

FRIENDS OF LOVERS KEY, INC.
Board of Directors Meeting Agenda
July 13, 2021 - Board Meeting - 2:00 P.M.
WDC Community Room and VIA ZOOM

Welcome and Administrative Business

- i. Call to Order / Roll call
- Jim Remis – President
Tina Tyler – VP Donor Development
Karen Woodson – VP Operations
Kathryn Klar – Treasurer
Megan Allers – Secretary
Frank Cassisse – Board Member
Mark Generales – Board Member
Flo Alexander – Board Member
Shelley Sue Williams – Board Member
Louise Kowitch – Board Member
Jason Dolle – Board Member
Katie Moses – Park Director
Izzy Prieto – Asst Park Director
Tim Horvitch
- Absent:
Monica Schmucker – Board Member
- ii. Approval of April 13, 2021, Board Minutes
- a. Motion By Mark
 - b. Motion Seconded By Tina
 - c. Discussion
 - d. Motion Approved

Reports of Board Officers

- iii. President's Report – Jim Remis
- a. Recognition of the passing of Rich Donnelley
 - b. The majority of the building is finished, open from Wed- Sun
 - c. Debbie's last day April 30th – At this time, we are not really in a position to hire on another Fundraiser
 - d. Trying to restart events – Beach N Brews and Songwriters (Sounds of Discovery) are two of the first upcoming events
 - e. Eco Arts Camp – Louise has done a fabulous job on this new venture.
 - f. Pelican Media has completed all of the videos FOLKS will own – Only PBS program is outstanding – hoping for the end of the month
 - g. Manatee Sculpture – Finalizing with the donor – has seen how it will be made
 - h. 2022 Gala planning is underway
 - i. 990 form and Annual Report to the state have been filed - now that we have a format, it will be easier moving forward
 - j. Where is the state of FOLKS right now
 1. We are still in the building phase
 2. Phase 2 is not fully funded
 3. We are still 50k short
 4. We have re-engaged Samelsons but still waiting on the state to approve the plagues
 5. We have some issues with the company doing the plagues – revisiting with Tim, Mark and Kathryn
 - k. Board Member Expirations

1. At September meeting we will present the term staggering.
 2. We need to shift from more of a social board to a fundraising board
 3. Those expectations will be set up in September as well
1. There is an expectation that the State would like the building completed by the end of year. We want to avoid a credibility issue if we cannot get it done.

iv. Vice President's Operations Report –Karen Woodson

- a. The Nook has been very successful
 1. T-shirts, art, books have already been reorders 6500k in Nook sales before the split with artists. Cooperation from Colleen, Katie, Bryan and the Docents made this happen.
 2. Colleen has organized the Nook very well, and is now taking over membership and volunteer coordination.
- b. Mantees – We cannot get the previous ones we have for at least 6 month.
 1. Wildlife Artists is a plush animal eco-friendly company Colleen found. We cannot get a Mom and Baby Manatee, but we could do singles of manatees, turtles, eagles ect.
- c. Board Members
 1. Jim, Tina, Megan, Flo, Kat and Louise all expire at the end of this year.
 2. Karen is going to put together some scenarios that would spread this out. Please provide feedback on the options she sends.
 3. Part of the expectations is what the Board Members will actually contribute, both financially and volunteer wise. Flo confirmed that she will be retiring from the Board at the end of 2021.
- d. Membership
 1. This has been a difficult transition since Rosie left.
 2. Colleen is working to get the info into Salsa correctly – this has been very labor intensive, but should be done within 30 days. Then we can begin email blast ect.
- e. Executive Team discussed bringing Colleen on as a paid Admin to help wherever our processed need assistance.
 1. Motion to approve a paid admin \$20 a hour for 25 hours a week for 30 days, and then \$20 for 10 hours a week, to be revisited in Sept, and will report to VP of operations. All Board members in favor
- f. The email address beachparty@friendsofroverskey.org – we are trying to find where this is coming from

v. Vice President's Donor Development Report – Tina Tyler

- a. Director of Donor Development Position
 1. We got a good turn out from our search, but ½ self selected out over lack of benefits or salary requirements.
 2. We had 5 very qualified, but 3 of them did not have prior experience.
 3. After Executive Board discussion, we have decided we can't pay for this right now. In both the case of Kay Moore and Debbie Voorhies, they were paid more than they brought in.
 4. This is where we started thinking of the Admin position. Flo asked if this could be a commission based position in the future – Tina confirmed there are some options for this.
- b. Samelson Family – Tina has worked closely with them – nominating them for local community donor of the year

vi. Treasurer's Report –Kathryn Klar

- a. Report Emailed Previously
- b. Keep in mind that the exhibits are now considered assets, so the number looks larger than it is.
- c. We do have some outstanding pledges, and stocks still need to be transferred. That being said, it leaves us with very little after the exhibits are done, and this does not take into account the Gala. Tina asked Mark if he can help move the stocks piece forward.
- d. Jim mentioned that FOLKS \$688k for things in the building – still have at least \$150k to get done.

Report of the Park Manager

- vii. Park Managers Report- Katie Moses
 - a. A light pedestal was knocked over and is being fixed.
 - b. Gazebo – applied for a TDC grant, and it is getting a new roof.
 - c. There was money left over from the district and this went to the purchase of a new mower.
 - d. A new UTV was transferred over from another park.
 - e. 62k TDC grant for other equipment.
 - f. This fiscal year, there are no cuts, but no raises either.
 - g. Hired a full time Ranger – John Moore – but still have one more to fill.
 - h. Received approval to hire another part time Ranger, in addition to a second part time Ranger.
 - i. We were asked to apply for a pilot program called Blue Flag beach – we have been accepted so far, we would be the only Blue Flag Beach in the Eastern US. Next year there will be a membership fee for this.
 - j. Elsa did take about 15-20 feet on beach, but only 3 of 30 turtle nests were lost. More sea oats will be planted at the end of July.

On-going Activities

- viii. Board Member discussion of need and methods for funding the remainder of Phase 2 exhibits including motion to approve placing purchase order for phase two exhibits – Jim Remis
 - a. \$255k to spend for FOLKS we will have in by the end of the year. After budgeted costs, so we need about \$25k for misc, and \$20k as back up by January 1, 2022.
 - b. Remaining exhibits are just under \$225k – we can pay this to Split Rock over time, but we cannot bank on this.
 - c. We could order 2 of the 3, and hope we can raise the rest in the next year. But ethically, we should not try to buy something we money we don't have.
 - 1. How can we raise \$50k over the next 3 months to get them ordered by September.
 - 2. Kathryn mentioned that 5k raised by each Board member would net \$60k.
 - 3. Shelley Sue suggested a life time membership drive
 - 4. Kathryn asked if we could loan money and Jim confirmed that we could, but it's not in the best interest for that Board Member.
 - 5. Jason mentioned he still has some prospects. Asked if the price of the exhibits has gone up. Our proposal with SR has stayed the same through the end of the year.
 - d. Initially the cost of the exhibits overall is less than the naming rights originally assigned to them.
 - e. Jason also asked if we had any data showing where we got our donors from, Tim asked we have gone back to some of the donors. Katie confirmed a Go Fund Me could also be set up.
 - f. Tim said if we place the order today – Split Rock would initiate the final prep and begin to order materials
 - 1. We should re-review the designs just in case
 - 2. They have some other projects that will be starting at the same time – they are indicating completion in March of 2022.
 - g. Motion to Move forward:
 - 1. Jim made a motion to order all three 220k, contingent on Split Rock not invoicing more than 50% in 2021, the rest in 2022.
 - 2. Mark seconded the motion
 - 3. Discussion
 - 4. Board unanimously approved.

- ix. Building a Partnership - Folks, Lovers Key State Park and Lovers Key Adventures and the return of Folks Events – Tina Tyler and Megan Zelenak
 - a. Met with LKA to talk about moving forward with events. We discussed who controls the schedule, fee schedule for items like table rentals and staff setup/tear down time.
 - b. We discussed Beach N’ Brews and Vow Renewal on the beach- past events versus how we want them to look moving forward.
 - c. We are trying to not use LKA staff and time resources as much in order to bring a good working relationship back to the table.
- x. Debrief on March Pre Gala and Plans for March 26, 2022 real gala – Karen Woodson
 - a. Jeannie Cummings is contracted, and has been reviewing menu options. We are to a point that we will revisit our budgeting and ticketing to to make sure we are making the most of the event.
- xi. Eco-Art Camp a gem in progress – Louise Kowitch

Reports of Committee Chairs and Area Leaders if needed

- i. Building and Exhibit Update– Mark Generales
- ii. Salsa Migration – Jason Dolle
- iii. Event update – Megan Zelenak
 - a. Beach N’ Brews – on track – we are partnering with Suncoast Beverage to enlist the brewers – food trucks are booked. Pricing will stay the same for this year.
 - b. Vow Renewal – we are shifting the format from a sit down luncheon to individual picnic baskets for couples that have champagne and a small cake.
 - c. Will be reaching out to FGCU students for music and photography options.
- iv. Education Update- Louise Kowitch
- v. Media and Marketing Update– Shelley-Sue Williams
- vi. Other Areas for discussion

Other

- xii. New Business
- xiii. Adjournment to Social Hour – BYOB but snacks provided
 - a. Motion by Megan
 - b. Motion Seconded by Tina
 - c. Meeting Adjourns at 4:30pm

Next Board Meetings - WDC Community Room 2:00 pm

October 12, 2021

November 8, 2021 (Tentative)

December 14, 2021

January 11, 2022

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

Next Folks Event - November 18, 2021 – Beach n Brews – Gazebo – Time 5p-9p.