

Friends of Lovers Key, Inc.
Board of Directors Meeting
April 7, 2014

Present

Tim Horvatic, President
Joe Maccarone – Vice President
Jack Delancy, Treasurer
Flo Alexander, Secretary
Ray Murphy, Director
Pam Jones-Morton, Director
Judy Greenwood, Director
Neeley Murphy, Director
Todd Richards, Director
Mark Generales - Director
Gloria Beauchamp, Park Manager
Katie Moses, Park Service Specialist
Susan Suarez - Guest

Absent

Rich Donnelly, Director
Rosie Cordes – Director
Matt Kruse. Asst. Park Manager

I. Tim called the meeting to order at 2:00 p.m.

II. **Minutes** – Minutes were read. Mark motioned to accept and approve, Joe seconded. Motion passed.

III. **Treasurer Report** – Jack made note that the odd figures are what is deposited after PayPal and square receive their fees. He then reported that our operations account is in the negative. We had a loss this month of \$3,810.19. Operating account total was \$32,340.50. Our total including the Visitor Center account is \$152,647.21. We did make a large purchase of a new copy machine of \$7,148.85 to reflect the loss. Jack does not see a serious problem long range for another year. Tim stated that right now we are consuming funds rather than making money. This is necessary to push the campaign forward. Mark moved to accept the treasurer's report and Ray seconded. It passed unanimously.

Membership – Flo read for Rosie that we had 27 new members, 21 renewals, 10 renewals from the inactive list and 40 members removed who were 45 days past due leaving a total membership of 436. 36 renewal requests will be going out with memberships expiring in May and letters will reflect the new membership structure. Mark asked if there is a follow-up letter to go out to see why people do not renew. Tim said we should ask Rosie about that possibility.

Visitor Center – No report

Campaign Committee: Pam gave a report on the “Evening of Natural Wonders”. She said that we made some real connects. The event went off very well. We have three real good leads for middle donations. Income from the event was \$4800, expenses \$1253 leaving a net profit of

\$3,547. Susan has been doing a lot of leg traveling's and the biggest one is going to be coming up in November. Susan stated that thru connections she was able to meet with the Senior Vice President of Tallis Park in Naples. They want to host and pay for food and wine and event in November. The focus will be on the mission of the park. It will be in the first two weeks of November. Susan would like to invite the Bob Gramm. We could arrange a tour of the Park for him. We would like to have live music and the Rangers come and explain what goes on in the Park. It would be held on a Monday or Tuesday. Ray feels that if we invite Bob Gramm we need to invite Floyd Lucky. They were the ones that were going to develop Lovers Key together. Ray suggested that maybe off season we can get more people (local officials) interested in the park as well as business people when things are not so busy for them. The Bonita Chamber of Commerce are planning a meet and greet at the park next year.

IV. Park Manager – Gloria thanked us for the new copier. She said it is fantastic. Also the Golf cart that we cost shared with arrived but still needs decals put on. The CSO annual report is almost complete. Path tags for Geocache we decided not to sell but keep them for what they are used for. Do not sell them. Todd said the oval stickers are a big seller if we wanted to do something like that. Fun runs are starting for the month of April with a clinic, it is a good way to promote runs for those who have not run before. They can sign up for the Turtle Trot there.

VI. Park Service Specialist – Nothing.

IV. Park Assistant Manager's Report – Matt

VII. Old business. – **Turtle Trot** we are having trouble with the website to get to the registration form. It is on there but hard to get to. Whole foods are on deck, water delivery set. Picking up the trophies and ribbons. Getting assignments ready. We need a new race director for next year. This is important as planning for next year starts the month following the race. This is one of the 4 big money makers. We cannot get off the schedule with the track club or we would not be getting back on. Todd is going to think about it.

Revised Membership – Everything is on track to implement May 1st. New membership cards have been printed up for each category. Your benefits are printed on the back of the card. Tim worked on updating the pictures on the brochure. Katie did a great job.

Cook Book – Flo presented the update on the cookbook and letters to be given to the local restaurants. Flo moved that we allow up to \$2500 for the printing and shipping of the cook book. Mark 2nd and was passed unanimously. Judy and Flo discussed that if we do a photo contest we could take the winners and have that winners photo be the cover of the cook book.

Table cloths – Judy would like to have permission to have Rosalie buy material and she will make table cloths for the round tables at no cost to us other than the material. Permission was granted.

III. New Business –

PA Update – Our PA system is broken. Katie looked into repairs and they could be up to \$200 for the repair. The original one cost \$249. Mr. Music Man of Fort Myers charges \$35 to see what it needs. A place in Sarasota said it would be \$20 just to look at it plus \$5 – \$10 to send it there. Pam suggests that we just get a new one. Mark said he would look in to Mr. Music to see if he would fix it cheaper. If we can't get it repaired for a reasonable price we will have to get a new one.

Key chains – Mark had the idea of selling key chains. We spent \$1,289 for 2500 of them. Take 2000 for the capital campaign committee and take the other 500 and sell them in the Ranger station for \$2.00 to recoup our cost and make a little extra. Sell them tax included.

Conference Phone – Polycom a designated conference phone for \$190. Tim moved for the purchase of a conference phone for no more than \$250 in time for the May meeting. Mark 2nd. Motion passed.

Calendar - to keep us updated as to what is going on in the next couple of months. Susan is to email Flo all events that need to be updated and she will distribute.

Pam - Had a presentation at the Terraces and they are going to have a sunset walk at the park.

Meeting adjourned at 2:57PM. Please come at 1:00PM to help stuff bags for the race.

Next Meeting May 6th at the Shop at 2:00PM

Respectfully submitted by Flo Alexander