

FRIENDS OF LOVERS KEY, INC.
Board of Directors Meeting Agenda
March 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
Flo Alexander - Board
Mark Generales - Board
Katie Moses – Park Manager
Debbie Voorhies – Development Director

Absent:

ii. Approval of February 5, 2021 Board Minutes

- 1) Motion by Kathryn
- 2) Motion Seconded by Shelley Sue
- 3) Motion Passes

Reports of Board Officers

iii. President's Report – Jim Remis

- 1) A thank you to the entire board for all of the various work being done as the building is almost completed
- 2) Debbie's contract as Development Director ends in April
 - a. Kathryn Tina and Rich will be collecting performances
 - b. Debbie will also be doing a self performance review.
 - c. An Anonymous Online review process will be available

iv. Vice President's Operations Report –Karen Woodson

- 1) Discovery Event is in 2 weeks
 - a. It is a sold out event
 - b. VIPs will arrive at 5:30, special tour, and event starts at 6.
 - c. It is requested that the Board arrive at 5pm. – This is a working event for the entire Board
 - d. Beach Cocktail Attire
 - e. Met with TLC and went over logistics and Karen outlined the layout
 - f. Karen stressed if there are questions about the event, they are to be directed to TLC not Board Members to keep the Board free to talk to guests.
- 2) POS System for the Bookstore – Linga POS

- a. Top of the line equipment, including a desktop, tablet, and inventory system. Assigned a project manager, Lilly to enter inventory
- b. Will be up and running by the event.
- c. Sister company is called Hybrid, and does the CC processing
 - i. With Paypal 2.3% per transaction, with new system it will be 1%.
 - We will be converting all FOLKS Processing to Hybrid
- d. Rich asked about the laptop Katie had requisitioned earlier, and Karen said a laptop is not part of the package for the Nook. Katie clarified the laptop was more for the Community Center

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

- 1) 35 Companies have been contacted, 10 are solid leads and Tina will set up 1 on 1's with them.
- 2) We have made some good individual partnerships as well
- 3) Board Assessment Debbie's Assessment will be online to make it really easy

vi. Treasurer's Report –Monica Schmucker

- 1) Report Sent via Email
- 2) Boat Show is under Fundraising Revenue
 - a. Mark reiterated that the Boat Show was a major success - \$39,200 was netted, so each organization gets 19k.

Reports of Committee Chairs and Area Leaders

vii. Building Completion and Update on activities to complete the building fitout including Split Rock discussion – Mark Generales and Tim Horvatich

- 1) Tim's Report
 - a. Said that the sealing of the concrete on the outside of the building will begin and building will be closed off during that time.
 - b. Fishing Shack is almost complete – still needs the roof put on
 - c. Lighting for Fishing Shack is being acquired now will be installed by event
 - d. Bookstore – Scheduled to install cabinets and fixtures on the 10th
 - e. Video Wall and Donor Wall Screens – there was a lot of delay, but they should arrive this week. Arreya is shipping their pieces as well. Working with Dan Allers to install.
 - f. Will work with Katie, and refine some of the presentation screens
 - g. Mural Walls – Split Rock has made their selections for those photos
 - h. Items from Phase 1 – Sea Turtle video on beach and dunes exhibit is not complete – History Timeline buttons info is being trimmed down.
- 2) Mark's Report
 - a. Sewer Line is not on time – All of our parts of it are in place – Was hoping to fast track connecting our line to the main line but that could not be done – we will have high end rest trailers in place for the event.
- 3) Jim brought up the need to recognize people who have helped make the building a reality. Originally decided that major donors would have plaques associated with their areas. Then there are people who did work on the building we would like to recognize.
 - a. Rich mentioned the carpenter, painter, roofing for fishing shack, and electrician. Rich made a recommendation that a plaque be made for them as well as a lifetime membership as recognition.

- b. Jim also mentioned that Rosie Cordes and Family donated the funds for the Fishing Shack.

viii. Development Update–Deb Voorhees

- 1) Report Sent via Email
- 2) 20k in February
- 3) Secured 10k in advertising as a trade.
- 4) Committee has been working on a Business Sponsorship plan, between 1k and 5k levels.
- 5) Botana Family – Passed on donation for Community Room.
- 6) Discussed OAK with Mark and feel we should approach them again for a donation.
- 7) Met with Mark and Jason and Bonita Rotary and clarified what Rotary can and cannot help with.
- 8) TDC is at about 45k – would cover most of phase 1 signs – lower than what we thought because some of the reading rails were more expensive than expected.
- 9) Marketing materials are complete – Debbie recommended each committee have a slip sheet that they could use with it.
- 10) Rich asked about Samuelson Family’s donation being recognized at the building.
 - a. Debbie verified the family took some time to get it back to her
 - b. It’s being done through the state, Katie got an update about a month ago, and it is in process.

ix. Salsa Migration – Jason Dolle

- 1) Final Stage of import – Members, Donors, and Newsletter are the three uploads
- 2) Will be meeting with the POS owner, and talk about integrations between the two to capture info.
- 3) Want to make sure all attendees for the event and spouses are entered in.

x. Fundraising/event update – Megan Zelenak

- 1) Donor Form created for the event on their save the date bottle
- 2) Meeting with Todd, Tina and Katie to discuss how events can work between the building and FOLKS, and concessions. And possible building tours to make them donors.
- 3) Porsche Club Event in May
- 4) Boat Show Wrap Up Meeting
- 5) Events Meeting Coming up to discuss:
 - a. How we can shape up some events to fit into our fundraising goals
 - b. How we can shape up our processes so all volunteers and event workers are on the same page – reworked Coupon used for membership to reflect not valid in April and May
 - i. John will remain working with volunteers for the tram sales for shirts and manatees.
- 6) Shelley Sue asked about Turtle Trot – Megan will be contacting the Track Club to discuss a virtual race
- 7) Karen mentioned if anyone knows a person interested in the Volunteer Coordinator to pass their information on – Tina also mentioned the need for a Marketing Coordinator.

xi. Education Update- Louise Kowitch

- 1) Report Sent via Email
- 2) Jim thanks Louise for all of her work and diligence on the education programs.

- 3) Native garden is almost completed and will be ready for the event.
- 4) Louise has been working with Katie on the eco-camp – just got info on the insurance, and will send proposal to the district.
- 5) Louise and Kathryn have purchased some books, and lunch and learns can begin.
- 6) Rich asked about entrance fees for educational events – Louise said it would be part of the tuition – Lecture series would probably have a purchase for the whole series, so entry to the park would be included.

xii. Media and Marketing Update– Shelley-Sue Williams

- 1) Report Sent via Email
- 2) Jim mentioned the newsletter has really been fantastic thanks to Shelley Sue and all of her efforts
- 3) Students will be contributing to the newsletter for the first time this month.
- 4) Shelley asked about a photographer for the event, and it was verified that there will be two.
- 5) Flo asked if there will be media presence at the event, Karen verified that TLC will be sending out the press release.
- 6) Karen Moreale will be helping with the newsletter.

xiii. Other Areas for discussion

- 1) Jim asked the Board if we would like to have a social event at the end of April as a thank you for all of our hard work.

Report of the Park Manager

xiv. Park Managers Report- Katie Moses

- 1) Reminder that there will be no access to the building from 11-17th of March
- 2) New Park Ranger – vacant since last March – Stephanie who is a part time Ranger right now
- 3) Asst Park Manager – waiting on approval to announce position filled
- 4) Katie thanked the Board for everyone’s efforts to complete the building.

Other

xv. New Business

- 1) Meeting Schedule moving forward – committees are beginning to meet – how often should the Board meet moving forward.
 - a. Shelley Sue also suggested a small event for lifetime members
- 2) Mark mentioned Fran Mainella’s role in making the building happen – Rich said she was instrumental in getting the park set up, and went on to serve National Park Services.

xvi. Adjournment

- 1) Motion to Adjourn by Mark
- 2) Seconded by Louise
- 3) Motion Passes – Meeting adjourned at 3:59pm.

Next Meeting April 13, 2021 2:00 pm – **Note Second Tuesday of the Month**

