

Friends of Lovers Key, Inc.

Board of Directors Meeting

March 4, 2015

In Attendance

Tim Horvatich – President
Jack Delancy – Treasurer
Flo Alexander – Secretary
Judy Greenwood – Director
Mark Generales – Director
Todd Richards – Director
Rich Donnelly – Director
Neeley Murphy – Director
Shelley-Sue Williams – Director
Sharon Slate - Director
Gloria Beauchamp – Park Manager
Matt Kruse – Asst. Park Manager
Susan Suarez - Campaign Committee
Guest: Dave Kobelt

Absent

Joe Maccarone – Vice President
Pam Jones-Morton – Director
Ray Murphy – Director
Sean Sanders - Director
Katie Moses – Park Service Specialist
Rosie Cordes – Director

- I. Roll Call
- II. Approval of Feb 3 minutes
Mark approved the minutes and Sharon Seconded. Passed.
- . Reports from Officers and Committees
 - Treasurer - Balance of 168,333.49 for February
Mark moved to approve and Tim seconded - Donor perfect renewal was questioned. The report past unanimously.
 - Membership - 461 at the beginning of February and ended with 477.
Discuss how to offer FOLKs Membership
 - Building committee - Rich state the committee will be meeting soon. Get thoughts to Rich
 - Campaign Committee – Susan –

Report on Progress Toward Goals for Year

1. Campaign Committee Member Recruitment
 - a. 4 new members: Deb Montenieri of SunTrust Bank, Bonita Springs, Frank and Janet Cassise and Mike Matthews, Photographer
2. Infrastructure and campaign operations
 - a. Continuing to add prospects to our DonorPerfect database so they receive our newsletter and other mailings
 - b. All donors are thanked

- c. Grant reports being created and sent
- 3. Public awareness campaign
 - a. 3-5 Facebook posts/week. Up to 810 facebook friends
 - b. Monthly Spotlight article
 - c. Charity Saturday at Ooh La La – Feb 7
 - d. Presentations:
 - Naples Gulfshore Rotary Club - Jan 14
 - Naples Sunset Rotary Club - March 5
- 4. Marketing materials
 - a. Newsletter published in Dec and March
 - b. Event flyers
 - c. 18-page Campaign brochure (printed as needed)
- 5. Funding
 - a. Raised approximately \$7,000 to date via:
 - i. Business Partners
 - ii. Talis Park event
 - iii. Newsletter and misc contributions
 - b. Upcoming funding
 - i. Events (Reggae and Ribs, Images of Nature)
 - ii. ****Major asks/grant requests going out Feb/March****
 - iii. Quarterly newsletter with envelope

Priorities March - April – May

1. Execute scheduled events
2. Follow-up with attendees and thank donors
3. ****Follow-up on ask letters sent (where possible – we do not have phone numbers for all)****
4. Secure corporate sponsors and media sponsor for Images of Nature
5. Schedule more presentations before end of season
6. Schedule individual meetings with committee member contacts
7. Continue to recruit committee members
8. Find funding for exhibit renderings
9. Monthly Spotlight article
10. June newsletter

- Exhibit Committee - Tim

The committee interviewed the 3 finalists for vendors. Wilderness Graphics, Xplus, and Split Rock. Split Rock was Chosen. The committee shared their thought on the interviews. Questions asked and answered. Tim made a motion to the board to choose Split Rock, initiate the negotiations and make the offer. Mark seconded. The motion passed.

- Communications and Media - Shelley-Sue. Feels calendars should be printed. There is a calendar on our web site but it does not populate you have to actually print it out. Would like to get the upcoming events on the calendar. Shelley-Sue will talk to Cindy about e-commerce.

- IV. Park Managers Report - Gloria. The Parks phone number was changed to Judy's by Google. Concern about putting our phone number on publications instead of the Parks. Possibility of having a digital voice system to for or phone calls. Events@friendsofroverskey.org could be used.

There is an electronic version - GOOGLE Lovers Key state park unit management plan. Gloria felt now that we are starting to have more meetings we should create a Google calendar so if we want to have a meeting it could be put it on the calendar. We need to have an audit done by the 31st. One more person is needed. Look at the check register and check against deposits and receipts. Todd will be chairman of the committee. Sharon volunteered. As we are having more meetings occurring it will be important to check the conference room calendar for availability. The calendar can be found at:<https://accounts.google.com/ServiceLogin?service=cl&passive=1209600&continue=https://www.google.com/calendar/render&followup=https://www.google.com/calendar&psc=1>The username is loverskeysp@gmail.com . The password is LKSP2014

Unit Management Plan (UMP) Presentation· The UMP is the guiding document for the park's overall management. · It is updated every 10 years· It provides the management objectives for the natural and cultural resources· Provides extensive information on everything from the soils found in the park, plants, animals, natural communities, cultural sites, etc.· Every park has a UMP and can be found on the web. You can google the park's name + unit management plan.· All development planned for a park including trails, amenities, etc must first be approved and included in the UMP. The process involves the Office of Park Planning (OPP) and the Acquisition and Restoration Council (ARC).· A printed copy can be found in the park's library in the conference

- V. Assistant Park Manager - Matt - Introduced Dave Kobelt as our guest Ranger. He specializes in maintenance. An all-around person. Matt thanked us for bird nesting materials. Over 70 projects have been finished since October - Great job. Government wants to know how many volunteer hours we have . There are 1200 hours of staff for the IRS. The volunteer picnic is tomorrow.

VI. Old Business

- Vow renewal - Outstanding - 81 couples paid \$6113.50, we spent \$1905.05. leaving a profit of \$4208.45. Thank you to NRM for their contribution. If not for them the profit would have been

\$1000 less. We had to turn people away. 28 couples signed up for next year already. Pam Schipt built the sand sculpture. Next Feb 14th is on a Sunday.

●Standing committees. - Tim.

●Reggae and Ribs Event - 58 tickets sold at \$72. Reggae band has been reserved. March 26th Flo will work t-shirt table. Sold 80 tickets. Be here at 5pm. This will tell us how to get communities out to the beach and we can do this for other communities.

●Flea Market - Mark - Went to Islamorada to attend theirs. It is an event staged by the "Upper Keys Rotary Club and has been ongoing for 18 years now. He said it was mobbed at 7:30am. Collected business card from 90 vendors and they seem to be excited about ours. This will be a partnership with the Rotary Club. Target for the 3rd weekend in March 2016.

●Support for Event at the Promenade - Mark. Said he needs someone to work the Table 2:30 event is 3-7pm Business to Business Expo on March 12th. Sharon volunteered to set up. Table #34

. New Business

●Communication – Flo asked about communication between FOLKs and the Ranger Station. When we set up a date we need to send an email to Peggy and Judy to make a list. Include a punch on your card on the notices. Also send the dates to Katie and Gloria. Tram after 5pm we are responsible to set up. We need to establish who will be responsible to close up the Park.

●Schedule of events for 2015 - have a meeting include Susan schedule in early May. Music festival is suggested. Try an event in the off season.

●Summer meeting schedule - Tim . Last season ran all summer. Do again.

●Conference room refurbishment - Tim. Get a committee together to decide what we could do to make the room have a better appearance. Better chairs, acoustic for sound etc. Update map. Frame both new and old maps. Table cloths. Audio Visual - we need a projector. Perhaps a pull down screen from the ceiling.

●Have a new Board picture taken

. Calendar - Please let Flo know what events are coming up. Start to put events on the web site calendar.

I. Keep Voting every day for Lovers Key

II. Next Meeting April 7, 2015 2pm

III. Adjournment was at 4:09. Mark motioned to adjourn and Todd seconded.

Submitted by Flo Alexander, Secretary