

**FRIENDS OF LOVERS KEY, INC.**  
**Board of Directors Meeting Agenda**  
**August 12, 2025 - 12:00 PM EDT**  
**Welcome and Discovery Center and VIA Zoom**

**Call to Order / Roll call**

Present: Jim Remis: President-Chair

Kathryn Klar: Treasurer, Chair Governance Committee

Karen Woodson: VP Operations-Chair Nomination Committee

Christy Hennessey: Secretary, Website, Social media, Print

Tina Tyler: VP Donor Development and Advisory Committee Chair

Carmen Moch

Frank Cassise

Tim Horvatich

Michele Dunlap

Jason Dolle

John Wesley Nash

Katie Moses

Miranda Murphy

Mitch Bellock

Absent: None

**Approval of May 13, 2025, board meeting minutes**

- Motion to approve: Kathryn
- Seconded: Karen
- Discussion: None
- Motion approved

**Report of the Nominating Committee New Board Member (Karen)**

- Motion to approve Michele Dunlap to the FOLK Board: Karen
- Seconded: Kathryn
- Discussion: Background in HR, events and people management. Already contributing significantly to the Gala sponsorships
- Motion Approved with term to end in three years, 2028

**Park Managers Report**

Lovers Key Resort Partnership update: Lovers Key Resort commercial annual pass program launched. Annual renewal required. Thirty-five passes purchased for \$10,500 paid to the state. In the 3 weeks since starting, 70 guests used passes. Free beach chair/umbrella rentals through concessionaire. Second state park pilot program (first in panhandle). Potential expansion to other Sun Stream properties (Diamond Head). Contract covers all Sun Stream resorts, not just Lovers Key Resort. This gives us good communication with their corporate.

Staffing/Hiring updates: Lost a full-time ranger position due to state budget cuts. Ten positions cut statewide, two per district. Replaced with OPS funding (40 hours, no benefits).

Park budget update: Option to hire two 20-hr part-time positions. Senior Ranger John has retired, replacement interviews scheduled. Ursula staying another year at \$15/hour with health insurance. Tim Gibbons has been confirmed as photographer for the Gala. TDC grant cycle comes up in June

#### Duramen Landscaping Maintenance Extension of Monthly Services

- Motion to approve extension of Duramen Landscaping Maintenance Services to \$600 a month: Jim
- Seconded: Karen
- Discussion: This extends service to the tram circle, entrance and shower. We will move forward with this for four months and reevaluate. The park needs the help most in the summer when most volunteers and resident volunteers are not here. Will look for volunteers and less expensive alternative.
- Motion Approved

Parking lot upgrades will be in October. Wood posts and ropes. When building is completed, the park roads will be repaved.

• WDC Exhibit Damage: The Beach exhibit Nudie branch was broken and fixed by Ursula and Stephanie. Cost \$50 vs. contractor's quote of \$2,000+. New signage planned to prevent future damage. Approved \$300 for signs.

• The Northgate entry to Lovers Key State Park: Lee Co. is paying to construct the entrance parking. Lovers Key State Park will receive the entry fees from Lee County

• Other Projects Update: Mid-beach bridge is completed, concession operated tram is back to normal 9-5 schedule. Ranger station and gift shop at 90% planning stage with permitting in progress. Construction expected to start estimate November. Ranger station first, then gift shop. Gift shop is required to move 16 ft towards parking lot. South Tram bridge engineering is ongoing. Boat ramp and bayside restrooms are starting October repairs. New ranger residence (replacing mobile home) planned for Mitch.

• Other: Working on engineering plans for south bridge. Outlets in the shop elevated for floods, TV installed at Ranger Station entrance for digital slideshow for gala promotion, programs, donor recognition. Anti-glare screen visible from entry line. Canva integration planned for easy updates with slideshow.

### **Presidents Update (Jim)**

- Native Plant Society Membership: Frank and Janet Cassise will be overseeing and involved. Report to Christy who will update the strategic plan information.
- Jan – Employee v Other: Convert Jan back to a contract employee to save money.
- FOLK Newsletter: Keep as is
- 2025 CPA Audit:
- Membership refunds: A membership is a donation and therefore not refundable. We need to have that in writing so they understand.
- Annual Turtle Season Adoption Party: Michele will be planning
- Park Assistance: A ranger the park lost to retirement did a lot of mechanical repairs. FOLK will pay necessary repairs the state will not cover.
- Board member tenure: Jim is working on it. New member Michele Dunlap expires her first term in 2027.
- Other

### **Detailed Discussion of Strategic Activities in Progress**

- Remaining Park Project funded by FOLK (Jim)
  - Motion to approve up to \$10,000 for project and comfort supplies, also up to \$25,000 for park projects: Jim
  - Seconded: Kathryn
  - Discussion: \$25,000: lumber, hardware, equipment repairs, etc. \$10,000 for a fridge, recliners, cabinets, couch and misc. supplies.
  - Motion approved
- Website Hosting (Christy)
  - Motion to approve Give Back Nation for website redesign. Budget up to \$10,000: Christy
  - Seconded: Kathryn
  - Discussion: Their proposal \$6,210 and a \$1,500 grant credit. 5-week completion timeline, \$65/month ongoing (vs. current \$3,700/year). SEO included, first hour monthly free. John Wesley Nash credited for extensive RFP processing and leading the search.
  - Motion approved

- Solar Project (Jim): Two commercial proposals received with different approaches. Seeking independent technical advisor (no sales interest). Tax credits expire 12/31 but we prefer quality over speed prioritized. \$100,000 is available in budget (\$32k solar + \$70k not spent on a truck). Katie is coordinating with the state Bureau of Design and Construction. Karen will look into her IPL contact. Tallahassee will look at our proposals.
- Major Contributor Recognition (Tina): Advisory committee, all donors and how do we recognize them.
- Strategic planning/project manager update (Tina): Project leads have been identified and will report at each meeting. One leader recording actions but have a committee. Every leader will write a report for the annual meeting.
- Advisory Committee (Tina): The advisory will be meeting in person. Karen to present about the Gala. In support, Mitch gives great tours. We need to list on the website, our advisory members.
- WDC anniversary celebration (Jim): 30<sup>th</sup> park anniversary celebration planned for 2027 (June 12, 1997 opening)

#### **Gala Update (Karen)**

- Agreement between Mix Marketing LLC and FOLK
  - Motion to approve Mix Marketing LLC for the Gala 2026: Karen
  - Seconded: Christy
  - Discussion: Will have specifics in our expectations for Jeannie. \$12,000 + \$3,000 deposit.
  - Motion approved
- Planning has started, but we need to get ahead of it with auction items: New committee members: Michele Dunlap, Michele Cherney, Ginny Mills. Organized into teams of sponsors/donations, auction items, music, marketing/printing. A 30<sup>th</sup> anniversary component has been added.
- Brainstorming for sponsors of Gala, auction items Budget for Gala \$120,000. Goal to cover all costs through sponsorships before the event.

#### **Review of July FOLK Financial Statements (Kat)**

#### **Legacy Events and Events Going Forward (Tina):**

- Vow renewal (February) – Michele Dunlap leading
- Gala (February 21)- established committee
- Turtle Trot (April 18) – Michele C and Jason leading, Christy on committee

- Music in the park (season long)
- Beach and Brew-type event (October/November)
- Christmas tree festival participation (December 13-14)

**Other (All):** John Wesley Nash reported Kathy Nash's Adopt-A-Nest program raised \$15,200 this year. A Christmas gift option was proposed.

**Open Board Member Discussions:**

- Katie: Send updated budget spreadsheet by Thursday
- Katie: Coordinate with landscaper on additional service and Gala support ask
- Christy: Distribute gala supporting documents to board
- Michele D: Plan turtle season adoption party for spring
- Michele D: Report on 2025 events strategy at October 14 board meeting
- Jim: Coordinate year-end report incorporating strategic plan updates from all project leads
- Tina: Finalize advisory commit meeting (September 16, 12-2:00pm) with park update and gala ask.

**Adjournment time:** 2:00pm

**Next Meetings**

• **Executive Committee**

September 2 – Zoom - 12:00

• **Board Meetings 2025**

October 14 – 12:00 – WDC and Zoom

December 9 – 12:00 – WDC (Election of Officers)

January 13 - 12:00 – WDC (Budget)