

**FRIENDS OF LOVERS KEY, INC.**  
**Board of Directors Meeting Agenda**  
**December 14, 2021 - Board Meeting - 2:00 P.M.**  
**WDC Community Room and VIA ZOOM**

**Welcome and Administrative Business**

i. Call to Order / Roll call / Introduction of New Park Personnel

Attendees:

Jim Remis – President  
Tina Tyler – VP Donor Development  
Kathryn Klar – Treasurer  
Megan Allers – Secretary  
Mark Generales – Board Member  
Flo Alexander – Board Member  
Jason Dolle – Board Member  
Shelley Sue Williams – Board Member  
Louise Kowitch – Board Member  
Frank Cassisse – Board Member  
Katie Moses – Park Director  
Anna Kellner – Park Services Specialist

Absent:

Karen Woodson- VP Operations  
Monica Schmucker – Board Member

Guests: Tim Horvitich

ii. Approval of October 12,2021, Board Minutes

- a. Motion Made by Megan
- b. Motion Seconded by Kathryn
- c. Discussion - None
- d. Motion Passes

**Reports of Board Officers**

iii. President's Report – Jim Remis

- a. Board Past Present and Future –
  - a. We are close to funding we need for phase 2
  - b. The reality is core board members are stretched thin, and we don't have an employee
  - c. Future will look different – maintenance for the building will not include permanent funding or staff
- b. Life Membership a gift and the Better Option
  - a. There are tax consequences – over \$25 is taxable – this is not feasible as a gift
  - b. Shelley Sue felt we should honor the promise that was made by Rich
  - c. Kathryn spoke with contractors and they are aware they are not getting these. Flo did not feel this is the case. Kathryn reminded everyone that the 2 contractors' names are on the TV running donor screen as in kind donations.
  - d. Jim said that if we chose to move forward with giving life time memberships there needs to be a 1099 tax form issued with it.
- c. Grand Opening Committee
  - a. Grand opening could be multiple events – and past board members can be recognized this way
  - b. A committee should help Katie and the state for formal opening, and create a series of event
- d. Board Member Responsibilities -
- e. Give or Get

- a. An organizational chart was sent to attempt to streamline what we are doing and creates accountability.
    - b. Get or Give – he will having conversations separately with board members on responsibilities for this in 2022.
  - f. Budget – spreadsheets sent to streamline what our budgets will look like. We would like the entire board to participate in this exercise
  - g. Boat Show – volunteers will be needed, and we will need all board members to try to participate
  - h. Financial Statements – sent recently – some BNB funding will help with this – county grant will also help
  - i. Phase 2 Cash - we will have about 50k left over for next year – but we will still need to keep raising
  - j. Naming rights – this is still not approved for Samelson’s – Katie has not received any updates.
  - k. Annual Meeting and the installation of exhibits
    - a. Annual meeting is January 20<sup>th</sup> at WDC – but SR wants to install our exhibits that same week. We need to make a decision on if we move installation; they can push it a week. Katie mentioned they could do it that week, and we use it as an opportunity to showcase the installation – Jim felt there may be a liability issue.
    - b. Consensus is to keep meeting date, and move back install date.
  - l. Approval of Financial Statements
- iv. Vice President’s Operations Report- NA
- v. Vice President’s Donor Development Report – Tina Tyler
    - a. Samelson’s did win their award
    - b. She has been moving through the company giving list – a lot are looking to next year already – but we should start to dig in now. Following up more often even if they have told us no is going to be key.
- vi. Treasurer’s Report –Kathryn Klar
- a. Financials sent via email
  - b. Some Eventbrite money was sent in Nov. and some in Dec.
  - c. Nook
    - a. Inventory that is dropped off is not getting logged in if Colleen is not here
    - b. There have been a lot of disconnects with this, and we are digging in to find a more efficient way. Jim mentioned the audit, and a physical inventory of the Nook.
    - c. Katie’s staff can only have limited involvement.
    - d. Some new contracts will be visited as well as sign in/sign off sheets for items being handed off. Tina mentioned we need to add info on when and how they will be paid to set expectations.
    - e. With regards to inventory it is a manual process because it’s so small.
    - f. Some things that have been dropped off are pictures or photos that are not native, which should not be the case. We cannot display those items.
  - d. Eventbrite – they get about 6% and there is a credit processing fee.
  - e. BBT account is now closed – we have moved to 5/3 – even moving the funds to the new bank had a large fee – it had to be done in a cashier’s check instead. Kathryn and Judy are still working through the deposit process.
  - f. Please let Kathryn know if there are any outstanding pledges that need to be followed up on. Jim mentioned each Board member should send an update on anything they are working on as we close out the year.
  - g. Gala Tickets should be starting.

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

- vii. Park Managers Report-Katie Moses
  - a. Kudos to Louise and Shelley Sue for the speaker series and first of the concert series.

- b. She will be compiling a list of who to contact for what to help us understand who to reach out to.
- c. Numbers have been higher than usual for this time of year.
- d. OAK had their party at the WDC last week, the whole company was there – Mark mentioned the OAK won an award for the building design in Lee County.
- e. Upgrades to Ranger homes – Katie had contacted the EC that they needed some repairs, specifically Izzy’s house, and they bill was bout 17k. Kathryn worked with the rangers and was able to get items like fans, bi-fold door, microwaves, vanities ect.
- f. Jason mentioned the Holiday party was fantastic
- g. Kathryn also mentioned the tree the volunteers made for the FMBWC tree festival – purchased with a buy now price for \$1500 and was given back to keep auctioning – raised \$1805.

### **On-going Activities**

#### viii. Report of the Nominating Committee Kathryn Klar

- a. New Board Members – Sandra Foreman, Tim Horvitch, and Christy Hennessey –
  - 1. Motion to add these three board members by Mark
  - 2. Motion seconded by Shelley Sue
  - 3. Discussion – Jim took a few minutes to thank Flo for all of her service. Also thanks Monica for her Board term, and will stay on a legal advisor.
  - 4. Motion Passes
- b. Officers for the Year Ending December 31, 2022
  - 1. Kathryn also thanked Flo for her years of service
- c. Tina will remain on the board member at large
- d. Megan will move to VP Donor Development
- e. Jason will work with donor relations.
- f. Frank will be in charge of purchasing printing and supplies.
- g. Christy Hennessey will come on as Secretary
- h. Sandra as events coordinator. Tim will continue with building development and plaque creation.
- i. Jim will go another year, Karen another year as VP Operations, MA as VP Donor Development, Kathryn as Treasurer , Christy as Secretary
  - a. Mark made the motion – Shelley Sue seconded. Discussion – partnership liaison for FGCU, and later on a marketing connection.

#### ix. 2022 Board Responsibilities and Folks Goals –Jim Remis

- a. Establishing advisory boards will be important moving forward. Also, finding key volunteers is essential.
- b. Do we use the core of our 2021 goals for 2022? Katie asked if we should have a few more objectives outlined for each point.

#### x. Year End Closing Responsibilities – All

- a. Book store inventory – donated material that need to be recorded – any open pledges ect.

#### xi. Board Approval Required – Jim Remis

- a. Split Rock New BankPhase 3 – Manatee Sculpture – Kathryn Klar and Tim Horvaticch
  - 1. Jim has been working on the manatee sculpture wording and order
  - 2. \$150k will be 50k for three years. Tim has asked for SR to accept this as their fee schedule. June 2022 will start design – install of 2023.
  - 3. They will carry the payment for 2023 until the final 50k in January 2024.
  - 4. Katie does not see any issues with the verbiage the donor wants. Only the district needs to approve this one.

5. Motion to enter agreement with SR for the manatee sculpture on \$50k for 3 year plan as long as wording is approved.
  6. Motion made by Mark
  7. Motion Seconded by Kathryn
  8. Discussion – none
  9. Motion passes.
- b. Other as needed - None

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

- xii. Building and Exhibit Update– Mark Generales/ Tim Horvatic
- a. Ready for installation at the end of January.
  - b. What else needs to be finished in the building? Plaques - Tim is working with the company on the outdoor plaque to make it more readable.
  - c. Exhibit maintenance – most of SR’s other projects do not have a regular schedule – they do not anticipate extraordinary maintenance –
  - d. Jim brought up the interior cleaning of the building – Katie is requesting some assistance with scheduled cleanings.
  - e. Opening ceremonies – Katie has not set a date yet – looks like the beginning of April – dignitaries will need to be invited, state will provide some lists for this.
- xiii. Salsa and E-mail Migration – Jason Dolle
- a. Jason would like to have a separate meeting for this – he is looking into the non profit account to change our services.
- xiv. Event update – Megan Zelenak
- a. BNB Recap –
    - a. \$4800 budget- \$3750 actual budget
    - b. Of the \$3750 budget, \$3400 covered the budget with donations/in kind
    - c. \$17,500 income.
  - b. Baskets for VR need to be ordered now – there will be a minimum we need. Megan will begin working with Sandy on details.
- xv. Education Update- Louise Kowitch
- a. Trails for Tails raised over 4k during a golf event.
  - b. Speaker series has been very successful
  - c. In addition to the BNB donations for kids camp, we have received a 5k donation.
  - d. January 13 is next speaker series event
  - e. New semester of kids coming in from FGCU
- xvi. Media and Marketing Update– Shelley-Sue Williams
- a. First Songwriters event was great. Was hoping for more donors and people involved with the park. Ticket sales for the next one is a bit slower. Hoping for an uptick.
  - b. If there is any info for January’s newsletter, please pass it on – two pieces are being sent our monthly – one is more news related, and one is more with the calendar of events.
- xvii. Other Areas for discussion
- a. Megan - Putt N Pub – Still need volunteers for the event – John Raymer has agreed to come with some volunteers – we can pull in up to \$5k for this one day volunteering.
  - b. Mark mentioned the Boat Show and how people hear about us – social media and sign by the road. Newspaper is almost last in this survey.

- c. Tina mentioned that as part of the Give or Get, add a Do to the requirement. Participation and being in the community is just as important.
- d. Katie mentioned that all of our Board Members need name tags
- e. Kathryn mentioned that she is working with John Raymer to restart the t shirts sales, she has ordered some additional shirts.

### **Other**

#### xviii. New Business

- a. Nothing to Report

#### xix. Adjournment

- a. Motion to adjourn by Mark
- b. Motion Seconded by Kathryn
- c. Meeting ended at 4:00pm

Next Board Meeting - WDC Community Room 2:00 pm January 11, 2022- Budget Approval

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