

**FRIENDS OF LOVERS KEY, INC.**  
**Board of Directors Meeting Agenda-Minutes**  
**January 11, 2022- Board Meeting – 2:00P.M.**  
**WDC Community Room and VIA ZOOM**

**Welcome and Administrative Business**

i. Call to Order / Roll call / Introduction of New Board Members

Attendees:

Jim Remis – President  
Karen Woodson- VP Operations  
Megan Allers – Vice President Donor Development & Events  
Kathryn Klar – Treasurer  
Christy Hennessey-Secretary  
Katie Moses – Park Manager and State Relations  
Anna Kellner-Park Services Specialist  
Izzy Prieto- Assistant Park Manager  
Todd Richards-Lovers Key Adventures  
Mark Generales- Building Committee  
Tim Horvatich-WDC/Exhibits/Plaques  
Louise Kowitch- Education  
Jason Dolle-Donor Outreach  
Sandra Foreman-Events  
Frank Cassise-Purchasing/Print/Supplies  
Shelley-Sue Williams- Communications/Marketing

Absent:

Tina Tyler-Donor Relations

New Board Members:

Sandy Foreman: will be working with events, which is her vast work background and also on the GALA committee.

Christy Hennessey: will be our Secretary and is also on the GALA committee. Large donor to FOLKS.

Tim Horvatich: is back on the Board after being a very integral part of the Discovery Center. President of the board during a big transition stage.

Guests: Carol Matthai, our new photographer conducting programs at LKSP.

Janet Cassise, wife of Frank and park volunteer for 20 years.

ii. Approval of December 14, 2021- Board Minutes

- a. Motion Made by: Kat Klar
- b. Motion Seconded by: Karen Woodson
- c. Discussion: None
- d. Motion approved

iii. Introduction of Carol Matthai, our new wildlife/nature photographer instructor. Classes can be a consistent revenue stream. Between Inna and Carol, four classes per month at \$45 per student. Second revenue source is the Nook. Carol has about \$3,000 inventory here to sell. Carol donated a photo canvas for Beach and Brew and sold for \$500. Recommended hosting a photography contest with a \$10

**Reports of Board Officers**

iv. President's Report – Jim Remis

Building is on track to be finished. We need a fresh mindset as to what we need to accomplish going forward.

- v. Vice President's Operations Report- Karen Woodson  
We have our annual meeting next week at 4:00, with thirteen signed up so far. No Zoom. Will have food and beverage. Jim will make the agenda. PBS video will be shown. Room capacity for 60. Need a part-time person who can manage the Nook, a 1099, not an employee. Maybe 15 to 20 hours a week
- vi. Vice President's Donor Development Report – Megan Allers  
All donor letters for the past year have been updated and sent out. Has edited the contacts.
- vii. Treasurer's Report-Kathryn Klar  
Ongoing issue with the Nook on cash, not balancing. Tried to go cashless but it was not working well. Katie said there is now a cash bag, so that may correct the cash problem. Kat has received the \$10,000 check from Rotary. Automatic deposits and automatic payments are getting into the wrong accounts and trying to get that taken care of. Plans to have access to the safe will be determined. Finemark CD has matured, and it needs to be cashed.

Jim: Kathryn set up the financial statements. Last year we had a net income somewhere north of \$185,000. However, we invested \$216,000 in the exhibit hall. The main reason we have been able to get to where we are today is because the Samelson gave \$150,000 for the exhibit hall. The good news is we have everything paid for in the exhibit hall, but we have spent everything we had.

### **Report of the Park Manager**

- viii. Park Managers Report-Katie Moses  
Florida State Parks Director Eric Draper, just retired and is unknown when they will hire the next one. The current assistant director Chuck Hatcher is acting as director until there is a replacement. New DEP Secretary, in charge of the whole agency, is Shawn Hamilton. The bureau chief for our district has changed positions and is now going to be the bureau chief of park planning. Our assistant bureau chief BJ Givens is now our bureau chief. A lot of shifting of positions and will be a lot more.

Artist in residence Jenny Licht is painting the FOLK logo on the upper level of the WDC while visitors are present. Touch tank is operating. Changing it to saltwater next week with animals in there the first week of February.

Anna has passed out the User Guide on how to enter your volunteer hours which is required by the state. Your Volunteer Agreement must be updated yearly, but you cannot update them until they expire at the year ends. You will get an email letting you know it expired and you need to update it. The IRS requires the Board members to report their hours.

Renovating a residence on site gutted to the studs, majority paid for by the state, but need scaffolding and requesting to purchase scaffolding which is less expensive than renting. Requesting to approve not spending more than \$600 on the scaffolding.

Jim commented: We need to with our budget, return to helping the park pay for things. Last year we spent \$1,500 helping the park. Now that the WDC is built, this year we are suggesting something over \$25,000.

Anna had awards for Frank and Shelley Sue for the invaluable volunteer hours they have given to Folks.

## On-going Activities

### ix. Gala discussion – Karen Woodson

We are 2 months from the GALA. The biggest push we have right now is tickets and sponsorships. There are 100 VIP by direct contact (\$500 ticket) and 140 Platinum (\$350 ticket) for purchase. Currently finalizing catering, lighting, equipment and everything. A tasting with the caterer a week from tomorrow at one of the caterer's restaurants in Cape Coral. Karen has a list from Jeannie as to the volunteers needed. Probably 20-25 volunteers for check-in, guides, cash table to give out pebbles (sea glass) to then pay for their drinks.

#### Event Donor Levels- "Suggestion"

AZURE \$15,000- \$20,000 This would be for 50% of the dinner so they are the dinner sponsor, one available as this is like the presenting sponsor

STARRY SKY \$10,000 Could sell two this would be like the balance of the dinner, most of the rentals or Jeannie's fee.

SEAGLASS \$5,000 The tent, could sell two to have extra

STARFISH \$3,500 Could sell 2: The musicians, the flowers

SEASHELL \$2,500 Could sell 2: plate ware, glasses, auction package support, auctioneer

BUTTERFLY \$1,500 Could sell 5: Bartenders and supplies, auction package support, invitation & stamps

### x. 2022 Budget discussion and Approval Jim Remis and Kathryn Klar

Budget sent out yesterday is provisional because there are still open items .

Expenses: The things that have changed for the budget this year are marketing, about \$6,500. Added \$20,000 for paid volunteers. \$7,500 for CPA services. \$5,000 for POS upgrades. We have the wrong system for the Nook. Because of reduction of fundraising costs, all those things are a wash. Real additional expenses for next year has \$26,500 for supporting the park. \$5,000 for the grand opening we will have (not the state grand opening). \$10,000 for undefined. Repeat of Boat Show and Beach and Brews. Hopefully GALA breaks even but expected to raise a lot of money.

Revenue: Second part of the TLC grant. \$20,000 for contributions but already have \$10,000 from the Rotary. Hopefully have a \$5,000 sponsor for the grand opening. We will not spend what we do not have. Suggest we approve the budget with the understanding we have to revisit it, ongoing. Money made at the GALA will be used at the discretion of the Board, as it is not in the Budget.

Motion to approve the budget: Kat

Seconded: Megan

Motion approved.

Motion to approve \$600 for Katie's scaffolding: Mark

Seconded: Karen

Motion approved

### xi. We are going to have a February Board meeting discussing 2022 Board Responsibilities, Imaging, where we are with volunteers and Folks Goals.

### xii. Other Administrative Areas -All - None

## **Reports of Committee Chairs and Area Leaders if needed**

- xiii. Building and Exhibit Update– Mark Generales/ Tim Horvatic: Tim reported January 24<sup>th</sup> – 28<sup>th</sup> there will be exhibits installed so building will be closed except the restrooms. Katie will be in Gainesville all that week. Grand opening is still in discussions. The Tallahassee office will coordinate inviting the Governor and Lt. Governor.
- xiv. Salsa and E-mail Migration – Jason Dolle - None
- xv. Event update – Megan Zelenak  
Lover’s Key Boat Show: Monday 24<sup>th</sup> the field is being surveyed, Tuesday 25<sup>th</sup> painting the sites and stakes, Wed. 26 boat dealers bring in boats, lighting and security and tents, Thursday 27<sup>th</sup> vendors arrive. Friday 28<sup>th</sup> will be all ready to go. Last year was the biggest year yet.  
Vow renewal So far has not been showing a lot of interest. Need to put out the banner and Shelley-Sue put it in the press release. Likely change the way the event is organized for smaller numbers.  
GALA 10 of 130 online tickets have been sold.
- xvi. Education Update- Louise Kowitch  
Speaker series needs more volunteers as some have cancelled due to Covid.
- xvii. Media and Marketing Update– Shelley-Sue Williams  
Large donors are often one-time large dollar amount. We need to focus on also having a lot more \$1,000 donors and Lifetime members who may then become more involved and join the Board.  
As the State does not allow “in honor of, or in memory of,” suggestion was made to word manatee stature plaque as “a Tribute to Sharon Bodenhafer”.
- xviii. Other Areas for discussion  
Give some thought about a team building retreat to make the board more cohesive.  
We will be meeting in February, March and in April. Then take a couple of months off.

## **Other**

- xix. New Business  
Matching nametags will be ordered as well as creating business cards for everyone.
- xx. Adjournment  
Motion to adjourn by Megan  
Seconded by Karen  
Meeting ended at 4:00

Next Board Meeting - WDC Community Room 2:00 pm February 8, 2022

Annual Meeting – January 20, 2022 - WDC Community Room with entire building available and Nook open – Time 4:00

Next Folks Events

- January 13, 2022 – Speakers Series 6:30 WDC
- January 28 – 30 - Boat Show