

FRIENDS OF LOVERS KEY, INC.
Board of Directors Meeting Agenda
February 9, 2021 - Board Meeting - 2:00 P.M.
VIA ZOOM

Welcome and Administrative Business

i. Call to Order / Roll call

Jim Remis- President
Karen Woodson-VP
Tina Tyler- VP
Megan Zelenak Allers- Secretary
Monica Schmucker- Treasurer
Kathryn Klar-Board
Frank Cassisse - Board
Rich Donnelly - Board
Louise Kowitch - Board
Shelley Sue Williams - Board
Jason Dolle - Board
Katie Moses – Park Manager
Bryan Kasmarick – Park Ranger
Debbie Voorhies

Absent:
Mark Generales
Flo Alexander

ii. Approval of January 5, 2021 Board Minutes

- 1) Motion By Louise
- 2) Motion Seconded By Shelley Sue
- 3) Motion Passes

Reports of Board Officers

iii. President's Report – Jim Remis

- 1) Executive Board have begun meeting each month
- 2) Phase 2 is funded – will vote to move that forward today
- 3) We will start sending out a summary to the rest of the board each month

iv. Vice President's Operations Report –Committees- Mission and Members Update - Event Update - Karen Woodson

- 1) Discovery Event – VIP is sold out – 21 general tickets before being sent to membership – Additional donors have come in as well, so financially we are in good shape so far – site visit early next month – all requirements for the state are finalized
- 2) Mission Value and Objectives – a rough draft has been sent – all areas have been merged into one document – we need to finalize the people on each committee
 - a. Shelley Sue brought up the topic of an additional Marketing committee – there is some overlap, but there's a lot that needs to be covered. We should consider someone who is well versed in marketing areas to target.
 - b. Rich had a question regarding descriptions on the VP's and Karen verified this is in the new by-laws

v. Vice President's Donor Development Report – Membership and Volunteer Discussion – Tina Tyler

- 1) Manatee Program – Shipping has been a problem – it has been handed off multiple times – recommendation is to stop online sales, continue ranger station sales, and gift shop sales. Possibility on online for holiday sales, and the possibility of some online sales once the gift shop is online with a POS.
 - a. Megan will clean up the remaining sales that need to go out.
- 2) Lovers Key Discount at Flippers – It is not be honored all of the time – it sounds like we need to verify again that this is still in effect – Tina asked who the contact person is – Rich said he has the information and will send to Tina, Kathryn will contact him and see if we need to modify the program.
- 3) Volunteer Coordinator – we need a point person for this to work with John in tandem with events and merchandise. Maybe in a split for two people – Shelley Sue offered to put together a media piece for a Volunteer Coordinator.
- 4) Rich had a question on the artist’s gallery and who was going to monitor it. Tina verified Kathryn and Karen as part of the gift shop management will be working with this. Kathryn verified they have talked to several artists.

vi. Treasurer’s Report –Monica Schmucker

- 1) Treasurer’s Report has been emailed for last month, and 2020 year’s end.
- 2) Year End report – No questions
 - a. Motion to approve by Megan
 - b. Motion Seconded by Kathryn
 - c. Motion Passes
- 3) January Report
 - a. Motion to accept by Tina
 - b. Motion Seconded by Karen
 - c. Motion Passes

Reports of Committee Chairs and Area Leaders

vii. Building Completion and Update on activities to complete the building fit out – Mark Generales – Rich Donnelly

- 1) Proposal 2a – Mounting photo murals on two wall areas – This is fully funded by a grant Tim was able to secure.
 - a. Motion by Rich to accept Split Rock’s proposal for \$14,328
 - b. Motion to accept by Shelley Sue
 - c. Motion Passes
 - d. Monica asked about the uneven lettering or typos– Jim said he would like an ad-hoc committee head this up – Karen, Monica and Katie. Rich explained a couple of options to fix – Split Rock comes out to fix it or they give us 3k to fix it. He mentioned everything should be proof read while we are at it, just in case.
- 2) Proposal 2b – will come later
- 3) There is a paint problem with the contoured lines around the exhibits painted on by OAK, and it is already chipping off. Tim has already brought this to their attention.
- 4) Work on the Fishing shack – Rick Summerville is lead carpenter and Tony Bone is the painter - both have contributed time and services. Thanks to both of them we are saving quite a bit of money.
 - a. Rich made a motion to grant Rick Summerville and Tony Bone free lifetime membership and a small plaque for construction services.

- b. Karen felt all of the work needs to be completed before we move forward with this. Rich felt it didn't matter if it was done. Jim felt we should discuss it in March, Motion was withdrawn.

viii. Development Update—Deb Voorhees – Report sent by email

- 1) New pledges of 65k in January, including the 25k pledge Tom procured
 - a. Jim mentioned the 25k was given for the wall when we thought it was 25k, but it has only cost 15k. We need to verify with the donor what to use the other 10k for. Debbie said estuary and mangroves exhibit has cost more than expected, and Jim recommended Tim, Tina and Debbie talk off line.
- 2) 40k Mark and Susan Hunter – Estuary and Mangrove Exhibit – originally just wanted to do half, and they have agreed to fully fund. They will split it, and another donation came in that will help with this. First payment is in July, then January for the first year, with two additional years of payments.
- 3) Omar Botana has asked to fund messaging boards at 10k, and 110k on the community room. 60k July first, and other 60k by next January.
 - a. Jim mentioned that we have a grant request into the Florida Park Foundation for roughly 60k, so we may need to research where the funds are best suited to go.
 - b. Rich mentioned he was concerned about the Botana's fulfilling the funding timeline as scheduled. Debbie verified she did have some trouble getting funds for the video on time, but she began to work with Omar directly, and this got everything on track.
 - c. Jim wanted Monica to also review the Botana proposal, because they want the Community room set aside for holiday parties every year. And Katie feels this cannot be a condition of the contract. FOLKS would need to pay the \$500 booking fee each year. Jim felt a certain number of years should be locked in, Debbie recommended 5 years. Katie mentioned we cannot have the holiday party access to the community room listed in the contract.
 - d. Jim made a motion to move forward with these two family donations based on Katie and Monica looking over the contracts. Debbie should report back to the Board in case it needs to be rejected.
 - i. Rich Seconded
 - ii. Motion passes
- 4) Debbie is working on the TDC grant, and will be asking Tim for some clarification. It will be somewhere between 50-65k. It should be about 45 days once it's submitted.

a. Phase Two Marketing Materials

- a. Everything is ready to go and got a bid from the printers – folders are the most expensive piece. Total would be \$1469. It can be done by Friday. There is some room in the budget for future mark up posters from Split Rock, since they agreed to do them.
 - i. Motion to approve the \$1469 for campaign pieces by Shelley Sue
 - ii. Rich seconded motion
 - iii. Motion passes

b. Documentary Video

- a. Tom has done about 7 hours of interviews – the 13 minute film will be done for the Discovery event. A rough copy of his edit will be done by the time his next payment is due.

- i. Rich brought up Debbie's contract and duties that have been outlined. Rich felt if there is a modified version that has been put together, the Board should be able to see it. Debbie said she spoke with Tina, and the new job description was shared with the full Board, and it was approved by the Board at the end of last year.

ix. Salsa Migration – Jason Dolle

- 1) Was able to get into Mail Chimp, and the emails have been imported into Salsa. Afterwards, he realized the program was in Sandbox mode (demonstration mode), but he will be able to add the information quickly once it's in a working mode.
- 2) Moving forward we want to cease using Mail Chimp, and convert to Salsa. Shelley Sue plans to migrate to Salsa after the March new letter. Jason offered to work together to get it working.
- 3) Tina mentioned that Flo is ready to start moving membership into Salsa.
- 4) We should be up and running completely by the end of March.
- 5) Karen asked if there is a POS component in Salsa – Jason didn't believe this was an option – Debbie confirmed there is a platform we can use that helps integrate into Salsa. But Jason is looking in to a large POS system in Naples that may be a possible donor.

x. Fundraising/event update – Boat Show, Bay Water Boat Club – Megan Zelenak

- 1) Boat Show – spoke with Mark and initial reports are that it has been the best year yet. – Updating table supplies – sorely needed and will be ready for the Discovery event

xi. Education Update- Louise Kowitch

- 1) Report sent by email
- 2) FGCU is going well and Bryan is helping with that program
- 3) Working with Pelican Media for the documentary
- 4) Summer Camp – She is working with Katie, and Lee County School – Eco Art Camp –
- 5) Partnership outreach – She is meeting next week with Ding Darling to hopefully sharing some educational programs

xii. Media and Marketing Update– Shelley-Sue Williams

- 1) Putting together her committee – Karen Moreale and Sandy Sandness have agreed.
- 2) 15th and 17th building tours for media. 40 confirmed. Will need someone to man a sign in table.
- 3) Working on March e-news

xiii. Other Areas for discussion

- 1) None to Report

Report of the Park Manager

xiv. Park Managers Report- Katie Moses

- 1) January attendance – down about 3500 visitors from previous years
- 2) New asst manager and park ranger hopefully next month.

Other

xv. New Business

- 1) Jim interviewed by Naples Illustrated – for WDC – hopefully this will open the doors to a new donor set.

xvi. Adjournment

- 1) Meeting Adjourned at 3:57pm

Next Meeting March 9, 2021 2:00 pm – **Note Second Tuesday of the Month**