

FRIENDS OF LOVERS KEY, INC.
Board of Directors Meeting
March 1, 2016
2:00 P.M. – 4:00 P.M.
Lovers Key Shop Conference Room
Teleconference - 712 432-1500 / access code: 205829#

March 1, 2016

In Attendance

Tim Horvatich – President
Manager
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

Absent

Matt Kruse – Asst. Park

Guest:

Shelia Armstrong
Bob Lombardo (Rotary rep partner for Flea Market)

- I. Establish conference call
- II. Call to Order / Roll call
- III. Approval of the February 2, 2016 meeting minutes. Minutes were approved.
- IV. Reports from Officers and Committees
 - President report – Tim
 - Treasurer Report – Jack said the total for February is just over \$7,000. Wedding Vow Renewal we made a little over \$4,000. \$4300 so far to date for the Nautical Flea Market. Ice maker is in and working. We paid for the stone in the events field. Balance sheet is up to 162,366.82. Shelley Sue motioned to accept the treasurer’s report and Rosie 2nd. Motion was passed.

Membership – Rosie stated that at the end of the month we had 484, up 7 from last month. 38 were added, 30 were removed and there were 25 renewals. We had a record of the highest number of member’s vs. a year ago.

Nautical Flea Market – Bob and Mark – There are no empty spaces – 40 booths 10x10, 41 20x20 6 boat spaces. Fitzgerald's is doing the food. 30x30 tent for the food. Hours 9 – 5 Friday, March 18 thru Sunday March 20. We need volunteers in two shifts each day. They are hoping for a net profit of 7,000 from flea market for first year.

Building Committee – Rich. Two ideas for the temporary building. One to use a used modular building to be put near the tram circle, we do not know if we need a ramp or not. There is a way to waterproof without elevating the building. 2nd – Love Float idea. Getting a barge and putting a building on top of the barge. Joe looked up used office trailers and said it could be put by the tram circle. Tim said that there is another concept instead of the Center and that would be to partner with Todd and his business expand his building and use that. Jack said there is \$58,000 CD's coming due. We told the building committee to keep going.

Campaign Committee had nothing to report.

Exhibit Committee – Tim said we could go back to split rock for the short term. They are willing to work with us.

Communication – Shelley-Sue said there has been a tremendous amount of press and TV exposure for our events. Continue the ads for Song Writers and Nautical Flea Market. Continuing e-news through March once a month starting April until September or October.

E-commerce – Jack – We should limit the sizes of T-shirts and tank tops to m – 2x and 5 colors of each. What would be a comfortable number in stock – 150 t's and tanks. All the odd colors and sizes are to be put on clearance to cover our cost. This is for color only. Todd suggests remarketing smalls and medium as youth. We need to order at least 288 shirts at a time. Jack proposed to put all the shirts in a plastic bag with the size and cost on the bag. Shelley-Sue said that she would ask Al Durrett if he had a storage unit we could use, Jack suggested selling the sale shirts for \$10. Todd suggested raising the price of the regular shirts to \$20. Jack made a motion to sell the closeout at \$10.00. Mark 2nd. Motion passed. Flo asked to change the Cookbook shipping and handling to \$3.00 not to publish it that way, just to say plus shipping and handling.

- V. Park Managers Report - Gloria – stated that she reached out to the TDC grant – and we cannot get reimbursed until paperwork is submitted. Radio is down at the ranger station. Funding is coming in,
- VI. Park Staff Report - Katie – Volunteer Appreciation is Wednesday, March 30 at Noon and will be at the gazebo.

VII. Old Business

Tuttle Trot – Going with the red and green color choice for the flyers and shirts. The contract is signed with Ft. Myers Track club. Race is May 14th. We are not going to limit the number of runners. Last year we had around 482. The shirts are around \$3.00 a shirt. They will go with that rather than the wicking shirt.

Bonita Chamber Event – Judy and Todd did a great job. The Chamber did not do a great job. They said 100 – 150 people should attend and only 40 came. Nothing in the paper about our event. Cost us \$2900.00 with Artichokes supplying the food and Todd supplying the tents. We got 26 business cards. Sean will use them for the Turtle Trot to see if he can get sponsors. Suggested doing it in a warmer time of the year to get more out. Tent rental is \$535.00. Mark suggested doing it in the summer. Shelley- Sue suggested doing something for those businesses that sponsored for us for different events. All thought this was a good idea.

Vow renewal – 90 couples paid, 79 showed. Made over \$5,000. 41 couples have already signed up for next year. Suggesting taking it to 120 and have three times. Todd suggested \$75 for FOLKs members and \$100 for non-members. Those that already signed up would stay at \$75. No motion was made for that.

Reggae and Ribs – 96 guests coming (March 10) Fish Tale Arena is the sponsor. Double Tree is supplying cookies. 41 Auction items. T-shirt sales, member brochures. The event is for Palmira.

Everblades Event – April 10th is the new date. Pam will still go on as Chair.

Standing Board committees – Tim passed out the new committee list.

2016 Goals – Tim passed out the new Goals. Mark moved to approve Joe 2nd,

VIII. News Business –

Newsletter Tim suggested doing it once a year possibly in May. Do e-news once a month in the summer possibly thru September – October time frame? When should the annual report be issued. Joe suggested in 4th quarter so people have it for the season and add a donation envelope to the report. Shelley-Sue suggested we tie it in with FOLKs 20th anniversary.

Day of the Articles of Incorporation for the party? Birthday Bash April 8th to celebrate 20 years. Target for October 1st for the Annual Report.

Jack - Budget:

\$14,000 will be transferred into the reserve. Capital campaign \$20,000. \$99,000 revenue compared to last year we had \$85,000. We cannot approve until we all have copies to look at. April Board meeting will be a quick approval.

Song writers March 15th. Last one for the season. They would like to do it again for next year. We could pass a bucket for donations and split it with the musicians.

Images of Nature needs a committee Chair. Pam is willing to teach a class but Chair the committee. Clyde Butcher has already been contracted for \$750. Total cost is about \$4500. We are committed to buy 100 of his books. Shelley-Sue suggested lowering the cost and do it on the beach like a beach party. Clyde is scheduled for November 4th and this cannot be changed.

Board's next meeting is April 5th. Mark made a motion to dismiss and Sean approved.

IX. Meeting adjournment 4:28

Respectfully submitted,

Flo Alexander, Secretary