

FRIENDS OF LOVERS KEY, INC.
Board of Directors Meeting Agenda-Minutes
July 12, 2022 - Board Meeting - 2:00 P.M.
VIA ZOOM

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
Jason Dolle-Chair Development Subcommittee
Tina Tyler-Donor Development Advisor
Absent: Izzy Prieto- Assistant Park Manager

ii. Approval of April 12, 2022, Board Minutes

Motion to approve the minutes: Kathryn
Motion seconded: Megan
Discussion: none
Motion approved

Reports of Board Officers

iii. President's Report – Jim Remis

- Camps are going great, thank you Louise!
- Chuck Hatcher has been appointed head of park services
- Everyone on the TDC who worked on the previous grant, don't understand how we got from A to Z
- DEP Inspector General Audit of FOLKs was somewhat expected. The reality is, it is going to force us to make sure all of our documentation is in place. Especially in relation to education and the Nook. While the building is important, the operations are going to be looked at closely.
- A real short-term problem - Florida State Park Foundation Stops Providing Insurance to Folks as of July 31st. We need to find an agent and get the coverage we need. There are not many agents and those who do, are too busy. The state will cover certain aspects of volunteers. IMPORTANT! Must complete education online and also enter your hours.

- Temporarily Closing of the Nook until a manager is hired. We have grown to the point where the volunteer model is not working.
- Physical look of the WDC does not look good right now, weeds and such. Katie said the exterior is the responsibility of the park employees but LKSP has been very short staffed. Possibly look for a big work day with volunteers. Other solutions have been discussed such as removing the stones and putting in native plants or grass which takes very little time to mow.
- Boat Ramp requires major non funded replacement of a million dollars and the State is not interested in paying for it. Katie has come up with the funds to pay for most of the construction work, but there is no one to pay for design and permitting which is a couple hundred thousand dollar
- Cleaning of the WDC has not been in the budget from the state, so we need to fund that.
- Time to engage CPA Firm for FOLKs
- Major Donor Recognition event October 7, 2022
- WDC Grand Opening October 11, 2022
- Leadership challenges for 2023 and beyond. Tina will be leaving the Board Dec. 31st. We need to understand that Megan and Kathryn have full time jobs. We will need to hire someone to take care of the day in and day out operation.

iv. Vice President's Operations Report – Karen Woodson

- We are looking at a new POS system and want to involve a Nook Manager with that. We have a job description and a possible candidate. Part-time 30-32 hours a week position and off-season probably 12-15 hours a week, no benefits, not an employee but a contract employee. Pay of \$15-\$20 an hour.
- If we do not hire a manager and the WDC becomes just a display, we would have to give the money back to donors who paid for the Nook.
- During season, we make \$4,000-\$5,000 per month in the Nook
- As of August 1st, Colleen's tasks she has been paid for have been completed. That is \$400-\$500 a month we will no longer be spending.
- Motion to authorize \$12,000 to pay a Nook manager through the end of the year:
Mark
Seconded: Kathryn
Discussion: None
Motion approved
- Many requests to donate stock. Stock is a higher value than cash. Open this account with a tax ID number. One person responsible for the transaction and must use their social security number but it is not reported to the IRS, but rather stays with LKSP, so the social security number is not compromised and does not stay with the account. It is most beneficial to cash it immediately.
- Motion to create a resolution authorizing the creation of an account to accept stock: Kathryn
Motion Seconded: Tim
Discussion: Mark asked why we never went to Schwab. No reason to pay a fee. Karen said if there is a fee, it is nominal. Tim asked if we have full access to all account reports. Louise asked if this is taxed and it is not.

Motion Approved

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

- Megan reported on “Beach and Brews,” the date shifted by one day. It is now November 17th. Have \$1,300 of sponsorships committed. Sun Coast is very willing to make this a very successful event. People liked the music we had last year and will be approached to do it again. They were only \$700.00. The weather was difficult and we will have a better rain plan. More breweries. There was an issue with the Trams. Frank did a great job organizing the Trams. Have ideas for VIP giveaways. Suncoast all-in, has taken about 50% off of Megan’s committee’s plate.
- Sandy reported she is working on the October 7, 2022 – 5:00 - WDC Major Donor Event - and October 11, 2022 – 10:00 – WDC Grand Opening. And the 5K has been moved to May because of no available fall dates.

Karen: The October 7 event is a Donor Thank You and being on a Friday evening, more of a happy hour type thing. For the October 11th, being the Open House Grand Opening, it will be more formal. Because it is happening withing five days, perhaps there is a way we can consolidate things. Whether it is decorations or food or whatever.

- Mark reported on the Boat Show. There will be some changes this year. Getting with Izzy to have the field prepared earlier this year; some drainage problems. When the Big San Carlos Bridge is built, we will lose some of this Lee County ground for construction staging, but the timeline may be getting pushed out due to cost. Jim stressed that we all need to help more with the Event and help to make it more organized. There will be a sign-up genius again this year. Louise brought up connecting this event with the need to raise funds for the “Boat Ramp.” Katie said we may not bring up raising funds because policy is currently under review in Tallahassee. The only free boat ramp in the county. When the state took over that boat ramp which was built by Lee Co. it was stipulated the use of the ramp must be free. However, no one can find that documentation, so Tallahassee is looking into that issue.
- Louise’s had a screen share education report with photos and her dialogue on the summer camps. Praise from the Board for all Louise has done with camps and education. There were even impoverished campers from Orlando. The photos were also shared on Facebook. (See the end of the Minutes for Louise’s Education Committee Report)

vi. Treasurer’s Report – Kathryn Klar

The \$100,000 of \$170,000 net income is going to be used for the Chuck exhibit. WE have paid one-third of phase three. Keep cash flow in mind as many bills will come in later this year.

Report of the Park Manager

vii. Park Managers Report - Katie Moses

- Nook Store Manager discussion – see attached handout and end of agenda
- Park Staff Changes and Hiring updates: Hired a new Park Services Specialist, her name is Karen. She is starting sometime in August. Chuck Hatcher has been appointed the head of park services.
- Boat Ramp Improvements Fundraising discussion: Funding has been asked, for the past eight years for designing and permitting of the boat ramp. There is a grant that will pay for the construction, repaving, repairs, everything, but not the designing and permitting that will cost around \$255,000. Tallahassee is working on policies. Katie asked if we, as FOLKS, want to take on this fundraising for the ramp.

Karen inquired if anyone knows of the documentation when the WDC was being built, who takes care of what? What is the state responsible for and what is FOLKS responsible for? How can we lay this all out, what do we pay for and what do we raise money for that we can't pay for? We can't afford to pay for all this. Tina said, "We are to maintain the interior of the WDC building and the state was to pay for maintaining the exterior." Mark said before Eric Draper left office, he said the interior and the exhibits are FOLKS responsibility. Exterior, the responsibility of the state (building and site). Megan equated this to a Condo, however if we are washing the exterior windows and so forth, where do we draw the line in responsibilities?

Katie said she will take care of the exterior window washing. Taking up the stone and planting seed will take a number of months but best and most economical solution. It can be mowed in no time.

Jim is going to put together a committee to determine what are the state's responsibilities and what is the responsibilities for FOLKS. If we take over doing too much of the exterior and landscaping, the state will never give Katie that money in her budget.

On-going Activities

viii. Gala Update and approval of budget for 2023 Gala – Karen Woodson and all Board Members

- Karen: We are way far ahead of where we were last year with fundraising and planning. Have already hired Jeannie and have donations, signed commitments and more coming. "Beauty and the Beach" will be the theme every year. For 2023 it will be Havana Nights or Hot Havana Nights. That will change the food, the lighting, the décor, the music. We have moved it out of March because of so many conflicts for attendees and moved it to Friday, February 24, 2023. We want the auctioneer Jay, who is not available on Saturday the 25th. Being

February, we will have sides on the tent and not spend the money on the clear top. Last year we spend \$110,000 all-in, but netted \$45,000 that went straight to FOLKS.

- We are hoping to get two sponsors, one for sure, that will cover half of this amount. We want to reduce the budget to \$100,00 and we think we can do that through music, menus items but also add people. Last year we had two-hundred people and next year we want two-hundred-forty. More of a Caribbean vibe to music and food. Saving on décor, flowers and that sort of thing. We are not doing a physical invitation. It is all going to be online. Jeannie Cummings' assistant is a whiz with spreadsheets and data and we are hiring her. We are using Eventbrite because everyone knows it. Karen's goal is a profit of \$75,000. Ticket prices are going to be the same. The feedback from participants was "this is the event of the year". They understood why it was priced how it was. We already have half of our Event Packages and more coming in.
- Jim said next year's budget will include both the revenue and the expense for the Gala 2023. We need to enter into contracts and make down payments. As such, the Board needs to authorize Karen to make payments not to exceed \$110,000.
 - o Motion to authorize Karen to make payments for the Gala, not to exceed \$110,000: Tina
 - Seconded: Mark
 - Discussion: None
 - Motion Approved

ix. Planning for the October 11, 2022, WDC grand opening – Sandra Forman, Mark Generales, Katie Moses

- Need to understand what the State wants for the Grand Opening, and then build what we want around it.

x. Folks Insurance Transition – All – Two Documents provided with Agenda

Jim: As of August 1st, we must provide our own insurance. Need a General Liability and DNO policy. Event coverage. Liquor liability coverage. There are not many agents for not-for-profits.

xi. Approval of amendments to 2022 FOLKS budget DEP Inspector General Audit of FOLKS

- Louise's camps got bigger so greater expense, but the income got bigger as well. Eco Camp Budget from \$30,000 to \$45,000 which will be funded by camp program revenues.
- New line item for Insurance of \$5,000 (actual amount unknown) funded by general revenues
- Cleaning of the interior of the WDC up to \$5,000 (actual amount unknown) funded by general revenues

MOTIONS:

Motion to increase education and camp budget from \$30,000 to \$45,000, both for expenses and revenue: Jim

Seconded: Megan

Discussion: none

Motion approved

Motion to increase the Insurance budget from \$100 to \$5,000 to cover the eventual shortfalls in coverage: Jim

Seconded: Tim

Discussion: None

Motion approved.

Motion to approve the internal building cleaning of the WDC up to \$5,000: Jim

Seconded: Tim

Discussion: Clarified it would be cleaning the interior only

Motion approved

Reports of Committee Chairs and Area Leaders as needed

xii. Building and Exhibit Update – Tim Horvatic

- Status of donor plaques: Have sixteen plaques installed and others still need to have the display installed
- Repair of Wilson's plover on Waters Edge exhibit will be installed the first part of August.
- Status of phase 3 - manatee exhibit: one third has been paid for.
- Enhancement of sea turtle and gopher tortoise video displays. Split Rock is going to redo some of the SD cards.
- Status of dog watering station, still waiting on cost estimate after moving it closer to the water source.

xiii. Other Areas for discussion

Thank you Katie and Louise for the Video, "Lure of Lover's Key" and your award!

Other

xiv. Revisit Leadership Challenges for 2023 and beyond - All

Need to spend some time with what is our mission. Good intentions to have a Board Retreat. Need to look towards the future and hiring of a General Manager for FOLKS

xv. New Business

xvi. Adjournment

Motion to adjourn: Megan

Seconded: Tim

Meeting ended at 4:00

See Three Further Reports As Follows Below.....

Next Board and other Meetings

October 7, 2022 – 5:00 - WDC Major Donor Event - Community Room

October 11, 2022 – 10:00 – WDC Grand Opening (Details Pending)

October 11, 2022 – 2:00 – Board Meeting WDC Community Room

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

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

January 25, 2022 – Annual meeting (Date Tentative) – 4:00 - WDC Community Room and VIA Zoom (Tentative)

Park Managers Comments of Operations Issues with the Nook

In speaking with several of our volunteer docents and park staff, it is the recommendation of park management to temporarily close down The Nook until the following items can be resolved fully:

- Store Manager is hired, or volunteer identified
- New POS System is put into place
- New POS System training can be conducted
- Store Manager will handle cash sales financials.
- Who will open safe, count deposits, close register, etc.?
- Recommend rounding merchandise up or down to whole dollar amounts to avoid loose change.
- Store Manager will handle questions, comments and concerns regarding Nook operations.
- Basically, any issue or questions are routed to one person who has the ability to handle the matters.
- Store Manager will handle merchandise inventory, inventory arrivals and restocking on a regular/timely basis
- There is low stock on almost all these items
- Store Manager will handle inventory of items like jewelry boxes, bags, etc.
- There is low stock on almost all these items
- Store Manager will handle Nook paperwork such as the daily receipts and batch reports.
- No one has been by to pick them up for a long time.

L. Kowitch

REPORT OF ACTIVITIES:

1.Grants and Fundraising

- Camp tuitions net raised via Eventbrite: \$21,575
- Florida State Parks Foundation: \$600 for snorkel gear (June)
- FMB Community Foundation Scholarship : \$1000 (May)
- Awaiting response for JS Butler Science grant (August)
- CHNEP grant will be awarded after camp, \$3000 (September)
- Wrote application for A Community Thrives/Mighty Cause grant; did not submit
-

2. Summer Eco-Arts Camp 2022

- 4 sessions completed; 3 more in July
- total enrollment: 130 campers (500%. Increase from 2021)
- total receiving financial aid: 17 (13%)
- Life guard retained
- Staff changes due to COVID, death in family
- see budget figures and survey results, next pages***

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

- Art/Photo competition and festival planned for 2023 by Carol Mattai

4. Speakers Series

- sold out Jack E Davis lecture
- next year's speakers scheduled: "State of the Bay" and "Environmental Journalism"

5. Trails for Tails. Spring 2022

- Signage for Butterfly installed and paid for by T4T fundraising
- T4T spring semester fundraising submitted to FOLKS BOD (amount?)
- Final phase of gardens completed by T4T, Tony Mauriello, FOLKS and park staff