

Friends of Lovers Key, Inc  
Board of Directors Meeting  
January 21, 2014

Present

Tim Horvatich, Vice President  
Jack Delancy, Treasurer  
Flo Alexander, Secretary  
Rich Donnelly, Director  
Pam Jones-Morton, Director  
Judy Greenwood, Director  
Todd Richards, Director  
Neeley Murphy, Director  
Gloria Beauchamp, Park Manager  
Katie Moses, Park Service Specialist

Absent

Ray Murphy, President  
Matt Kruse, Asst. Park Manager

I. Tim called the meeting to order at 4:00 p.m.

II. Minutes – None were read.

III. Treasurer Report – Jack stated that we made a little spent a lot. Our total is \$166, 466.88. The Visitor Center account is all interest. The money market account that is used for the Visitor's Center accounts is being drawn on to pay for those expenses. December was all interest. We will have enough monies of all assets, less inventory (t-shirts) at years end. Pam moved to accept Neeley seconded, passed unanimously.

Membership – Rosie it varies between 400 and 420. When the new method is in motion things will be more accurate.

Visitor Center – Susan –First meeting was spent going over feasibility study. We had a lot of enthusiasm a lot of prospective contacts. We have purchased Donor Perfect software. She is working with Donor Perfect to see how we are going to use it and what features we want to use. We have been developing marketing tools. Our webmaster is making updates for us. Developing language to let people know why we want to educate people. Her complete report was passed out. Rich stated that the building committee had a meeting and were sent to the State to have their architectural review made. We need to find out what “Green” features need to be incorporated. Tim asked what expectations are ahead for 2014? Susan said that we hope to break even. We had a little bit of a later start than was planned. We are still identifying prospects more than actually getting donations. Rich stated that there was a change in committee heads, Pam is now head of fundraising and Rich the Building committees. Pam stated that many people around the state of Florida know about what we are doing. Elaine McLaughlin is retiring as President of Florida State Parks, but will Elaine will support the Capital Campaign in a limited capacity.

IV. Park Manager – Gloria is out helping with the whales.

V. Assistant Park Manager – Out with the whales.

VI. Park Service Specialist - Nothing to report.

VII. Old business. –

Tim – Membership structure implementation. This is taking longer than planned. One of the Board member wants to talk about different aspects of the structure. Tim moved to postpone the implementation from February 1, 2014 until April 1, 2014. Flo seconded. Motion passed.

Judy – Valentine’s Day. There will be two services 10am - 1pm and 3pm – 6pm. We have about 37 couples logged in between the two times. Mark said he would talk to Southwest Spotlight for advertising. People always wait to the last minute to sign up.

Turtle Tracks Spring issue coming up. We need articles. Send articles to Judy. She would like to have a message from the President.

Turtle Trot - Pam asked that each board member secure a \$100 or higher donation or gift in kind that would off set race expenses. General prizes do not off set cost of the race. Each Board member is to secure 3 items for the race bag. Pam reminded the Board that next year is her last year race as director. Board needs to secure replacement since this is one of the four money raisers for FOLKS..

Pam wants the whole Board to be financially imbedded in the Visitor’s Center.

Todd is donating a filing cabinet for our use. Thank you Todd.

Rich – Got a letter from the Law Firm handling BP Oil stating that they are reviewing the claim that some are frivolous. Things will be held up for a while. Second item the Bonita Chamber of Commerce – Joe and he is going to a mini trade show the cost of which is \$50.00. The Chamber is the only accredited Chamber in the area. Our membership is due \$295.00. The Chamber had an afterhours and this could cost us up to \$500.00. It could be up to 300 people. We would have to rope off part of the beach. We could use Lover’s Key Resort to cater the event with Judy in charge. If they are not willing we could use Artichoke. Rich made a motion to pay \$50 for the trade show and \$295 for our dues to Bonita Chamber of Commerce. Pam seconded and the motion passed. Rick motioned to asked for a consensus of the group to host an afterhours party here at the park. Pam seconded and the motion passed.

Pam – By laws, she would like to put the on the website since they are public knowledge.

Jack said we received a proposal from the accounting firm to do the taxes with the fees (\$500.00) and rate schedule. He would like to see if there is a way we can get this done for free. Mark suggested that if someone was willing to do it for free could we give them some recognition for

it. Jack also want guidance on taking care of funds involving the Visitor Center. Pam suggested noting them on our website. Our Capital Campaign needs to be registered with the State. This needs to be done right away. Rich feels we need a name behind the firm for the campaign.

Jack brought up pursuing the self-assessment.

Purse using the square, this needs to be set up with an individual account. Donations might be made be credit cards.

VIII. New Business –

Election of new Board members:

Mark Generales

Rosie Cordes

Joe Maccarone

and two existing members to be re-elected Ray and Pam.

We will be going up to 12 people with this slate.

Tim so moved to nominate and Judy seconded. Passed unanimously.

Meeting adjourned at 5:01PM.

Next Meeting February 4, 2014 at 2pm at the Shop.

Respectfully submitted by Flo Alexander