

FRIENDS OF LOVERS KEY, INC.
Board of Directors Meeting
Agenda-Minutes March 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 February 8, 2022, Board Minutes

Motion to approve the minutes: Jim
Motion seconded: Louise
Discussion: none
Motion approved.

Reports of Board Officers

iii. President's Report – Jim Remis

Had one very nice awards ceremony since we were last here, from the Fort Myers Beach Chamber of Commerce. Both Folks and the park service received awards. Katie has some pictures of the event in her email and will get them sent to Tallahassee. We also have an awards ceremony coming up April 5, 2022. FMB Community Foundation nominated Megan and team for Beach and Brews. They are finalists for an award for “Best Creative Charity Event”. A lot of it went into Tina’s write up. Louise did a blurb for Tina on the benefits of Beach & Brews such as camps for kids. Also included was the event that day being a moving target with the weather, bugs, heat. Tina included photos of the event. Fifty nominees with three or four finalists.

Filed annual report with the state yesterday. Filed the 990. Documentation on the next phase of TDC shows \$48,000 leftover to spend and with the Grant filed, which included items we are asking for, we don’t have \$48,000 in items on which to spend until we hear back. Tim and Jim are going to get together and work on this.

Financial statements look like we have a lot of cash but actually have a lot of bills coming up. Moving Eventbrite and square over from BB&T plus additional checks to be deposited.

iv. Vice President's Operations Report – Karen Woodson

Totally Gala focused right now. The State is possibly coming May 10-12 which could potentially be the time frame for the Grand Opening Celebration.

v. Vice President's Donor Development/Events Report including education programs update– Megan Allers and Louise Kowitch

Megan: There isn't a formatted report yet from Colleen but Megan went in and pulled a few things. So far this year we have 43 memberships purchased/renewed. Part of the challenge is Megan needs to be made an admin on Salsa. When Colleen enters it all comes in as a donor, whether it is a membership or a donor. Megan wants a membership option set up. Moving forward it will make it easier to get the detailed reports. Megan has another donor list to enter but doesn't want to do it until after talking with Salsa and getting the right verbiage we need. Jim said for January and February, we have \$9,000 in membership dues. Next year we will have this list all prepared for the Gala invitations.

Megan: The Vow Renewal was limited to fifty couples. \$5,338 budgeted but came in at a cost of \$2,300. We went on the slim this year, thought about getting FGCU students out here for music but that required a fee. It was so windy that day we couldn't put out the tables, tablecloths and decorations out on the sand until the afternoon. Twenty-one couples at the 11:00 am and twenty-four at the 2:00 pm session. The dollar amount after expenses was a profit of \$5,336. We would like to beef it up next year. Everyone but one couple really enjoyed it, and they just complained (repeatedly) there needed to be more tables and chairs. Need to narrow in on getting a sponsorship for next year. A jewelry store would be a great sponsor. The volunteers were amazing!!! People loved having the dropbox to download their pictures.

Sandy: "Turtle Trot" May 14, 2022. We have a contract with the race organization. We are two months out and need to check to make sure we get the t-shirts and plaques in on time. Shirts have to be ordered a month a head of time.

Mark: No final numbers yet for Boat Show.

Louise: Gave Kathryn a \$500 check from when she was the speaker at Kiwanis. Lovers Key Eco Arts received approval by FPS District Director and is now accepting registration through Eventbrite. Ranger Anna Kellner and Trish Schrank have created a single flyer for educational programs, including events from both FOLKS and Park. Anna, Trish and Louise are collaborating with Karen Morreale to update and edit content on the FOLKS website and Eventbrite. School newsletter submissions have to be renewed each month and it is the best way to reach the children. The school system then sends them out to 70 schools. Speaker profit is \$500-\$1,000 each speaker event. The message going out at each event is very important, just as important as the money raised. "We need to be good stewards". Jessica Hernstadt with the Beach Foundation #WeAreFMB, said she thinks FOLKS has a good shot at being a recipient of a donation because of our involvement with children's scholarships. They are open to hearing about FOLKS and our needs.

The final speaker for this season is environmentalist and patriot, Jack Davis. He is rolling out his latest book here at the WDC, "The Bald Eagle." The date is Friday, April 22, 2022. From 6:00-8:00. Doors open at 5:30 and the presentation will start at 6:30. Wine is served!

1. Grants and fundraising:

- Application for CITGO Gulf Region Grants Program for \$3,000 was rejected.
- Application for Florida State Parks Foundation grant for \$5,000 was submitted. Awards will be announced in April.
- Kat accepted and deposited a check \$4,123 check from Trails for Tails Charity Golf Fundraiser
- Louise accepted a check for \$500 from Fort Myers Beach Kiwanis Club for Eco-Arts Camp
- Applying for FMB Community Foundation Scholarship money for campers

2. Summer Eco-Arts Camp 2022

- Promotion on social, electronic and print media launched (three months earlier than 2021)
- Campers enrolled as of March 8: 38 of 70
- Registration and financial forms created through Google and launched on Eventbrite

- Promoted camp at FMB Library (3.1.22), FMB Kiwanis Club (3.4.22);
upcoming: Hertz Arena – Summer Camp Fair (3.9.22)
- Instructors are in the process of submitting background checks to DEP via Katie;
- \$900 paid to Peachjar to advertise for Lee County Schools (required)
- \$125 paid to Neapolitan for inclusion in Collier County summer camp edition (required)

vi. Treasurer's Report – Kathryn Klar

Once checks are written we are going to be minus \$7,000 in our account. Have not yet deposited about \$35-\$40,000 which does not include the CD.

Report of the Park Manager

vii. Park Managers Report - Katie Moses

A bit short staffed currently. One employee has been out on leave without pay since January 1st, because of dealing with parents going into a nursing home. Moved a part-time Ranger into a full-time position, so that one is vacant. One is moving with her husband's job to Tennessee. On top of that, the mid-beach pedestrian bridge safety inspection deems it needs to be replaced so staff has been running trams all day. Engineers will be working on next steps as to whether repairing or replacing.

Still no administrative assistant, the pay is too low. Pays \$27,000 a year. We opened that position three different times, interviewed three different times, offered the job to six different people and they all said, "No." Got it bumped up to \$30,000 by the state and got twice as many applications. Interviewing next Wednesday so it will be at least a month before hiring. Two part time ranger positions open. Hopefully interview next week.

A good year for revenue is about 1million. The park's budget is \$175,000 and one of few parks that operate in the black. There are 176 parks and the revenue we take in, pays for those other parks. To off-set the pedestrian bridge being closed, we have had to run two trams from 8:00 am to sunset. Trying to get another Tram Trailer so we have four, for now we only have three. South Beach restroom built in the late 1990s when we had about ¼ the visitation we do now, is going through the permitting process to almost double it. Part of the project is to connect it to sewer. Just got the funding for a \$62,000 TDC grant to purchase two or three new golf carts, chain saw, weed eaters, blowers, basically replacing all our small equipment. Just set in 2 more grants for the upcoming TDC grant cycle, for an ADA Kayak Launch, which is the easy dock floating system. Already been through design and permitting for that and \$130,000 just to install it. This will be a big benefit for our population here. Another TDC grant request is for \$192,000 for new Bobcat with all the implements, post hole digger, root puller, barrel to help smooth out the tram stops. We send all this money to Tallahassee and then ask the county to help fund these items. The Autism sensory trail has funding and working with Tallahassee moving forward. Katie reported they have had training for it and will be on the first mile of the Black Island Trail. Sensory stations, scavenger hunts. No timeline has been set.

Mark: The argument made when this building was built, most parks are north.

Copier: The basic difference between the HP and the Konica, Konica is meant for heavy duty printing. Not a home office copier but rather a workhorse. Why is the Konica so expensive? We added an extra drawer, the document feeder, the big ticket item was the sorter and book stitch. The biggest thing they need is the folder. The service contract is separate and lowered the monthly fee. Included in the \$7,000 is the delivery, installation, set up, training. The way the park uses a printer, they need all the bells and whistles. Katie is to be getting the best copier she needs.

Internet: Speed is 80 up and 80 down. Linga people say it is the Internet and the Internet people say it is the Linga. Anna has not been having trouble with the Internet connection.

On-going Activities

viii. Gala Update – Karen Woodson

We are getting push back on the \$350 tickets. Almost sold out of the VIP at \$500 and the \$350s we are at about seventeen sold. We are working on corporate sponsorships for tables. Tina: We need to promote the reason we are doing it is to fund at-risk kids, finish mass environmental education. Black Salt Catering. Suggestion of sell ten tickets and you get two for free. Think outside the box. Focus on: *The Friends of Lovers Key Mission Statement is to protect, support and preserve Lovers Key State Park*. Christy will type up the promotional brainstorming in this meeting to email out to everyone.

(Separate document: **“What is Our Elevator Speech?”** focus for ticket and sponsor sales pitch)

Frank suggested a “Paddle Program” at the end of the evening calling out dollar amounts to donate. Start with \$500, who can give \$250, \$100? They raise their paddles and their paddle number is recorded. Perhaps go in \$50 increments. People who aren’t going to donate the bigger ticket items may donate these amounts.

Trying to get through to Kelly Brothers, Honc Marine, Stokes Marine, Waste Management, FGCU. Different family members own different parts of the Honc business. Mark is giving Kat the Honc contact of his neighbor who lives down his street. The rest of the tickets are going to come through direct contact. In the follow-up meeting, we are going to discuss changing the date. A lot of events are going on in addition to spring break this late in March. Possibly change the date to the end of February.

Some of the Auction items are: Home Gallery donations of pots from beach pottery, 24x36 picture by Dennis Goodman, Jenny Licht donating a couple pieces, pottery bowl weekend two nights at Atlantis in the Bahamas and \$500 from The Islander. Dinner for eight with Black Salt Catering in someone’s home with wine service. Nashville trip when it is all lit up with lights for Christmas and a beautiful Airbnb. Tickets to the Ryman Theater, Hall of Fame Museum. Wine tasting weekend in Sonoma for four with lodging, and transportation. (Airfare not included for any)

Local people who are donating items, will be recognized at the event. We are budgeted for \$125,000 and currently under \$100,000, and possibly coming in at about \$92,000 that we have actually spent. We are about \$30,000 short for covering the actual event. Need to sell those \$30,000 in tickets. The hope was for our tickets to cover the budget and the auction items, the fundraiser part. Last week we gave the flyers to the ranger station to pass out to people entering the park. We still have to pay for the grouper part of the dinner because Black Salt had to order that and don’t even have it on their menu. Maybe we can use it for another event. Maybe a dinner in the gazebo.

Clothing is fun and beachy. Long pants on guys and fun shirts. Thermacell for outdoor bug repellants. Volunteers are needed but sponsorships and ticket sales are imperative. Anna has sent out an email asking for volunteers. Get the tickets sold and you don’t have to follow the guidelines, but rather think outside the box. Gala Committee meets this Thursday and the following week, and then a walk-through meeting with the committee on the 21st. We need to get the buzz out and not so much that we need to make a lot of money, but rather set us up for future Galas, getting the word out.

Louise noted that the description of the event on Eventbrite is more about the food than what our message is and needs to be reversed. Megan is going into Eventbrite and making that edit. Louise is also trying to get someone from the news here to cover programs and events and not getting anywhere. Kathryn is going to get the contact from Jacki Liszak so Louise can make that connection. Peter Busche of NBC2 is our MC for the Gala and need to get the news crew out here. Karen is making a list of what to coordinate with Jeannie, and contacting the press is key. Mark said NBC2 did a wonderful job getting the word out about the LKSP Boat show and come every year.

The Gala committee is meeting week before set up and day of.

Megan: Heard back from Nancy Bouchard with the Community Foundation #WeAreFMB. She said they are very aware of FOLKS and there really isn't any criteria, other than "what are you requesting and why". Megan asked Louise to put together her educational spiel and Megan will work with Nancy Bouchard to talk about the programs.

ix. Other Administrative Areas – All

Reports of Committee Chairs and Area Leaders as needed

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

Two special effects light fixtures that still need to be installed. Vendor from Split Rock will be out Monday, March 14, 2022 to get that done.

Mangrove roots have some sharp edges Katie is concerned about, so Split Rock is making some stickers/decals to place on the floor to caution.

Talking with Split Rock about a way to appear to bring the kayak down lower. Height is a "safety" requirement, so needs to be up high. Reposition the mural (not possible).

1. Lay the kayaker back into a more reclined position.
2. Remove the kayaker from the kayak reimburse us \$5,200.

It was decided to place the kayaker lower in the kayak and change its clothes, to appear lower.

Bodenhafer sign: It was discussed in the Executive Committee for Kat and someone else to go get a 12x24" bronze plaque made. Have a mock up made and show it to the state.

Samelson getting impatient and it is getting very uncomfortable. As discussed at the EC meeting, Tina was asked to talk with the State to get their sign approved. In Florida for donations, we can be 100% liable for not taking care of our part. Stuck in the DEP office.

xi. 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 Dog Watering Station: \$15,000+ with the plumbing from OAK and that doesn't include the concrete pad. They said they have to run one-hundred and sixty feet of trenched waterline to get to it. Tim measured one-hundred feet. Looking at a couple other vendors. About \$5,000 for the station, then Katie suggested moving the location closer to the water source from the Trail Head to the Butterfly garden which is closer.

Message Board:

- a. Tim made a motion to purchase a BP extra-large ball joint message center for \$1,500 with shipping and tax.
- b. Motion seconded by Kat.
- c. No discussion.
- d. Motion approved.

xii. Salsa and E-mail Migration – Jason Dolle

To set up Google with not-for-profit, it has to go through certain channels and will take two days to two weeks.

Existing emails will be moved over to still have the admin email, events email, president's email and treasurers email. Those will be forwarded to the individual's email, to only have to check one email. We will each get new emails and the business cards will be ordered by Frank. Jason is traveling right now, but will have Megan made an admin for Salsa. Louise should be getting admin emails that she is not receiving and currently needs to have others forward them to her.

Kathryn asked if anyone knows who set up the Square. It is going to a phone number that was traced to the barn and that phone has been disconnected so we can't unhook the Square. Possibly set up by Todd Richards.

xiii. Media and Marketing Update – Karen Woodson

Karen Morreale is doing a great job and designed a new 8'x4' Banner at no charge.

xiv. Other Areas for discussion

The April meeting will be very information filled with the Gala feedback and other things. It will also be the last meeting until July. The water station needs to be figured out.

Other

xv. New Business

None

xvi. Adjournment.

Motion to adjourn by Mark

Seconded by Karen

Meeting ended at 4:00

Board member training lead by Katie, after the meeting was adjourned

Next Board Meeting - WDC Community Room 2:00 pm April 12, 2022

