

FRIENDS OF LOVERS KEY, INC
Board of Directors Meeting Agenda
November 12, 2024, Board Meeting – 2:00 PM EST
VIA ZOOM ONLY

Welcome and Administrative Business

I. Call to Order / Roll Call

Present: Jim Remis-President
Karen Woodson – VP Operations-Nominations Committee
Christy Hennessey – Secretary – Printed supplies
Tina Tyler – VP Donor Development and Advisory Committee Chair
Katie Moses – Park Manager and State Relations
Tim Horvatich – Building Committee
John Wesley Nash – Volunteers – Technology- Education
Jason Dolle-Chair Development Subcommittee

Absent: Mark Generales – Building Committee
Frank Cassise – Volunteers
Kathryn Klar – Treasurer – Chair Governance Committee
Carmen Moch- Education - Camps

II. Approval of August 13, 2024 board meeting minutes

- Motion to Approve: Karen
- Seconded: Tim
- Discussion: None
- Motion Approved

- III. Park Report: Lots of hurricane clean up, trails closed due to fallen trees, waiting on approval for debris removal contract. Entire park had 2 feet of water. Bridge to the beach collapsed and was buried in sand. Bridge engineers have been out to inspect. Middle beach bridge is waiting on materials and will take 6-9 months. Katie posted Trish's job. Dennis Goodman met with window tinting company and will have a mock-up soon. Dog water station has arrived and is being installed. Washer and dryer were flooded, so looking for front loaders and staff will build an elevated platform for them. Comfort items, the refrigerator and couch for the ranger shop were ruined as well. Ranger station flooded.

The beach is getting 100 feet of sand plus dunes. Kathryn dropped off gift cards for the rangers. They will be building shelving in the shop, FOLK will pay for the lumber.

Reports of Board Officers (As Necessary)

- IV. President's Report: We will be closing the Nook because the Florida State Park's new requirements make it not financially feasible for us to keep it open. We will still be able to sell online and at pop-up events. Due to the upheaval of the hurricanes, officers and board members whose terms were to expire, have added one year to their term.

- V. VP of Operations Report: The Gala was cancelled due to the hurricanes creating hardships for people rebuilding and now is not the time to go asking for donations. We will instead, have some sort of a Thank You event for volunteers, members, sponsors, and items leftover from the Nook closing can be given away. Suggested offering the Nook items to be offered for 25% off, for docents, volunteers, staff and members. Deep discounts start Black Friday. Nook will close December 15 2024.
- VI. VP of Donor Development and Chair of the Advisory Committee: In-person advisory meeting was cancelled due to the back-to-back hurricanes, Helene and Milton. Next meeting is in December. Tina gave a presentation to the Ketchum Foundation. We are planning on purchasing a truck and trailer for the park, and hoping to get funds from them to help pay for it. We should get between \$50,000 and \$100,000 from them.
- VII. Secretary Report: None
- VIII. Treasurer's Report: Absent

Other

IX. Strategic Plan Presentation:

- Develop proposed revisions to strategic planning process: Going to take more time than planned.
- Modify Assignments of board member responsibilities: Each board member to choose one task to "own" and see through
- Next steps:
 - Each pick a task in the strategic plan to "own" and email John which one to be assigned to. Also email the entire board which one you have chosen.
 - These are to be tasks in the strategic plan that have a "number 1" next to it as to be completed/established in year one. I have attached the Strategic Plan to this email for you to refer to. It is also in the FOLK Drive.
 - Be prepared by the December 10th board meeting to report on what actions you have taken.
 - Be sure to go into the FOLK Drive and submit your actions in writing on that specific topic (**If you need help with this, reach out to the board for assistance**)
 - With the interruptions of the hurricanes and associated clean up, getting all the 1-year tasks completed is a bit too ambitious. Let's all start with our first one, and when we are more comfortable with the first one, we can expect to move forward.

X. Discussion of Technology needs including virus and software: Allows for an immediate expense without waiting until the board meets to approve. (see document that follows these minutes for Technology report by John)

- Motion to approve not to exceed \$1,000 for technology: Christy
- Seconded: Tim

- Discussion: None
- Motion approved

XI. New Business: Blue floor is coming off the WDC exhibit hall. Katie is contacting the company that did the original work. It will also need to be sealed. Katie is checking with the state once she has a cost estimate, to see if they will cover it as a building maintenance item.

Thank you to Kathy Nash with Ranger Ursula Gibbon's assistance, for raising \$8,980 in the Inaugural Year of the Adopt-a-Nest program. John and Kathy Nash donated the \$862.27 for the nest signs, printing, postage, etc.

XII. Adjournment: 4:00pm

Next Meetings

- Executive Committee
 - December 3, 12:00 – ZOOM
- Board 2024-2025
 - December 10 – 12:00 – WDC – (Board and Officers Elections)
 - January 14 – 12:00 – WDC – (Budget)

Discussion of Technology for FOLK BOD Meeting 11/12/24

1. Purchased and Implemented Sucuri Website Security Service on 7/21/24.
Annual Cost: \$350. (Approximately \$30 per month)
 - a. Over 20 identified Malware items were found imbedded in the FOLK website in July.
 - b. Weekly Website Security reports over the last month has shown no Malware items.

There is nothing unique about the FOLK website. All websites should have security and protection against common threats like Malware and being Hacked. Malware is a term used to describe any type of software designed to cause disruption, leak information, gain unauthorized access, etc. It includes [computer viruses](#), [worms](#), [Trojan horses](#), [ransomware](#), [spyware](#), [rogue software](#), [keyloggers](#) and other threats.

2. Starting on 09-01-24: Revised and renewed FOLK Website Management Services from S2R Studios.
 - a. Cost changed from \$550 per month to \$250 per month.
 - i. Social Media Management was changed from S2R Studios to FOLK
 - ii. Newsletters were changed from S2R Studios to FOLK.

3. Due to Website Security concerns, FOLK Website Hosting Services were changed from Bluehost to InMotion early September. Annual Cost: \$500. Approximately the same cost as Bluehost.
 - a. That change required Software Setup changes in Shopify. Due to disruptions caused by Hurricane Milton, those changes were delayed, which delayed the release of the FOLK newsletter. All good now.
4. Technology Open Budget Fund: Propose \$1,000 Annually.
5. No progress on Starlink Service Agreement.
 - a. Don't know how to address
 - b. Is it necessary?
6. FOLK Strategic Plan Master Folder Training & Training Slides