

FRIENDS OF LOVERS KEY, INC.
Board of Directors Meeting Agenda
April 13, 2021 - Board Meeting - 2:00 P.M.
VIA ZOOM

Welcome and Administrative Business

i. Call to Order / Roll call

Present:

Jim Remis – President
Karen Woodson – VP of Operations
Tina Tyler – VP of Fundraising
Megan Allers - Secretary
Kathryn Klar - Treasurer
Mark Generales – Board Member
Louise Kowitch – Board Member
Shelley Sue Williams – Board Member
Monica Schmucker – Board Member
Flo Alexander – Board Member
Rich Alexander- Board Member
Katie Moses – Park Manager
Izzy Prieto - Asst Park Manager

Absent:

Frank Cassisse – Board Member

ii. Introduction of park's new Assistant Park Manager, Izzy Prieto

iii. Approval of March 9,2021 Board Minutes

Motion Made by Kathryn
Motion Seconded by Flo
Discussion - None
Motion Passes

Reports of Board Officers

i. President's Report – Jim Remis

- a. Collectively our Board and Building have come a long way, but we need to remember, we still have a long way to go.
- b. Debbie's Resignation – How will future development look? We still need 3 exhibits that need to be funded. Education programs will need to be funded as well.
- c. It looks like we will be receiving stock shares as a donation
 1. Motion by Jim to open a brokerage account for the management of these funds
 2. Kathryn Seconded
 3. Discussion
 4. Motion Approved
- d. Bryan sent an email asking for us to be recording time for volunteering
- e. Audit Year – not only looks at financials but looks at how we operate. Expense reports need to be signed off on before they can be reimbursed. Jim has asked that any invoices be sent to the Board Member themselves, not the president email in order to tighten up our process.
- f. We need to document how we are spending money, and how we are operating.
- g. Our meeting schedule for the rest of the year – attached
- h. We need to get things done outside of meetings through committees, and report back

- i. Flo asked about the Annual meeting – which is not on the schedule, but we would like to have it at the WDC, and it may need to get fir into other events happening at the park.
 - j. The importance of committees doing their “thing”
 - 1. Fundraising, education, finance ect. By July, committees should have met and have reports to update the Board.
 - k. Park request to fund UTV part -Ignition coil that needs to be purchased through FOLKS
 - 1. Motion by Kathryn
 - 2. Motion seconded by Mark
 - 3. Discussion
 - 4. Motion Passes
 - l. The need to complete fund raising for phase two of the Exhibits including the board member expectations to give or get
 - m. The need to better document and execute on our activities and mission
 - n. The address of the Park - This is still in process, it looks like it will shift to Bonita
 - o. The board member only social on April 28th – Megan is sending evite.
- ii. Vice President’s Operations Report –Karen Woodson
- a. PayPal account – Karen is changing CC processing to Hybrid, sister company to our POS system Linga
 - 1. All things will go under FOLKS, but it needs a separate sign up for on line purchases vs. in store
 - 2. PayPal will be gone
 - 3. Megan asked if these online purchases can be itemized to help Kathryn route to the correct channel
 - b. Flo mentioned that she is not getting membership notices – Kathryn verified she sent several that were found in a collapsed email folder in the Treasurer email. Monica said some memberships go directly to the park, but the ones from PayPal are sent by email, and them to be pulled every month and Judy sends a report to Flo.
 - 1. Karen verified she is not going to wait to get Hybrid started, even though Salsa will not be completely up and running until June.
 - c. WDC Event – we had some great feedback. Had a debrief meeting last week. Next year, we would like to have a bigger more donor fundraising event. We received 3 lifetime memberships, 10k donor for education group, and we have some larger opportunities as a result of the event. We have a possible manatee donor as well.
 - d. Actively looking for volunteers for Nature Nook and she will follow up with Shelley Sue to advertise in the Newsletter.
- iii. Vice President’s Donor Development Report – Tina Tyler
- a. Capital Campaign Director Position – Tina proposed changing the name to Donor Development
 - 2. We have a great job description together, but will par it down to make sure we get this right.
 - 3. Also will have a couple of different compensation plans to allow for bonus or no bonus.
 - 4. We will want to do some advertising for this job posting.
 - 5. Tina has been speaking with several Boards she is familiar with and it has been recommended to set up an internal/external committee to run the search. Focusing on non profits that are having great results, and a local organization that is geared specifically to fund raising.
 - b. We’ve had some great traction as a result of the event and over the past month.
 - c. Rosie had a great list that she was maintain for donors and sponsors, Debbie took that over in January, and Tina is anticipating getting this list from Debbie.

- iv. Treasurer's Report –Kathryn Klar
 - a. Linga report that was generated after the event does not match up with what we need.
 - b. Rich asked 44k accounts payable summary – Kathryn said each was an invoice that came in the month of March. Building items from various people that contributed up front to get items completed or into the building.
 - c. As of right now Split Rock is totally paid
 - d. Ask My Accountant line item – game of chance from event
 - e. Some of the proceeds from the raffle disappeared that evening, and more security cameras have been added in the Nook.
 - f. Rich asked how much the event made – Ticket sales did not cover the cost of the event.
 - 1. 27k for event - we are looking at ways to make changes for next year so ticket sales pay for the event .
 - 2. 10 tickets were given to Trish for larger donors, and none of them came.
 - 3. Jim mentioned a couple of observations – we did not charge enough, and at the end of the event it was hard to get people to leave.
 - g. Shelley Sue is working on sponsor logos – listing event or building services
 - 1. Motion to approve the Treasurer's Report by Mark
 - 2. Motion Seconded by Megan
 - 3. Discussion
 - 4. Motion Passes

Reports of Committee Chairs and Area Leaders

- v. Building and Exhibit Update– Mark Generales
 - a. Attended last of the construction meetings – talked about sewer and when permitting will be done 60-90 days.
 - b. Katie verified the building will open May 15th even if restrooms are not working.
 - 1. Initial hours will be W-S 10-4. There will be docent and staff training, along with volunteers.
 - 2. Nook will be staffed through a volunteer, Colleen Rogers – she ran non profit gift shops previously.
 - c. Mark spoke with our DEP representative – they will work together to out together info for general maintenance items will need to be monitored. This will certainly tie into our budgeting in the future.
 - d. We will need to work with SR in the future for exhibit maintenance as well.
- vi. Salsa Migration – Jason Dolle
 - a. Membership data is entered into the engage area of Salsa – Salsa had a few hiccups, but should be corrected this week.
 - b. Went through training last Friday – and he will do a larger training with the rest of the Board.
 - c. He is going to look into an Auto Renew option for memberships. He will also look at how those will be structured in categories (membership levels, volunteer interest ect).
 - d. Jim reiterated that he would like Salsa fully functional by June 1, 2021, and live emails ready to go.
- vii. Fundraising/event update – Megan Allers
 - a. Everglades Porsche Club is set for May 2nd. They will arrive at 10am, and enjoy the day at the park. Worked with Todd to price out kayaks, beach chairs ect, and EPC sent out a registration to the membership.
 - b. Newsletter or outside source to advertise having your group spend a day at the park

- c. Presences of FOLKS at other events

- viii. Education Update- Louise Kowitch
 - a. Katie got approval that Eco camp is a go with 4 educators that have put together the curriculum.
 - b. First session begins Mid June and sessions go through the end of July
 - c. Completed Phases 1 and 2 of the WDC gardens
 - d. Speakers are lined up Educational Series – will need to work with Megan, Karen and Tina on ticketing and pay scales.

- ix. Media and Marketing Update– Shelley-Sue Williams
 - a. Communications Report sent previously
 - b. April 16th is deadline for May newsletter
 - c. Earth Day will have an artist painting outside of the WDC
 - d. Art programs, artist in residents, eco camps and lecture series are all getting ready to start advertising.
 - e. Jim asked about the alligator art piece in the Community Room. It was given to us by Dennis Goodman, the artist, and we can sell them.
 - f. Flo mentioned the time for membership discounts is up, and the website will need to be updated.

Report of the Park Manager

- x. Park Managers Report- Katie Moses
 - a. Dan Osborne – Ranger filling Izzy's position
 - b. Two other rangers are soon leaving – application process has begun
 - c. Decline in attendance due to end of season
 - d. Log Hours that are donated to Lovers Key, and please submit. Helps with grants, and attendance purposes for the State.

Other

- xi. New Business
 - a. None to Report

- xii. Adjournment 4:02pm
 - a. Motion to Adjourn by Mark
 - b. Motion Seconded by Karen
 - c. Motion Passes

Next Meetings April 28, 2021 – Board Social – WDC Community Room 5:00 pm
July 13, 2021 - Board Meeting– WDC Community Room 2:00 pm

