

FRIENDS OF LOVERS KEY, INC.
Board of Directors Meeting Agenda-Minutes
February 8, 2022 - Board Meeting - 2:00 P.M.
WDC Community Room

Welcome and Administrative Business

i. Call to Order / Roll call

Attendees: Jim Remis – President Chair
Karen Woodson- VP Operations, Chair Nominations Committee
Megan Allers – Vice President Donor Development & Events Committee
Kathryn Klar – Treasurer, Chair Governance Committee
Christy Hennessey-Secretary
Katie Moses – Park Manager and State Relations
Anna Kellner-Park Services Specialist
Mark Generales- Building Committee
Tim Horvatic-Building Committee
Louise Kowitch- Chair Education Committee, Historian
Sandra Foreman-Events Chair
Frank Cassise-Purchasing/Print/Supplies
Tina Tyler-Donor Development Advisor

Absent: Jason Dolle-Chair Development Subcommittee
Izzy Prieto- Assistant Park Manager

ii. Approval of January 11, 2022, Board Minutes

- a. Motion made by: Jim
- b. Motion Seconded by: Megan
- c. Discussion: none
- d. Motion approved

Reports of Board Officers

iii. President's Report including meeting schedule for 2022 and upcoming CSO review February 10th – Jim

Remis: No board meetings upcoming May, June, August, September, a meeting will be held in November if necessary. Those months omitted, the Executive Committee will meet via Zoom. Current By-laws were emailed out prior to this meeting. Minutes will be posted on the website for public access. Recommendation to move documents and records to Google Docs for ease of access. Encouraged all to attend Katie's Board Orientation after the next Board Meeting, March 8. Following the orientation will be a cocktail reception for the "Nook". Here approximately 2:00-6:30.

iv. Vice President's Operations Report including board vacancy – Karen Woodson

Looking for hiring Rosemary Chang and Theresa Wiggins to run the Nook. Board vacancy replacement for Shelley Sue. Been talking with Karen Morreale, who worked with Shelley Sue. All kinds of access to data and analytics. Discussed hiring her to include more duties. Currently paying her \$250 a month and will go to \$500 a month to cover all social media, analytics, Web, Newsletter, etc. We just need to feed her the information. We get more clicks using her. With Karen M. fulfilling these duties, what do we need added for the new seat on the Board. Karen will fill in all the details for the Gala in her marketing blast. Jim stated no rush to find the person for the Board opening. A Board member with IT help is likely what we need the most. To find the right person, no rush.

Motion made to approve expanding the contract of Karen Morreale: Jim

Seconded by: Mark

Discussion: strategically what will she do for bringing in the information? We have the money in the budget.

Motion: Approved

v. Vice President's Donor Development/Events Report including events update– Megan Allers

Vow Renewal: almost booked full. Handful of guests for both. Have most of the supplies. Great deal on Champaign at Total Wine. Worked out some logistics. Signup genius sent out through Salsa this morning for volunteers and already filled. Folks now has a dedicated Sign-up Genius.

Mark Generales: 7th year for the **Lovers Key Boat Show**. Each year learn more and each is different. Friday night was cold and 40-50 mile winds. Mark was called at midnight and worked with other to secure the exhibits until 3:00 am. Saturday with wind and chilly, there were 1,952 guests. Sunday nicer weather 750 attendees. This is a FOLKS and Rotary event. Rotary has been a huge contributor to FOLKS. Recommended getting someone from Bonita for the Board. Last weekend of January every year is the Boat Show. Plan a head to be in town so we have more Board volunteers. We will need to buy another tent or two, as one has been destroyed. Food vendors need to be improved as food was cold. Need 3-5 food trucks. Recommended food truck foods geared to different types, breakfast items with coffee, lunch and dinner. Kat recommended contacting the FMB Chamber about Taste of the Beach to get Best of the Beach winners, and can publicize the food trucks as such.

Jim, **Annual Meeting Debrief:** We need to think about what it should be next year. Good location. Enjoyed the film. Dan Allers will do a diagnostic of the back left speaker about the audible static. Thanks to Megan and Karen, fabulous wine and food was served. Will consider adding Zoom for the meeting next year.

WDC Grand Opening: April sometime.

Turtle Trot in May: Megan would like to meet with Katie, Anna and the organizer.

vi. Treasurer's Report – Kathryn Klar

Everything looks good. \$161,000 in cash and \$47,000 in accounts payable, still owing Split Rock some money. Changed the \$10,000 from Rotary in January to the unrestricted line. Check from the woman's Club for the Putt and Pub. We are the recipient the month of March at Naughty Parrot Drag Queen Bingo fundraiser and need to donate prizes in the amount of about \$20. Hopefully at the March meeting we will have the year-end financial statements for review.

Mark and Kat need to look into how to cash the Finemark. Need to do the paperwork to get a credit card to streamline accounting. Looked into online banking for Karen Morreale because she travels every 6 months.

Chrissy at Trails for Tails has \$4,300 cash for us and will have it documented.

Louise asked how Eventbrite pays. Louise is to look it up on Eventbrite to know how much each of her event individuals get paid. A report is needed for paying each presenter/ artist and will have to be created, which Louise will do.

Report of the Park Manager

vii. Park Managers Report including recognition by Park Service of Louise Kowitch volunteer efforts and status of Samelson Approval - Katie Moses

Used to get a membership report for each Board Meeting and requested to do so again. Louise has logged 2,000 hours and will commend her at the Speaker Series

Samelson update: Katie has not gotten an update for the final signature.

- Internet in WDC is run off the Ranger Station. Trees need to be cut to clear them. Major trimming for \$1,500.
- Copier at the Ranger Station gets purchased by FOLKS and kept up by the park system. Recommended and HP and Konica. Not to exceed \$7,004.00.
 - a. Motion made by Mark: to remove the trees and purchase a new copier of best choice, subject to cash flow, for \$8,500
 - b. Seconded: Kat
 - c. Discussion: Purchasing less expensive than renting because of volume of copies. Kat will look into additional copier brand options. There is already \$10,000 in the budget.

d. Motion Approved

Visitation numbers are up. At a standstill with projects because of numbers of park visitors. Some repairs needed to the pedestrian bridge (not tram bridge) that takes you out to mid-beach, there are some issues with the support pilings. Need to call an engineer.

Ready to apply to the TDC for \$140,000 grant to buy a new Bobcat.

Secondary grant through them for \$130,000 for ADA kayak launch (TDC does kayak launches)

Waiting on TDC Grant from last year for \$62,000 for more park equipment, 2 more golf carts, Blowers, batteries, chainsaw.

Hopefully in the next week Katie will send out a 1-10 year plan for the park.

Mark expressed gratitude towards Izzy for all his work with the Boat Show and said we will need to replace their generator sometime. Kat asked Katie if the shutter doors are still needed and needing to get them scheduled for delivery early before heavy traffic. Mobile home has needed more work with the remodel. As long as the work is under \$32,000 they can get the permit, over that the structure has to be elevated per FEMA and Bonita building code. Two very nice small cottages on Aberdeen are going to be removed for a new home to be built there. Would it be less expensive to move those there and have an elevated structure built?

viii. Review and discussion of status of board members volunteer reporting – Katie Moses

CSO Management review on Thursday morning and need volunteer hours completed by 9:30 am that day. There are 6 Board members who have completed it. Hours are very important for the park to show the volunteer activity. Helps with Grants and so forth.

On-going Activities

ix. Gala Discussion including board members invitation lists – Karen Woodson

Six weeks until the Gala.

Have all auction items and auctioneer Peter Busch has been secured. Have to get VIP cash in. Invitations going out will be for the premier \$350 tickets. Have a donor list in Salsa. We need lots of talking this up. Facebook, Instagram, share it. Also email blasts and forward them. Hit as many people as we can. Seven of Ten VIP tables of 10 have been sold. Need list of Tallahassee people, Bonita Council, sending to FMB Town Council, County Counselor. Discussed inserting a vellum insert about VIP tickets in some invitations.

Tasting for the catering was fabulous. Presentation, quality. Sit down dinner for 240. Starlight tent. Lights chandeliers, No cash transactions. VIP will wear blinking lights, all others purchase sea glass to buy drinks at the bar. We want this to be the big annual fundraiser. Hope to \$40,000 this year and more in the future. Need volunteers and as it gets closer, Karen will put out that sign-up.

x. Other Administrative Areas – None

Reports of Committee Chairs and Area Leaders as needed

xi. Building and Exhibit Update including phase two exhibit installation and manatee sculpture update – Mark Tim Horvatic/Kathryn Klar

- Next phase being installed. Open to public on Saturday. \$79,675.00 is the balance to be paid. Due end of March.
- Split Rock is doing a redo on the donor plaque for approval due this week. First \$50,000 to them soon so they can get the Manatee installed by January 2023.
- Tim, Karen and Katie to meet this week, to determine what the donor plaques will be.
- Plaque for a dog watering station needs to be determined. Passed around two different dog watering station sample images. Needs some plumbing for the watering line. Butterfly Garden sign is an example of who we might use for the donor plaques.

xii. Discussion of plan for purchase and installation of remaining items for WDC including the message board to be located outside the Community Room, water fountain for the trailhead, etc. – Mark Generales/Tim Horvatic

- Tim: Have a donor for outdoor message board just outside the community room, will cost about \$1,500
- Two additional WDC projects are not in the 2022 budget, and we will need to amend the budget to proceed.

xiii. Salsa and E-mail Migration – Jason Dolle (absent)

In the process of cleaning up the email and adding donor entries. Salsa is a good product at a very good price and we need to better utilize what all it can do. The membership reminder piece is now functional and doing well. We need to utilize more automation like this. The annual fee is \$4,500 a year.

xiv. Education Update - Louise Kowitch (*In document form provided before the meeting. Had to leave at 4:00*)

All FOLKS education programs launched in 2021 are running and funded. Collaboration between FOLKS and park staff has been enhanced by Anna, Trish and Katie, Docents and park volunteers. Public interest continues to grow, as attested in Eventbrite ticket sales and inquiries from media/schools, Lee County Environmental Educators, Homeschool Rocks, Fort Myers Beach elementary. Payment process from Eventbrite continues to be problematic. Loss of Communication/Media Director Shelley Sue is concerning.

1. Grants and Fundraising: Submitted application for CITGO Gulf Region Grants Program for \$3,000; Announcement to be made in early March. Applying for Florida State Parks Foundation grant for \$5,000. March 14 deadline. Awaiting Katie to sign off. Won \$3,000 Conservation Grant with Charlotte Harbor National Estuary Program in January.
2. Summer Eco-Arts Camp 2022: Feb. 2 Zoom meeting of instructors; curriculum and budget discussed; next meeting will be April 19 via Zoom. Registration and financial aid forms created, Eventbrite announcement pages created but not published with process and dates, press release created but embargoed pending final approval from FPS. Contacts made with Fort Myers Beach Elementary, Bonita Springs Rotary and Lee County Boys and Girls Clubs to identify potential campers in need of financial aid. Next steps are registration, financial aid decisions, fingerprinting, background checks, grant writing, fundraising.
3. Art-in-the-Park/Artist in Residence/Photography: Logistics regarding Eventbrite ticket sales continue to be problematic with the accountant. Photographers have added classes for the spring. Inna Malostovker held her class, “First Fives of Photographer”, Feb. 2. Kat and Louise created a form for the accountant, document class attendance and payments. Jenny continues the mural painting for the walls of the WDC. She has expressed interest in continuing as 2022-2023 Artist-in-Residence. The process for merchandise sales at the Nature Nook still needs improvement.
4. Speaker Series: “What You See on the Land, Lands in the Sea” on the connections between land use and the health of our waterways. **February 10, 2022** “*The State of Estero Bay – Challenges and Solutions*” A Panel Discussion. **March 10, 2022** “Environmental Journalism in Southwest Florida”: A Panel Discussion. **April 22, 2022 (Earth Day)** “*The Bald Eagle and the Gulf of Mexico: A Cultural and Natural history*” featuring Jack E. Davis. “**Nature at Noon**” By **Tony Mauriello continues his 2-3x monthly interpretive series in the outdoor classroom at the WDC**: 25-30 attendees per session. Free of charge with park admission and is ongoing.
5. Trails for Tails Spring 2022: Katie, Anna and Louise met with Jessica Rhea’s Service Learning class on campus at FGCU on January 19 to introduce the program. Five first semester students from Trails for Tails are returning spring semester with their expertise for new students to build from. They also met with each of the five sub-committees (Direct Service, Fundraising, Media and Communications, Signage and Education) via Zoom to coordinate strategies.

Phase III of the Demonstration Native Plant and Butterfly Garden will be completed on or around Earth Day (April 22). Signage for the garden is near completion; and additional 4318 was requested by the sign maker, Jeff Ballard, for paint and protective surfacing; Louise paid by check.

xv. Media and Marketing Update including approval of revised contract – Karen Woodson

xvi. Other Areas for discussion

Summary: What we have agreed today is Jim and Tim are going to work on the TDC Grant, Katie Karen and Tim are going to have a plaque discussion, Tim is going to come up with a proposed actual cost of the next two things we need to do for our donors. Share a Google Drive for all of our important documents. Christy and Jim to oversee condensed minutes for Karen Morreale to put on the website, Karen Woodson to make sure Colleen is producing membership report. Kat is meeting with Rosemary Chang and Theresa Wiggins in regards to managing the Nature Center Nook.

Other

xvii. New Business

None

xviii. Adjournment

Motion to adjourn by: Tim

Seconded by: Mark

Meeting ended at: 4:11pm

Next Board Meeting - WDC Community Room 2:00 pm March 8, 2022, followed by Board Orientation and a cocktail reception for the completion of the Nature Center.

