

FRIENDS OF LOVERS KEY, INC.
Board of Directors Meeting
January 5, 2016
2:00 P.M. – 4:00 P.M.
Lovers Key Shop Conference Room
Teleconference - 712 432-1500 / access code: 205829#

January 5, 2016

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
Gloria Beauchamp – Park Mgr.
Katie Moses – Park Service Specialist
Matt Kruse – Asst. Park Manager

Absent

Guest:

Sharon Downey - Volunteer

- I. Establish conference call
- II. Call to Order / Roll call
- III. Approval of the December 1, 2015 meeting minutes. Minutes were approved.
- IV. Reports from Officers and Committees
 - President report – Tim
 - *Annual meeting scheduled for January 19th at 6:30pm to be held at the Bass Pro Shop Conference Room at the Gulf Coast Mall.
 - Treasurer Report – Final general was a loss, total loss of over \$7,000. Both the General Operating Fund and the Environmental Education Center Fund experienced loses in December totaling \$7654.31
 - Part of the loss was the purchase of the cookbooks, Park fee and Flea Market. For the whole year we are down about \$17,000. We were paying a consultant also. Our net worth at the close of 2015 is \$152,831 excluding inventory. Under Budget-the reference to the gain of \$32,000 would be best reported under treasurers' report as the net gain in the General Operating Fund activities for 2015.
 - We never touched the reserves. We did make some interest. Mark moved to accept the treasurer report. Motion was approved.

We do not have a budget for the campaign fund yet. We do not see an expense for the Chamber event. It was approved for \$3,500. We need a finance meeting to finalize the budget. Final approval will have to wait

-Membership – Rosie – 477 was the most members of March of last year. 432 ended with 456 so we are slightly higher.

-Building Committee – Because of our workshop we have to research into something such as a temporary building. Where does this put us with Split Rock? Tim has talked to them about our plans. They are willing to work with us for the interim.

-Campaign Committee – Nothing to report.

-Exhibit Committee – Split Rock was spoken to by Tim and they are going to work with us.

-Communications and Media – Shelley-Sue we will send out the e-news twice a month during the season and then cut back to once a month off season. Flea Market still on and Cookbook. Start to promote t-shirts and Cookbook. Newsletter we will go to a semi-annual. Tim will send out a letter to those we do not have an email for.

Tim is sending the donation envelope to the finance committee for recommendations. Shelley-Sue is working with FGCU for the 18 free promotional spots on the radio. The Nautical Flea Market is the most important at this time.

Tim filled us in on Susan – Tim explained to Susan that we do not know where we are going or what we are planning. She was understanding. He did not tell her that we fired her. She did renew her membership. She closed out well with us. She is still working on the TDC grant.

V. Park Manager – Gloria - we are busting at the seams over 82,000 people in the park in December. About 78,000. We had a helicopter land unlawfully. You cannot fly things in the park (drones) because it upsets the birds that are trying to nest. Rich is working on the list for the Chamber. We are going to request monies for new grills (\$2,500). Mark so moved, Shelley-Sue seconded. We have 20 this will replace about 10. We are required to use the State prisons. Motion carried. **Blades on the Beach** on the 27th of January starts at 5:30 – 7:30. We need help at the Ranger station, the tram shop and extra. There will be a silent auction. Helping with gift packages. Alcohol policy – If it is a closed event you still need to go to Gloria to get approval. There is on line training for bartending. There will be wine and water at this event. Sharon volunteered to coordinate getting volunteers. Pam is taking the lead for this event.

VI. Matt – Staff update – Brittany is no longer here. Doing a lot of projects around the Park. They are re-decking the pavilion and main restrooms. Volunteers have been doing a great job on the trails. Matt is asking for a used vehicle.

VII. Old Business

Joe – Nominations, 6 members' terms expiring and there are 3 other open positions. The 6 incumbents agreed to serve. Sharon Downey agreed to take a term. We have two slots still available. We don't need to have those filled at the annual meeting. We will start the New Year with 13 board members but we can add later.

Special Working Session Follow up – Tim. 6 items on the list ----
Joe survey – the one that went out last is the one. Tim suggests taking Board members to do the survey as a test first before bringing in students to do it. They will try to do this over the next couple of weeks. Two weeks from Monday we will get our results together.

Rich was looking for options for the EEC Center

Recommendation on how to rebuild the campaign committee we want to know where we are going before the end of this season.

Nautical Flea Market – Mark – They meet on Tuesday. Rotary has done a good job bringing in vendors. Permits are in place. The fire department of Bonita want 25 foot from the road.

Cookbook – Sales are going slow but steady. Flo will mail cookbooks once a week. She stated that all Board members need to buy at least one cookbook. They also need to make an effort to sell some.

VIII. New Business

- Reggae and Ribs – selling to Saturday. Thursday March 10th. Volunteers are needed. 5:30 – 8:00PM. She is hoping to make this a monthly event if we could have the volunteers.
- Event insurance. We don't want to sell alcohol, let someone else sell it. Insurance is too expensive. Mark asked if we could let someone like the Rotary do it for us. We could split the proceeds with them. Mark will look into this with them.
- Nature Event?? Clyde Butcher.
- Beach talk event committee

IX. Meeting adjournment 4:03

Respectfully submitted,

Flo Alexander, Secretary