

FRIENDS OF LOVERS KEY, INC.
Board of Directors Meeting Agenda
January 5, 2021 - Board Meeting - 2:00 P.M.
VIA ZOOM

Welcome and Administrative Business

i. Call to Order / Roll call

Attending

Jim Remis – President

Karen Woodson – Vice President

Flo Alexander – Director

Megan Allers - Secretary

Debbie Voorhies – Executive Director

Tim Horvatich – Board

Mark Generales – Board

Louise Kowitch – Board

Frank Cassisse – Board

Tina Tyler – Board

Kathryn Klar – Board

Monica Schmucker – Treasurer

Derrick Botana – Board

Rich Donnelly – Board

Shelley Sue Williams – Board

Katie Moses – Park Director

Bryan Kaczmarek – Park Ranger

Jason Dolle - Director

Absent:

Todd Richards – Board

ii. Approval of December 1, 2020 Board Minutes

1. Motion to Approve by: Kathryn Klar
2. Motion Seconded by: Shelley Sue
3. Motion Passes

iii. Report of the Nominating Committee – Karen Woodson

1. Board Members –
 - a. Introduction and Welcome to Jason Dolle as a prospective Board Member
 - b. Motion by Karen Woodson to add Jason Dolle to Board
 - c. Motion Seconded by Kathryn Klar
2. Derrick sent a letter expressing interest in remaining active alongside the Board
 - a. Campaign committee involvement per recommendation of the nominating committee

iv. Report of the Nominating Committee – Karen Woodson

1. 2021 Board Officers
 - a. Jim Remis as President
 - b. Karen VP Operations
 - c. Tina Tyler as VP of Donor Development
 - d. Monica as Treasurer
 - e. Megan as Secretary
 - f. Katie as Park Manager
 - g. Motion by Kathryn to accept slate as suggested
 - h. Motion Seconded by Tim

- i. Rich asked about Katie's Voting capability and it was confirmed she cannot vote.

Reports of Board Officers

- v. President's Report – 2021 Standing Committees and Committee Chairs – Jim Remis
 1. Thanks to outgoing Board members – Tim Derrick, Todd and Debbie - All who will be working with the Board in different capacities.
 2. Analysis of Standing Committees and how they should operate
 - a. How they can make decisions and how the chairs identify the right people for the committees, as well as how they will achieve their committee's goals.
 - b. Executive, Governance, Nominating, Finance committees
 - c. 2021 will be an audit year which will require an audit committee
 - d. Oversight Committee will work with Donor Development, Fundraising and Events, and Marketing sub committees.
 - e. Building committee will continue
 - f. Education committee will continue
 - g. By Laws require the Board establish these standing committees
 - h. Rich asked how members of committees are chosen – Sub Committee chairs should make recommendations of members of the committees
 - i. Motion made to establish these committees by Mark
 - j. Seconded by Shelley Sue
 - k. Motion Passes
- vi. Vice President's Report -Karen Woodson – Discovery Event Update
 1. 2 months away from event – March 25th
 2. Trish has come out to assess the space at the WDC – she has vendors come back to look at lighting and design for final bids.
 3. 150 people for the event from 100, this will lead to a bit more cost.
 4. Final bid is \$26k – Still looking for sponsors and donors
 5. Megan has been asked to be part of the Discovery event committee
 6. Masks have been handmade by Karen Dombkowski and donated for the event
- vii. Treasurer's Report –Monica Schmucker
 1. Sent Financials via email (Attached) – Balance Sheet and Profit/Loss Sheets
- viii. 2021 Operating Budget and 2021 Development Plan – Jim Remis & Monica Schmucker
 1. By Laws require us to approve the operating budget
 2. Fundraising and Development are not included in this (\$62k) – Operating budget includes everything else.
 3. TDC Grant is an unknown in or budgeting. It could raise up to \$60k for exhibits in the building – but we only get reimbursed after these items are finished.
 4. The park has asked for roughly \$20k for misc items the park will need, there is room to move with this number.
 5. Proposed budget broken in to Operations and Fundraising. Will be voting on Operating Budget today.
 6. \$250k for phase 2 is still needed
 7. Rich inquired about the \$20k asked for by the park – he felt is an unreasonable number alongside the \$250k that also needs to be raised. He felt \$6k is more appropriate

- a. Mark asked for specifics for the items - Katie confirmed a new mower and new golf cart that has previously been denied by the state. A new commercial grade mower is roughly \$6,500k.
 - b. Tim felt this has always been part of the FOLKS mission for the park to support line items the state will not pay for. Tina reiterated this is part of the selling point when approaching donors.
 - c. After discussion, Jim made a motion to approve the operating budget of \$56,748 - taking out the 20k for the park replacing it with \$6,500k .
 - d. Tim Seconded the Motion
 - e. Motion Passes
8. The need to raise the funds for those Phase 2 items, support education, support the park – the Board needs to understand that the entire Board is responsible for getting funds for all of these areas.
- a. Kathryn felt it is not unreasonable for each member to raise \$10k

Reports of Committee Chairs and Area Leaders

- ix. Building Completion and Update on activities to complete the building fitout – Rich Donnelley, Tim Horvatic, Mark Generales
1. Tim sent a report by email (attached) that included an installation schedule
 2. Internet has been connected to ranger station, and should be connected to WDC soon (security can now be activated).
 3. Exhibit call – fishing shack façade is not confirmed yet
 4. Split Rock Finances - \$91k will be the January invoice completing Phase 1.
 5. Rich asked about a budget line item for the fishing shack – roughly \$4k – inquired about opening a charge account for Lowes or Home Depot to help with these material items. Tim said he has not been able to verify from the builder what he needs.
 - a. Rich made a motion to open an account for supplies
 - b. Kathryn felt this might be difficult as a NPO
 - c. Mark suggested a credit card for these type of items would be helpful
 - d. Jim asked Tim to have further discussion on this to identify the best way to handle this.
 6. Jim asked Tim what the lead time for Phase 2 is to be completed by end of 2021 – Tim felt no more than 6 months.
 7. Tina confirmed that California Closets will contribute 50% cost for gift shop, and 50% for the work. Two jewelers and two sculptors confirmed.
- x. Development Update–Tina Tyler & Deb Voorhees
1. Debbie sent her report via email (attached)
 2. Tina and Debbie have been working on structuring changes to fit the new year
 - a. Cohesive Branding
 - b. Conversion to the Salsa Software
 - c. Will begin tracking results and goals by quarter
 - d. Have a new list of high dollar prospects that emails and calls are going to begin to
 - e. Tim mentioned that now may be the time to approach Split Rock for a give
 - f. Louise mentioned approaching the local builders such as Sutton, Latitude 26, and Potter.
 - g. Rich mentioned that the conference area can attract major sponsorships opportunities like a high end educational series. Although several Board

members familiar with these types of series at places like Ding Darling and SCCF aren't traditionally money makers

xi. Education Update- Louise Kowitch

1. Report sent via email (attached)
2. Trails for Tails is on winter break but it is becoming a highly functioning group
 - a. New signage and education tool kits have been put together
 - b. Debbie has mentored some of these students and they have received grants
 - c. Shelley Sue has been working with them on the manatee program
 - d. Hoping to have an expansion of fundraising and grant writing for Semester 2
3. Movie is moving forward and will premiere on PBS after completed.

xii. Media and Marketing Update– Shelley-Sue Williams

1. Report sent via email (attached)
2. We have been asked to not use the Adopt a Manatee tagline, as Save the Manatees uses this tagline. We have changed to Adopt Molly and Mini the Manatee
3. 14 total yoga and paddleboard classes a week have been sold out
4. If anyone has topics for e-news, please pass them onto Shelley Sue.
5. Shelley Sue made a motion to give family memberships to the video and drone footage photographers that have been helping
 - a. Tim Seconded the motion
 - b. Motion passes
6. Would like to set up a media day once installation in WDC begins
7. Rich mentioned that most recently 78 manatees have been shipped out.

xiii. Other Areas for discussion

Report of the Park Manager

xiv. Park Managers Report- Katie Moses

1. December 2020 was a little slower this year, but by only about 3,000.
2. Main restroom in the main parking lot is being redone and is moving along well
3. One of the park ranger positions has been posted and we will begin interviewing.

Other

xv. New Business

1. Jim has requested to move the meeting to the second Tuesday of the month, which was agreed upon.
2. The link has been sent out for the Virtual Annual Meeting

xvi. Adjournment at 3:59pm.

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

Virtual Annual Meeting – January 21, 2021 4:00 pm

