

**FRIENDS OF LOVERS KEY, INC.**  
**Board of Directors Meeting**  
**December 1, 2015**  
**2:00 P.M. – 4:00 P.M.**  
**Lovers Key Shop Conference Room**  
**Teleconference - 712 432-1500 / access code: 205829#**

**December 1, 2015**

**In Attendance**

Tim Horvatich – President  
Joe Maccarone – Vice President  
Flo Alexander – Secretary  
Jack Delancy - Treasurer  
Todd Richards – Director  
Judy Greenwood – Director  
Rosie Cordes – Director  
Neeley Murphy – Director  
Shelley-Sue Williams – Director  
Sean Sanders - Director  
Rich Donnelly – Director  
Katie Moses – Park Service Specialist  
Susan Suarez - Campaign Committee  
Guest:

Dave Kurti perspective Board Member  
Frank Cassise perspective Board Member

**Absent**

Matt Kruse – Asst. Park Manager  
Gloria Beauchamp – Park Mgr.

- I. Establish conference call
- II. Call to Order / Roll call 1:58
- III. Approval of the November 3, 2015 meeting minutes. Minutes were accepted
- IV. Reports from Officers and Committees
  - President report – Tim
    - \* 2015 Goals Recap – Support visitor’s capital campaign committee. We touched a lot.
      - Gift acceptance policy we did not do that. Generally have done some.
      - We are supporting our fundraisers, evaluated and revamped the t-shirt sales did not make it in terms of our projections.
      - Discussion with other non-profit found a partnership with the Rotary and are doing the flea market.
      - All FOLKs Board members serve on a committee, we did this.
      - Support shore birds turtle nesting we accomplished this.
      - We did the next to last, and last one we took some steps but need to do more.

\* Annual meeting schedule and agenda. The annual meeting will be from 6:30 – 8:30 at the Bass Pro Shop on the 19<sup>th</sup> of January. Great speaker Capt. Lance Julian speaking on artificial reefs.

- Treasury Report – Jack

\* 2016 Budget – General funds – Monthly financial for November general fund total liabilities and equity \$160,419.17. We have collected almost \$1,000 for wedding vow renewal. Expenses almost \$1100 for club car repair. We are \$1700 ahead for the month. Still collecting fees for photo session. \$9000 down from the first of the year for net worth. Mark moved to accept the report and Joe seconded. Motion passed and report was accepted. Proposed budget for general fund only. It should come out about \$8000 in the plus for 2016. Budget for the center will be deferred till after the meeting on the 9<sup>th</sup> of December after the board decides what to do. Joe said some senator wants to make entrance for all the parks free for the year. This could affect our membership.

\* Items purchased for resale - T-shirts, food and beverage and cookbooks. We need to have details for sales tax. Food and beverage needs storage for what is not sold. Who is going to maintain this? If you sell food to the general public we need a license. We have one except if it is a packaged product in temporary locations we do not need a license. If you are preparing and serving it you do. Jack is going to pull a meeting together to discuss this.

- Membership Report – Rosie stated that pay pal has been repaired. There are 421 members. We added 16, removed 5 for a total of 432 at the end of November. A year ago we had 428 so we are up 4 over last year. Quarterly summary: The average for 2015 421, 2014 average of 411. We are up 10. New and Rejoined 42 for 2015, 62 for 2014 leaving us down 20. Renewals 38 in 2015 and 21 in 2014 leaving us up 17 for the year. Removals 23 for 2014 and 16 in 2015 giving us 7 less removals.

- Building Committee – Rich - nothing

- Campaign Committee – Susan – Images of Nature about 35 participants we had 19 responses positive feedback. 30% of the people attending had never been to the park before. Carlton ward did get a \$500.00 usage fee for his photos.

- Exhibit Committee – Tim

\* Split Rock Agreement – It is basically finished. It maxes out the investment at \$800,000. As they work with us to refine ways of doing things the final amount could come down. We could sign the agreement if we choose to or not.

- Communications/Media - Shelley-Sue – We have had a lot of press. She is working on getting the annual meeting notice out. Shelley-Sue shared the article with us.

V. Park Manager's Report – Gloria – Not here

VI. Park Staff Reports – Matt / Katie- Annual program planned. Images of nature photos may be used by us. Matt is currently at Fakahatchee Preserve State Park. Tuesdays and Thursdays he is there. Brittany transferred to Koreshan Historic State Park. We also hired a part time employee to work in the Ranger Station.

GOAD is coming up on Saturday. We are getting more people to sell t-shirts. Mark moved to donate 2 t-shirts and 2 family memberships to GOAD, July 2<sup>nd</sup>.

The motion. Passed

VII. Old Business:

- Board Nominations for 2016 – Joe -We currently have 15 positions with 9 up for renewal. All the incumbents said they would stay on. These need to be voted on today. The ideal number is 5 to come up for renewal each year. The vote will be made today. Sharon Downey has committed. Tim - yes, Judy – yes, Rich – yes, Neeley – yes, Todd – yes, Jack – yes. Frank and Dave have not committed as of yet.

- Board Special Working Session - Tim – Wed, Dec. 9<sup>th</sup> from 2 -6pm. Special session that will be guided, last part finalize our strategy for 2016.

- Nautical Flea Market – Mark – Keep plugging along. Talked to Fort Myers Boat show. Waiting for the City to come back with the permit. We have about 5 people signed up for a booth. Field condition looked at. Working on proper flow and parking. Two vendors want to use slips that the park said we could use. You can separate motorized and non-motorized. Port-au-potty contract is in. Advertising is going on. He is not expecting a lot of booth sign ups until closer to the time.

- Songwriters at Sunset event – Shelley-Sue – First event will be Tuesday. Joe will be bartending and Tim will drive the Tram. She needs some men for lifting. 3:30 with set up at 2:15. Three song writers for Dec.

Joe moved to give \$125 for the sterling silver frame. Mark seconded. “You make a lot of people smile” to be put on the frame.

VIII. New Business

- Cookbook fundraiser – Flo - The cookbook is scheduled to be delivered on December 18<sup>th</sup>. We need to give Katie notice so there are Rangers there to help. We will set a day soon after delivery to sell them at the Tram Stop.

- FOLKS Newsletter – Tim – we spent around \$1100 per quarter for newsletters. We have added names and cut out names so the mailing list stays the same this year. Tim thought that we were going to still send out email and cut back on the hard copies. Mark suggested we still send hard copies because this area has a high number of readers of “paper”. Todd suggested selling advertising for the newsletter. Tim wondered if during season send out hard copy and off season email. Shelley-Sue suggested each board member take 10 names a month and call members to see if they are interested in the newsletter by email or hard copy.

- General Liability Event Insurance – Jack – 5 K is the only event we have had the insurance for. The Chamber event coming up wants us to have the liability insurance. Jack has not heard back on his inquiries. It is going to cost up to \$500 because of the alcohol. Todd said Gloria does not think we need the insurance. Rich said we should see if we can get it for \$175 for the Chamber event.

Tim passed out a Volunteer Information sheet that we would like to have put on the website. He feels this would be a way to get volunteers for our events. Joe was asked to be the Volunteer coordinator for FOLKs. As we expand our events we need more volunteers.

Todd said the paddleboard event went off well. They are going to donate \$100 TO FOLKs. Todd suggested doing U-tube.

IX. Calendar Update/Review – Flo / Shelley-Sue / Tim – change the times for the Singers

X. Next Meetings: Jan 5, 2016 at 2:00 pm

XI. Adjournment 4:12

Respectfully submitted,

Flo Alexander, Secretary