

FRIENDS OF LOVERS KEY, INC.
Board of Directors Meeting Agenda-Minutes
January 11, 2022- Board Meeting – 2:00P.M.
WDC Community Room and VIA ZOOM

Welcome and Administrative Business

i. Call to Order / Roll call / Introduction of New Board Members

Attendees:

Jim Remis – President
Karen Woodson- VP Operations
Megan Allers – Vice President Donor Development & Events
Kathryn Klar – Treasurer
Christy Hennessey-Secretary
Katie Moses – Park Manager and State Relations
Anna Kellner-Park Services Specialist
Izzy Prieto- Assistant Park Manager
Todd Richards-Lovers Key Adventures
Mark Generales- Building Committee
Tim Horvatic-WDC/Exhibits/Plaques
Louise Kowitch- Education
Jason Dolle-Donor Outreach
Sandra Foreman-Events
Frank Cassise-Purchasing/Print/Supplies
Shelley-Sue Williams- Communications/Marketing

Absent:

Tina Tyler-Donor Relations

New Board Members:

Sandy Foreman: will be working with events, which is her vast work background.
Christy Hennessey: will be our Secretary and is also on the GALA committee. Large donor to FOLKS.
Tim Horvatic: is back on the Board after being a very integral part of the Discovery Center. President of the board during a big transition stage.

We went around the room stating our names and something about ourselves.

Guests: Carol Matthai, our new photographer conducting programs at LKSP. Carol introduced us in absentia, to Dr. Inna Malostovker another photographer doing programs as well. Their different approaches to photography compliment each other. Janet Cassise, wife of Frank and park volunteer for 20 years.

Jim recommended the Board do team building including a retreat.

ii. Approval of December 14, 2021- Board Minutes

- a. Motion Made by: Kat Klar
- b. Motion Seconded by: Karen Woodson
- c. Discussion: None
- d. Motion approved

iii. Introduction of Carol Matthai, our new wildlife/nature photographer instructor. Tomorrow Carol is doing her first sold out class on photographing nature and wildlife. “How Did You Get That Shot?” Classes can be a consistent revenue stream. Between Inna and Carol, Four classes per month at \$45 per student. Second revenue source is the Nook. Carol has about \$3,000 inventory here to sell. Carol donated a photo canvas for

Beach and Brew and sold for \$500. Recommended hosting a photography contest with a \$10 fee. Judge, give award, gift from the gift store. Gets people involved. Hosting a coordinated speaker series with photos to sell. National photo week, bring in photographers and guest photographers and do a weeks worth of programming. Weekly or daily fee. Host a wildlife art show at the gazebo... booth fees and charge more for the gazebo. Educating people as what not to do with wildlife ie. "do not feed wildlife". This all increases our exposure. Anna focuses on "Macro Shots" and more technical. Carol does more with how to get the photo. Both workshops are for beginners and intermediates. Both cell phones and digital cameras. Afterwards time permitting, walk the park and take photos. Offer critiques on photos you send them, after the class is over. Inna and Carol's workshops work in partnership. January 20 is Carol's next class. Tomorrow's January 12 class is sold out. Shelley-Sue said this could be part of "Experiential Experiences" partnering with Beaches of Fort Myers and Sanibel. Carol liked the suggestion of starting a photography club.

Jim's commentary: We need to do more things like this sharing of ourselves, to expand and understand our mission going forward.

Reports of Board Officers

- iv. President's Report – Jim Remis
Building is on track to be finished. We need a fresh mindset as to what we need to accomplish going forward.
- v. Vice President's Operations Report- Karen Woodson
We have our Annual meeting next week at 4:00, with thirteen signed up so far. No Zoom. Will have food and beverage. Jim will make the agenda. Jim will show the new video. Room capacity for 60. The inventory for the Nook is being finished and there are a couple discrepancies which is pretty good for the first year. Need a part-time person who can manage the Nook, a 1099, not an employee. Maybe 15 to 20 hours a week. Rosemary Chang is a volunteer docent who has offered to do it for free. She already knows everything for the Nook and has the retail background.
- vi. Vice President's Donor Development Report – Megan Allers
Megan has been going through Tina's information and they will get together. All donor letters for the past year have been updated and sent out. Has edited the contacts.
- vii. Treasurer's Report-Kathryn Klar
Ongoing issue with the Nook on cash. Not balancing. Tried to go cashless but it wasn't working well. Money is not ending up in the safe. Katie said there is now a cash bag, so that may correct the cash problem. Things are sitting in the Rangers office and not being put in the Nook. Kat has received the \$10,000 check from Rotary. Automatic deposits and automatic payments are getting into the wrong accounts and trying to get that taken care of. Plans to have access to the safe will be determined, not during our meeting. Finemark CD has matured and it needs to be cashed.

Jim: Kathryn set up the financial statements. They are still a work in progress. The most important thing is last year we had a net income somewhere north of \$185,000. However, we invested \$216,000 in the exhibit hall. We spent everything we made in the exhibit hall. Still a lot of unsold exhibit items. The main reason we have been able to get to where we are today is because the Samelson gave \$150,000 for the exhibit hall. The good news is we have everything paid for in the exhibit hall, but we have spent everything we had.

Report of the Park Manager

- viii. Park Managers Report-Katie Moses
Florida State Parks Director Eric Draper, just retired and is unknown when they will hire the next one. The current assistant director Chuck Hatcher is acting as director until there is a replacement. New DEP Secretary,

in charge of the whole agency, is Shawn Hamilton. The bureau chief for our district has changed positions and is now going to be the bureau chief of park planning. Our assistant bureau chief BJ Givens is now our bureau chief. A lot of shifting of positions and will probably be a lot more.

Artist in residence Jenny Licht is painting the FOLK logo on the upper level of the WDC while visitors are present. Touch tank is operating. Changing it to saltwater next week with animals in there the first week of February.

Anna has passed out the User Guide on how to enter your volunteer hours. The hours are reported to the state to show how beneficial they are to the park. Beneficial for grant reporting. They are required to post. Having Anna here now, helps us to organize the volunteers and motivate them. Your Volunteer agreement must be updated yearly, but you cannot update them until they expire at the year ends. You will get an email letting you know it expired and you need to update it. Everything you do meetings, emails, phone calls, (not every 5 minute items) need to be entered. You can lump one week together. The IRS requires the Board members to report their hours.

Renovating a residence on site gutted to the studs, majority paid for by the state, but need scaffolding and requesting to purchase scaffolding which is less expensive than renting. Requesting to approve not spending more than \$600 on the scaffolding. Megan is looking into getting the scaffolding donated. Buying a lift is not advised because of maintenance and is more economical to hire tree trimming.

Jim commented: We need to with our budget, return to helping the park pay for things. Last year we spent \$1,500 helping the park. Now that the WDC is built, this year we are suggesting something over \$25,000.

Anna had awards for Frank and Shelley Sue for the invaluable volunteer hours they have given to. Jim asked Frank to work with Anna on the volunteers.

On-going Activities

ix. Gala discussion – Karen Woodson

We are 2 months from the GALA. The biggest push we have right now is tickets and sponsorships. Sell donations for the GALA that pay for items in the event. Shelley-Sue sent out the press release last week. Observer, Chambers of commerce, Ed at BTR, Chamber of Commerce, about 80 outlets also in Naples and Bonita. Megan recommended and everyone agreed, for each Board Member to reach out to their personal contacts for new donations. There are 100 VIP by direct contact (\$500 ticket) and 140 Platinum (\$350 ticket) for purchase. Currently finalizing catering, lighting, equipment and everything. A tasting with the caterer a week from tomorrow at one of the caterer's restaurants in Cape Coral. Karen has a list from Jeannie as to the volunteers needed. Probably 20-25 volunteers for check-in, guides, cash table to give out pebbles (sea glass) to then pay for their drinks.

Event Donor Levels-“Suggestion”

AZURE \$15,000- \$20,000 This would be essentially for 50% of the dinner so they are the dinner sponsor, one available as this is like the presenting sponsor

STARRY SKY \$10,000 Could sell 2 this would be like the balance of the dinner, most of the rentals or Jeannie's fee.

SEAGLASS \$5,000 The tent, could sell 2 to have extra

STARFISH \$3,500 Could sell 2: The musicians, the flowers

SEASHELL \$2,500 Could sell 2: plate ware, glasses, auction package support, auctioneer

BUTTERFLY \$1,500 Could sell 5: Bartenders and supplies, auction package support, invitation & stamps

x. 2022 Budget discussion and Approval Jim Remis and Kathryn Klar

Budget sent out yesterday is provisional because there is nothing that is a stretch, evolving.

Expenses: The things that have changed for the budget this year are marketing, about \$6,500. Added \$20,000 for paid volunteers. \$7,500 for CPA services. \$5,000 for possible POS upgrades. We have the wrong system for the Nook. Because of fundraising, all those things are a wash. Real additional expenses for next year has \$26,500 for supporting the park. \$5,000 for the grand opening we will have (not the state grand opening). \$10, 000 for undefined. Repeat of Boat Show and Beach and Brews. Hopefully GALA breaks even but expected to raise a lot of money.

Revenue: Second part of the TLC grant. Tim has some ideas for grants. \$20,000 for contributions but already have \$10,000 from the Rotary. Hopefully have a \$5,000 sponsor for the grand opening. Budget basically has nothing that is a stretch, because there are unknowns in donations. No negative impact because we won't spend what we don't have. Suggest we approve the budget with the understanding we have to revisit it, ongoing. Money made at the GALA will be used at the discretion of the Board, as it is not in the Budget.

We need to change our message in asking for donations for things "we already have". Before it was "this is what we want." It isn't about building anymore, but rather what it is encompassing and what the park stands for, the education opportunities. Shelley-Sue and Mark will put together the message we need to distribute to potential donors. Where we have been and where we want to go.

Motion to approve the budget: Kat

Seconded: Megan

Motion approved.

Motion to approve \$600 for Katie's scaffolding: Mark

Seconded: Karen

Motion approved

xi. We are going to have a February Board meeting discussing 2022 Board Responsibilities, Imaging, where we are with volunteers and Folks Goals.

xii. Other Administrative Areas -All

Reports of Committee Chairs and Area Leaders if needed

xiii. Building and Exhibit Update– Mark Generales/ Tim Horvatch: Tim reported January 24th – 28th there will be exhibits will be installed. Katie will be in Gainesville all that week. Buildings closed off Friday of Boat Show but open Saturday and Sunday. Exhibit repairs, lose shells, crooked lettering.... Close the entire building except for the restrooms so they have access. Grand opening is still in discussions. Sandy, Mark and Katie will be the committee for the opening. Katie said the Tallahassee office will coordinate inviting the Governor and Lt. Governor.

xiv. Salsa and E-mail Migration – Jason Dolle-None

xv. Event update – Megan Zelenak

Lover's Key Boat Show: Monday 24th the field is being surveyed, Tuesday 25th painting the sites and stakes, Wed. 26 boat dealers bring in boats, lighting and security and tents, Thursday 27th vendors arrive. Friday 28th

will be all ready to go. 4 boat vendors and possibly 5. All the volunteer slots have been filled. The 50/50 lottery is a maybe. 65 Vendors. Last year was the biggest year yet.

Vow renewal has not been showing a lot of interest. Need to put out the banner and Shelley-Sue put it in the press release. Likely change the way the event is organized for smaller numbers.

GALA 100 of 130 online tickets have been sold.

xvi. Education Update- Louise Kowitch

Speaker series needs more volunteers as some have cancelled due to Covid.

xvii. Media and Marketing Update– Shelley-Sue Williams

Need more members and possibly offer them some discounts. Jim Remis said we have no membership report and will need to put that on the next meeting agenda. Large donors are often one-time large dollar amount.

We need to focus on also having a lot more \$1,000 donors and Lifetime members who may then become more involved and join the Board.

As the State does not allow “in honor of, or in memory of,” suggestion was made to word it as “a Tribute to Sharon Bodenhafer”.

xviii. Other Areas for discussion

Give some thought about a team building retreat to make the board more cohesive.

We will be meeting in February, March and probably in April. Then take a couple months off.

Other

xix. New Business

Christy will be ordering matching nametags for all of us and looking into creating business cards for everyone.

xx. Adjournment

Motion to adjourn by Megan

Seconded by Karen

Meeting ended at 4:00

Next Board Meeting - WDC Community Room 2:00 pm February 8, 2022

Annual Meeting – January 20, 2022 - WDC Community Room with entire building available and Nook open – Time 4:00

Next Folks Events

- January 13, 2022 – Speakers Series 6:30 WDC

- January 28 – 30 - Boat Show