

FRIENDS OF LOVERS KEY, INC.
Board of Directors Meeting Agenda-Minutes
April 12, 2022 - Board Meeting - 2:00 P.M.
WDC Community Room

Welcome and Administrative Business

i. Call to Order / Roll call

Attendance: 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
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
Jason Dolle-Chair Development Subcommittee

Absent: Izzy Prieto- Assistant Park Manager
Anna Kellner-Park Services Specialist

ii. Approval of March 8, 2022, Board Minutes

Motion to approve: Karen Woodson
Motion seconded: Mark Generales
Discussion: None
Motion approved

We post of the minutes of the meetings on the FOLKS website and these minutes of today's meeting, would not be approved until the July meeting. As such, today's minute once shared with the Board via email, will be voted upon for approval and posting.

Reports of Board Officers

iii. President's Report – Jim Remis

Jim praised the Gala committee for a huge success. Submitting a request for \$46,900 for the TDC grant. Tim and Jim have the items for the grant, noted. Tax return due May 15 for FOLKS is in process and it is required to have the Board 'review' before submitting. Board meeting schedule is at the bottom of today's agenda. July 12th meeting will be relocated due to the campers. Katie suggested meeting that day in the WDC Exhibit Hall. December meeting is where we introduce new board members and elect officers. January meeting is the new budget. And January 25th appears to be the date of the Annual Meeting. Louise will be in Indonesia but sending in her report beforehand. The meeting will also be on Zoom. Annual meeting theme should be what we have going forward as far as education, events and so forth. Tina has had much better luck communicating with Chuck Hatcher.

Lee County asked how they are being recognized for their \$90,000 grant. Signage needs to under a separate heading because it is a grant. Should we also have signage for educational grants?

Volunteer hours are not “in kind”, but rather has to be something concrete to stay on site. Painting for example is not considered “in Kind”, unless they paid for the supplies which would qualify.

iv. Vice President’s Operations Report – Karen Woodson

Tina and Karen met with the operations manager at Lovers Key Resort and discussed sponsorship of Beach and Brews and the Gala. She was very interested. Their annual operations meeting is next week and this was perfect timing to meet with her. Suggested selling renewable memberships to their guests, going to other property managers as well, like Sea Gypsy. Also discussed with her, creating packages for Beach and Brew and the Gala. Discussed naming rights for the Park exhibits. Because of what came out of the Gala, more people are coming to Tina, Kat and Karen, wanting to be sponsors for Beach and Brews and Gala.

Gala tickets that were comped for people we thought might want to contribute in the future, ended up being very successful. They also donated at the Gala. We have a new Donor form for people to fill out with their contact information and as to what they are interested in contributing.

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

Megan: Sending out thank you letters for the Gala. Megan told Jason she needs admin access to Salsa to further track donors. Looking forward to having organizations host events here to get more donations, also brings awareness to the Park. Getting groups to tour the park, brings in donations.

Louise: **Synopsis:**

Lovers Key Eco-Arts Summer Camp is 75% enrolled and scholarships have been offered to 11 families (18 campers). Educational tours, speaking engagements and docent duties raised the profile of the park, the WDC and educational programs. Outreach has been greatly enhanced by Rangers Anna Kellner and Trish Shrank.

Louise suggested the park have their own beer with biodegradable six-pack holder. Katie said Lovers Key Resort used to have a Lovers Key drink special with a portion going to the park. Leftover four cases of wine are being stored at Christy’s house. There is still wine leftover from Shelley Sue in the WDC kitchen.

Louise: REPORT OF ACTIVITIES:

1.Grants and Fundraising

- Kiwanis Club of FMB awarded \$5000 to FOLKs for camp scholarships, to be accepted at April 22 meeting.

- Application for Florida State Parks Foundation grant for \$5000 will be announced in late April/early May;
- Application for FMB Community Foundation Scholarship will to be announced in April.
- Application for JS Butler Science grant for supplies for camp submitted (Snorkel masks, Secchi Disks) will be announced in summer.

2. Summer Eco-Arts Camp 2022

- Current enrollment: sixty-nine campers
- Promotion continues on electronic and print media
- Live promotion at Hertz Arena – Summer Camp Fair (3.9.22), Speaker Series Lecture (3.10.22) and Bonita Rotary meeting (3.23.22)
- Instructors meeting via Zoom 4.19.22 curriculum and activities planning
- Need lifeguards, discounts on kayak rentals and charter boat
- Will place order for rash guard with FOLKS logo (with Kat)

3. Art- in-the Park /Artist in Residence/Photography

- Enrollment for Carol Mattai’s “How Did You Get THAT Shot” and Jenny Licht’s art classes rose
- No enrollment for Inna Matsokover’s “First Fives of Photography”
- Art/Photo competition and festival planned for 2023

4. Speakers Series

- March 10 “Environmental Journalism” lecture: 55 in attendance
- April 22 (Earth Day) lecture with Jack E. Davis on sale
- Next year’s speakers scheduled: “State of the Bay” and “Environmental Journalism”

UPCOMING: The Bald Eagle and the Gulf of Mexico – A Cultural and Natural History” featuring Jack E. Davis. Dr. Davis is Professor of History and Rothman Family Chair of the Humanities at the University of Florida-Gainesville. His area of expertise is environmental history and sustainability studies. In 2016, he won the Pulitzer Prize for *The Gulf: The Making of an American Sea*. **April 22, 5:30 for wine.**

5. Trails for Tails. Spring 2022

- Water system for Butterfly Garden installed by park staff and Tony Mauriello
- Signage for Butterfly Garden by Jeff Ballard received April 10; paid for by T4T fundraising
- Final phase of gardens to be completed by T4T, Tony Mauriello, FOLKS and park staff April 10-13

vi. Treasurer’s Report – Kathryn Klar

Gala generated \$144,638 but it cost us \$103,890 to put on the event. Our net was \$40,748, but yesterday, Kathryn picked up \$5,000 worth of checks. Christy’s friend’s check for \$1,000 just came in and we still have auction items that have not been paid for yet. Probably end up around

\$48,000 profit. We only had a net profit of \$2,000 in the budget.

Cost of Linga, we pay \$599.88 per year. Additionally, our credit card numbers from using Square is an additional 3.5-4%, costing us around \$2,200..... Eventbrite is 7-8-9% credit card fees. Kathryn asked if we should amend the budget because we allotted ourselves \$2,000 for credit card fees. Jim recommended we amend the budget once the dog watering station and other expenses are in. Amend the budget in the July meeting.

Video Stream is not in the budget, but is an annual fee. Purchased the copier for Katie. We have \$165,000-\$170,000 approximately in the budget, from nothing. In next year's tax return we are going to have to show how much it cost to raised the funds.

Report of the Park Manager

vii. Park Managers Report - Katie Moses

Exhibit for the month of April is "Keep Lee County Beautiful" art contest. Four first place age group winners will have their art on re-useable tote bags to be sold in the Nook. They will also be on Waste Management trash trucks driving around town. They get a \$200 scholarship as well. Had a nice reception and also sold \$500 in the Nook. Global Youth Services, in keeping with Earth Day, have one-hundred youth coming out to work in the landscaping and lunch afterwards. They have done this for six years. Izzy is in training in Orlando this week. Attendance is normalizing now for the time of year. Peggy who works at the ranger station, is now going to be Katie's administrative assistant beginning April 18th. Looking for someone to replace her position. Working towards being fully staffed. Trish and Anna are putting together a Earth Day celebration with activities all day. April 30th Bonita Springs High School Track Team is putting on a 5K here. They pay admission fees and provide insurance. Signature FOLKS 5K race is down the beach and they may not use that one. Katie will be out of town the first and possibly second week of May. First week is training in Tallahassee. Anna is going to be leaving us. Her last day is April 30th and moving up to the Panhandle to a new park. Full time Rangers make \$27,000 a year with great insurance and housing. Anna makes \$29K but everyone is getting a pay bump in that pay range because of minimum wage going up.

The Board directed Katie to see what donors may be permitted to do, to help off-set expenses for the Park Staff due to low salaries. FOLKS may not utilize funds in that capacity.

On-going Activities

viii. Gala Debrief and Feedback – Karen Woodson and all Board Members

Next year everything needs to be through Eventbrite or other. It was an accounting nightmare. Jeannie Cummings will be hired again as the event planner. Laura Emmerich will be hired again to do the spreadsheets, auction items, Eventbrite, everything, from day one. Include her in meetings. She was fantastic. Karen wants everyone on the committee to be on the Gala committee and opened it up to anyone on the Board who would like to join.

Comments about the Gala:

- "Elevated the Beach to a much higher level"
- "Now I see why the ticket prices were so high"

- “Don’t change the ticket prices!”
- Alex King told Kat, “We are in the luxury market now, elevated the island to a whole new level. Everyone is talking about it as the event to not miss.”
- “Food and auctioneer were amazing.”
- Missed opportunities to sell memberships at check-in
- Put effort into the thank you letters, to suggest if you are not a member, to suggest being one.
- February 25, 2023 is the planned date for the Gala. Many donors could not attend because of other conflicts and spring break.
- Presale tickets \$250, \$350 later, \$500 for VIP. Begin ticket sales much earlier.
- Eventbrite set up before thank you letters go out and also include a separate card about next year.
- We need help from a lot of volunteers the week and days before to help out. Help with heavy lifting and transport of item.
- Former FMB Mayor Anita Cereceda heard wonderful things and she is excited to come next year.
- This year we had two-hundred attendees because of ticket sales but next year we will have the tent capacity of two-hundred and forty.
- Drop down sides on the tent in the event of in-climate weather. Being February weather, possibly have heaters.
- Tina consistently heard food was amazing, auctioneer and auction items amazing, but the miss was the opportunity to purchase memberships. People at the entry tables could have sold memberships during the evening.
- Better direction at the entrance to the Gala as to where to go. Jeannie said next year there will be a velvet rope to keep people out of VIP who did not pay entry. Platinum attendees were participating in VIP.
- Hopefully setting up a meeting for the Gala next week.
- Have Eventbrite set up before the thank you letters go out.
- Beach Talk Radio to do the Red Carpet interviews. Ask Peter Busche to Emcee because of the broader recognition. Same auctioneer.

Tracking for next year’s invitation list will be from a compilation of “who gave what” this year, to focus on for next year. Lists need to be combined to have the lists of who gave what with names and addresses for the Thank You Letters. The thank you letters should be multi-purpose such as donor opportunities, memberships, etc.

Motion to authorize the hiring of Jeannie Cummings and Laura Emmerich subject to Kathryn and Jim overlooking the finances for the Gala next year: Christy Hennessey

Motion seconded: Mark Generales

Discussion: None

Motion approved

Samuelson sign on the building has been approved by the State. Biggest change now is we must reach an agreement of understanding with the park and the donor, what the plaque looks like and where it is going to be located. "Friends of Lovers Key wishes to thank Heather and Brian Samuelson" sign on the building. Tina informed us of her previous conversation with Chuck Hatcher regarding the signage, then called him during the meeting. Chuck had just gotten out of a meeting and we had our approval! Tim will work on getting that sign up.

Jim: We now have to enter into a memorandum of understanding with each donor, that they have to sign in triplicate, which is an agreement with the Park, FOLKS and the donor. That agreement includes not just what they gave, how much they gave, what they gave it for, what the plaque says, what it looks like and where it is located. We still need to resolve some language issues, the state will approve.

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:

Phase 2 exhibit

- Installation and follow-up items completed except for Coastal Strand flip doors
- Text on back of flip door cannot easily be read. Flips doors being returned to SRS for modification. No cost to FOLKS
- Visitors have broken off the Wilsons Plover replicate on the Waters Edge exhibit. Working with SRS to determine how best to repair

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

Donor plaques

- Tim has a meeting scheduled with Signarama, Fort Myers for this week to evaluate project, provide details on their capabilities, and ultimately provide us with a quote. Kat will be working with Tim on getting these signs made.
- Tina, Jim and Katie are going to redraft the letter. After verbiage is agreed to, Jim will send all to the state to be approved.
- Kathryn, Tim, Megan and Katie will be key in getting the donor list completed. Copy Jim in email communications.

Dog watering station project

- Received bid from OAK. \$16,500 including concrete pad installation
- Requested alternate bid from OAK with watering station relocated to butterfly garden. This reduces water line run and should dramatically reduce installation costs.

Outdoor message board

- BP X-large wall mounted message center has been ordered. Total cost - \$1,836
Vendor is currently quoting a ten-week deliver time (mid-late June).

Manatee exhibit

- Looking for alternate plaque/design. Kathryn and Tim will visit local bronze plaque designer in next week or so.

xii. E-mail Migration – Jason Dolle

Be sure to sign in to your Folks email created by Jason. If you have difficulty, let Jason know. Jason explained the utilization of Google Suite. Some older emails need to be removed.

xiii. POS Migration – Karen Woodson

Looking at other systems rather than Linga. Met with salesperson from Spot On last week and meeting with their technology person this week to walk through the program. They offer retail with barcodes. Is there a way to capture all the information and get rid of Salsa? Stumbling through two programs currently.

xiv. Other Areas for discussion

Sandy said ‘Turtle Trot’ is being postponed do to not enough runners signing up. Will be moved to a later date.

Other

xv. New Business

None

xvi. Adjournment

Motion to adjourn: Christy Hennessey

Seconded: Louise Kovitch

Meeting adjourned at: 4:21

Next Board Meetings

July 12, 2022 – 2:00 - WDC Community Room and VIA Zoom

October 11, 2022 – 2:00 - WDC Community Room and VIA Zoom

December 13, 2022 – 2:00 - WDC Community Room – Officers and Board Member elections

January 10, 2023 – 2:00 - WDC Community Room – Budget

January 25, 2023 – Annual meeting (Date Tentative) – 4:00 - WDC Community Room and VIA Zoom (Tentative)