. Park Manager – Gloria has the form for us donating the shed to Park. Our fiscal year just ended the end of December so we need to have the annual financial audit.

- Goals – We need to update the Goals for 2014. We need to review and see what has and has not been met. We need to get them approved for 2014. Gloria needs them by the end of March. She will need a President's letter.
 - Position Descriptions/Duties of Officers - we need to know these. Each Officer and Director need to write what they do for our next meeting.
 - Gloria has started working on her portion of the Annual Report. She has a list of Project Priorities and how they fit in with the Park.
 1. Continue membership recruitment and developing Board of Directors
 2. Continue fundraising; grants, donations, merchandise, special programming & events
 3. Support park projects by means of equipment and manpower
 4. Develop a 10 year plan for completion of project (Visitor Center)
 5. Continue to support park special events and programs
 6. Support attendance of at least 1 board member; Annual CSO & District meetings
- There are 1 or 2 meetings a year for the District, the State is about 2 days. It is good networking.
- Gloria would like to see a playground fazed in to the Visitor Center project. They usually have kits "Boundless and Limitless" playground. A place for kids, parents, and grandparents could all be together and interact. They run about \$150,000. There is not a playground on this side of the park and it could be a good draw. You can get them in all sizes the smallest she has seen is 50 x 50.
 - Gloria is asking for AV equipment. They need a projector and a computer. They looked at a lap top that could do programs on site. They would also like a walking voice box and a monitor. The grand total is about \$2800. She is going to see if she can get the State to pay

for half of it. Judy has a monitor that she will donate so we do not need that. She would like FOLK's to consider buying the laptop and the voice box. It would be a FOLK's laptop for us to use also. Flo so moved for the purchase of the laptop and voice box not to exceed \$1800.00. Mark seconded. It passed unanimously.

V. Assistant Park Manager – Matt just noted that the meeting room has been worked on to make it look more like a conference room and more professional looking. Matt would like to have a nice looking file cabinet in the room for FOLK's purpose.

VI. Park Service Specialist – Nothing to share at this time.

VII. Old business. –

Rich made a motion to follow Gloria's comment on the Board duties, that each member compile a list of their duties for our next meeting. Mark seconded. It passed unanimously. Flo added that the committee chair also do a list of those duties. Neeley seconded. Passed.

Election of Officers:

- President nominations are Ray, Joe and Tim. A vote was taken, a tie between Tim and Ray. A second vote was taken and Tim will be the new President. Tim presided over the rest of the meeting.
- Vice President - Mark and Joe. A vote was taken and Joe will be the new Vice President.
- Treasurer – Jack. He was the only one nominated and he accepted.
- Secretary – Flo. She was the only one nominated and has accepted.

Revised structure for Membership - Mark suggested contacting other Parks as to what they are charging for membership. Tim reviewed the changes he had made. The new cards would be three different cards with the benefits printed on the card as to what they would get. The discounts would be clearer on each card. Rich felt that there needs to be a transition for loyal members that have been coming for years. He suggested a renewing rate. Rosie said that 30% of the people are true renewals. 70% of the people get the membership for the Park entrance fee. Joe asked what the committee has thought about the impact on the 70%. Tim said we are actually taking money away from the Park itself. It was suggested that we all think about this again. At \$30 dollars they would get 6 entrances and if they are here for only two weeks that should be sufficient. Pam questioned if anything would have to be changed on the Web site to support these changes. If you have 6 entries at \$8 an entry you have saved \$18.00. Tim wants to know what the whole purpose of the membership is. He feels if people want to help the Park the cost is not going to be an impact. Rich suggested FOLK's needs to maximize our own income are we going to be losing. Rich feels that \$70 is going to be a loss for FOLK's. We will table this and come back to it after more research has been done. Susan stated that from a fund raising perspective we need to look at who is buying these memberships. A lot of people are from out of State and out of the country. Tim said that when this started for \$30 you got about \$100 in value. Now we need to look for members that are going to be vested in FOLK's and not just beach goers. We are changing from calling it a *donation* rather than a *membership* fee. We are not

asking for money now in the campaign that will happen in a year or two. Therefore the time to raise fees is now. If we say that there will be invitation only events, we have to have these events offered. Susan suggested that we may have to change the structure to draw more people. Joe feels that if the Park rates stay the same it might be too large a jump. If the Park rates go up that might be a different story. Tim – find out what other's charge and find out what the Park rates are. Gloria said she is not given a lot of notice as to when rates go up.

Flo – March we have the Astrological Society coming. It is not on the calendar. Let Flo know if there are any additions or deletions for the calendar. Rosie will get the notification out as soon as we have a date for the invitations.

Pam – Pam asked the Board for approval to post the monthly agenda, minutes of the meetings and treasurer report on the FOLK's website. The request was approved by the Board. Pam will work with NextSteps Collective, FOLK's webmaster, to prepare the website for this monthly upload. After February the secretary will send the approved minutes and meeting agenda to Nextsteps for uploading. The treasurer will send the monthly treasurer report to the same location.

Pam – List of Board of Directors will be given to Flo

Pam - Standing committee's for 2013 – 2014 needs to be updated.

Rich – Hiring an accounting firm. Mark talked with Wiebel, Hennells & Carufe who will take us on gratis. They are supporting Barefoot Beach right now. They were awarded Best small business. We can help them by putting their logo on our Web site, donor list and Turtle Trot newsletter.

Rich – the Annual trade show by the Bonita Chamber of Commerce will be at the Promenade in March. Rich moved asking for \$250 not to exceed \$300 for the fee to attend this event. Mark seconded. It passed unanimously.

VIII. New Business –

Rich want us to consider running the Board meeting 12 months a year rather than the 9 months a year. A lot of the committees ran right through last summer. With a little visual equipment we could make this a possibility. Tim asked for a proposal to put together a schedule for meeting throughout the year.

Pam asked for people willing to be trained to do presentations please let her know.

Jack asked to have more than 2 people to be able to sign the checks since Tim is not here year round.

Motion was made to adjourn and passed
Meeting adjourned at 3:55PM.

Next Meeting March 4, 2014 at 2pm at the Shop.

Respectfully submitted by Flo Alexander