

FRIENDS OF LOVERS KEY, INC.
Board of Directors Meeting Agenda
October 12, 2021 - Board Meeting - 2:00 P.M.
WDC Community Room and VIA ZOOM

Welcome and Administrative Business

i. Call to Order / Roll call

Attendees:

Jim Remis – President
Karen Woodson – VP Operations
Tina Tyler – VP Donor Development
Kathryn Klar – Treasurer
Megan Allers – Secretary
Jason Dolle – Board Member
Shelley Sue Williams – Board Member
Frank Cassisse – Board Member
Louise Kowitch – Board Member
Monica Schmucker – Board member
Katie Moses – Park Director

Absent:

Mark Generales – Board Member
Flo Alexander – Board Member

ii. Approval of July 13,2021, Board Minutes

- a. Motion by Kathryn
- b. Seconded by Tina
- c. Discussion – None
- d. Motion Passes

Reports of Board Officers

iii. Vice President's Operations Report including March Gala–Karen Woodson and Jeannie Cummings (Gala)

- a. We are trying to move swiftly, want to avoid coming back to the board for small things
- b. The whole idea of the gala in 2022 is to do a majority of our fundraising through this event
- c. Jeannie was onsite to present her thoughts for the event
 1. Beauty and the Beach will be the event theme
 2. The goal is to match the theme and experience to the ticket dollars we are asking for
 3. Large tent will house 24 tables of 10 as well as the auctioneer and stage for music (16 piece jazz band)
 4. VIPS will have early access
 5. There will be several bar areas and hor d'oeuvres will be passed and there will be no cash transactions at the bar
 6. Black Salt will be our caterer
 7. There will be a speaking presentation during dinner , 4 live auction items and simple elegant décor
 8. Cap of 240 tickets – 100 of those will be VIP. VIP will be \$500, and the general admission will be \$300 or \$350. Frank mentioned Wondergardens events are far less and voiced concern over each board member being able to get these tickets sold. Kathryn explained they are typically beer and wine and food of a lesser level, the goal is to elevate this as much as possible
 9. Jeannie's role is the event management and auction items – she feels she can do the event for around \$100k and 25k would be contingent and we can add marketing items into that \$125k
 10. It is our boards responsibility to bring in the guests.
 11. Jeannie asked what our wish list goal of fundraising for the event will be, Jim felt 100k.

12. Motion to approve budget for up to \$125k for event with unanimous consent of the board members on the gala committee made by Karen
13. Motion seconded by Tina
14. Discussion – None further
15. Motion passes unanimously

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

- a. Samelsons cannot attend the recognition event 19th, Tina and Karen will attend in their absence– this may open a great door for new donors
- b. Tina has offered to touch base with financial groups to see how we can free up the stock that has been offered to us.
- c. Tina is going to create a list a names she would like to approach for their giving plans in 2022. She would like each board member to look at it, and see if any of us know the people on these lists.

v. Treasurer's Report –Kathryn Klar

- a. September financials were sent by email
- b. We are looking at other banking options since the change from BBT to Truist – Suncoast , SandCap and 5/3 are possibilities – after a certain number of deposits traditional banks are charging for the deposits.
- c. Motion to change financial institution made by Jim
- d. Megan seconded the motion
- e. Discussion – None
- f. Motion Passes

vi. President's Report – Jim Remis

- a. Its not just a beach and building anymore – we are at a crossroads as a park and a board
- b. Our core board is getting overwhelmed, and we need to look at any ways that we can raise funds and ease the burden. We would like to have an admin person, but that takes funds, and none of our board can take on more work.
- c. We are at a crossroads and need to recommit as board members - We have no staff we can take on at this time, other than Colleen's commitments.
- d. Election of New Board Members and Officers at December meeting – we elect the new board members and officers for the board – nominating committee needs to think about who will be successors to keep the board moving forward
- e. How are we going to finance the future? We need to think about how to fund raise for the building essentials moving forward.
- f. The Hunter Conundrum – Mildred Hunter gave 50k for one of the exhibits – her son is considering a large donation – he and Debbie reached an agreement that they would fund the mangrove exhibit for 40k and they signed a pledge commitment. This has not moved forward since – the cost is much higher – he is willing to share the cost of the exhibit so we can fund the other half. The possibility was raised to move their donation to water's edge which has two sides in the hall for recognition plaques.
- g. The CSO State review in January – a number of things are needed on the financial and administrative side.
- h. Ongoing maintenance of WDC – folks owns the exhibits – we feel the state would prefer we keep and maintain the exhibits instead of the state taking ownership – Tim has talked to SR, and they do not have maintenance contracts – they feel with our exhibits they will not need an annual maintenance scenario, maybe once every 5 years.
- i. Unfortunately, it is now time to engage a CPA firm and we have a need for a Finance Committee
- j. The PBS Video – November 4 WCGU – finished will be shown on Nov. 4th
- k. Next Meetings – December budget and board – This is a critical meeting- and January annual meeting January 20th

Report of the Park Manager

vii. Park Managers Report- Katie Moses

- a. The state is asking when we will be doing a grand opening – tentatively after the gala in early April would be ideal. Tim asked if aligning the gala and grand opening would make sense. Jim questioned if we should have people here from the state, and how would we pay for the tickets. Louise asked about the date being on Earth day, but Katie felt all the dignitaries are spread out on that day.
- b. They have been interviewing for Bryan's position
- c. Funding for a part time employee has been approved – still have a vacant ranger position.
- d. Received a call from OAK and they would like to have their holiday party at WDC
- e. A project to begin a autism trail which would be a sensory trail has begun and there is some funding in place

On-going Activities

viii. Board Approval Required – Jim Remis

- a. New Bank- Kathryn – will seek approval by email -Kat, Karen, Jim and Megan will be signers – consent given by board – Katie mentioned that Friends of Koreshan has a CC – Kathryn will research this, as we begin events again this is essential.
- b. Photography Program – Louise – The program is getting ready to go live
- c. Sounds of Discovery – Shelley-Sue – She would like to have a test run through a social of some sort and will be selling the tickets – there will be beer and wine - she is looking for donations or a sponsor for that – she has been asked to create her budget for the events – by consent the board agrees she can spend up to \$500 to supplies – Jack Delancy will be the docent for these events
- d. New I Pad – Karen – ipad is needed for events – cost is one thing – but it also needs 5g, wifi and cellular – it needs to be hooked into a personal or a business account. Linga does not support square – Jason has offered to work on this.
- e. Nook cash procedures and need for safe – Karen – up until now, it has been CC only – we want to move to cash sales as well – Colleen has put together a procedure plan \$75 is the cash drawer base – a safe will be needed – Karen's request is to purchase a safe for up to \$250 is approved.
- f. Kayak – Kathryn – Split Rock wanted 3k for the kayak – Katie found one at Costco for \$500 – retroactive consent by the board for the kayak purchase.
- g. Solicit proposal from CPA firms for audit or review – Jim expects us to have an audit in the next year. It will also help in the grant process – Jim is going to get a list of CPA firms together – will come to the board for approval
- h. Plaques for donors– Jim – we have a new design – expenditure was already approved – Katie has redesigned the template. Previous company is putting together a proposal - Tim can get a sample for us – Karen asked what the timeframe is for plaque installation – Jim mentioned that Samelson's plaque should be completed before anyone else's can be done. – wording still needs to be approved by the state.
- i. Liquor Permit – Jim – needed for gala the cost is minimal – but he needs to physically go to the state to have it done

ix. Restructure Board Terms – Karen Woodson

- a. Board terms have been restructured for some members
 1. Flo will be retiring
 2. Monica will not be on the board but will remain on as legal board advisor
 3. Nominations are coming for the new members
 4. Tim Horvitch will be coming back onto the Board.
 5. We have room for 13, so technically we have 3 we can fill.
 6. Motion for the formal restructure of board by Jim.

7. Motion seconded by Kathryn
 8. Discussion - Tina mentioned that her VP spot will need to be filled, she will be a board member at large
 9. Motion passes
- x. Board Member discussion - Need and methods for funding Phase 3– Manatee Sculpture – Jim Remis
 - b. Kathryn has secured Check Bodenhauser's pledge card – one condition is the signage – and she is awaiting his approval – it will be \$150k in three payments over three years – one option is to wait, one is to ask Split Rock to finance at a reasonable rate – a loan from a bank or lastly a loan from the board – Tim mentioned we still have a standing conversation with them over a donation which could be part of this.

Reports of Committee Chairs and Area Leaders if needed

- xi. Building and Exhibit Update– Mark Generales/ Tim Horivstch
 - c. Budget need was 52k –now down to 25k – this does not count 20k from Alex King. Makes us only short 3k or so.
 - d. Split Rock is in process of putting together phase 2 and they are ahead of schedule . It can be here as early as late January. We will need to close the hall that week they are installing - looking at end of January to early February.
- xii. Salsa and E-mail Migration – Jason Dolle
 - a. We currently have 10 emails, we would like to move towards everyone having an account - \$6 per user for G Suite – Katie thought they may have a non-profit rate – Jason is going to research
- xiii. Event update – Megan Zelenak
 - b. Woman's Club Christmas Tree Festival – Katie and Kathryn will be heading up the design of our tree for auction.
 - c. Woman's Club Putt N Pub – we still need volunteers for the day
 - d. Beach N Brews – everything is in place and ready to go. Under budget.
 - e. Vow Renewal – slow sign ups, still need to order baskets as we will have a shipping delay.
 - f. Email etiquette – Request to tighten up reply alls to minimize mass emails.
 - g. Jim has requested annual meeting be a WDC – there will be no zoom for this meeting, and we can accommodate up to 60 people. There will be 3-4 presentations: Jim, Katie , Louise, a Q&A. We will serve beer and wine. Will be asking Beach Talk Radio broadcast it live.
- xiv. Education Update- Louise Kowitch
 - a. Speaker series – November is set up with 80% sales right now
 - b. Speakers fee has been reduced from \$2000 to \$1000 - \$30 tickets for 50 people per speaker.
- xv. Media and Marketing Update– Shelley-Sue Williams – Sent via email
- xvi. Other Areas for discussion

Other

- xvii. New Business
- xviii. Adjournment –
 - a. Motion by Kathryn
 - b. Seconded by Louise

c. Meeting Adjourned at 4:45p.

Next Board Meetings - WDC Community Room 2:00 pm

December 14, 2021- Board and Officers Election

January 11, 2022- Budget Approval

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

Next Folks Events

- November 5, 2021 – Speakers Series 6:30 WDC

- November 18, 2021 – Beach n Brews – Gazebo – 6:00 – 5:00 VIP