

HARRY P. LEU GARDENS BOARD

August 27, 2014 Minutes

The Harry P. Leu Gardens Board of Trustees held its regular meeting on Wednesday, August 27, 2014, at Leu Gardens. **The meeting was called to order by Brian Forster at 7:47 a.m. announcing a quorum present:**

TRUSTEES PRESENT: (11 meetings scheduled; **10 meetings** held year-to-date for 2013-14 fiscal year)

Brian Forster, (10/0) Chair

Philip Farris, (10/0)

Alberto Sanchez de Fuentes, (7/3) Vice-Chair

Jay Hood, (9/1) **via conference call**

Lorelei Anderson-Francis, (5/0)

TRUSTEE ABSENT:

Frances Taylor Dalton, (7/3)

Michelle Francos, (8/2)

STAFF PRESENT: Robert Bowden, Executive Director, Harry P. Leu Gardens
Keri Leymaster Byrum, Assistant Director, Harry P. Leu Gardens
Antoinette Ashman, Recording Secretary

Conference Call established at 7:47 a.m. with Jay Hood

MINUTES:

It was moved by Philip Farris and seconded by Alberto Sanchez de Fuentes to approve the July 23, 2014 Harry P. Leu Board minutes. There was no discussion. **It was approved by all as presented.**

ATTENDANCE AND REVENUE:

Robert Bowden reported on the July 2014 Leu Attendance report. July 2014 attendance is higher for the month 7,456 comparing to last year July 2013 of 6,084. The financial reports estimates are still tentative and review of department revenue and expense balances are needed before presentation to the board.

It was moved by Lorelei Anderson-Francis and seconded by Philip Farris that the July 2014 Attendance report be approved. It was approved by all as presented.

PUBLIC COMMENT: Hearing no public comment, the meeting proceeded.

DIRECTOR'S REPORT:

Mr. Bowden informed the board of pending cost estimates to repair or replace the Rowena Overlook (formerly named Wyckoff).

Keri Leymaster Byrum informed the board of the availability of Leu Gardens' new website. The North Woods clean up of invasive plants has revealed a spectacular view of the lake. Leu Gardens' was awarded a \$150,000 Florida Department of State, Division of Cultural Affairs Grant for the period of July 1, 2014 through June 30, 2015.

DEPARTMENT REPORTS:

HORTICULTURE:

Robert Bowden reported from Thomas Hurst,

- With record heat of the last week, the horticulture team is working hard to stay on top of the weeds. With rain tapering off we are relying more on irrigation to get us through the heat wave and to keep the gardens looking good.
- A thorough cleaning and consolidation of plant materials in the nursery was done. This will help conserve water, fertilizer and chemicals in the upcoming months. It will allow us to close a section of the greenhouse during the colder months and only heat where needed.
- Cool weather annuals and plant material has been received and it has been potted up and ready for the cooler months ahead. This material will be used mainly in the Color Garden and in various containers throughout the gardens.

- We welcomed new hire, Sarah Rosen, for the horticulture assistant position to the Gardens. Sarah was a past intern and Leu volunteer.

EDUCATION:

Robert Bowden reported from Linda Schmidt,

Tours:

July 2014 - 9 tours, 194 people and 5 complimentary of 124 people

July 2013 - 5 tours, 196 people, and 2 complimentary of 30 people

Classes:

July 2014 - 18 classes, 248 guests (1 canceled); **July 2013** - 8 classes, 90 guests (5 canceled)

July 2014 classes had a significant increase in attendance with the help of monthly emails, Eventbrite, listings of classes in the Orlando Sentinel and the marquee. The final camp of the summer, the Garden Detective camp for 10 children 2nd and 3rd graders went very well. Ms. Schmidt is working on the fall class schedule.

Plant Clinic:

July 2014 - 5 days, with 17 guests; **July 2013** – 5 days, with 12 guests

MARKETING & SPECIAL EVENTS:

Robert Bowden reported from Tracy Micciche,

Events in Review

- ***Date Night*** on August 1, featured the 1938 classic movie **You Can't Take it With You**. Attendance of 394. Cost of \$224; Revenue of \$1,590.51 Profit of \$1,366.51. Sold 10 memberships (**valued \$565**).
- ***Storytime at Leu Gardens*** was on August 4; had attendance of 443.
- ***Seed Swap*** was on August 23, from 9:00 a.m. to Noon. Attendance information will be at the meeting.

Upcoming Special Events

- ***Date Night*** is on Friday, September 5, featuring movie **"Stuck in Love,"** rated R. The gardens open at 6 p.m. and the movie starts at 8:00 p.m. Adult admission \$6, Child \$3, free for Leu member and child under 4 years.
- ***Burgers in the Garden*** is on Saturday, September 13. Johnny's Fillin' Station has contracted with Leu Gardens to host a burger bash in the gardens, sample lots of burgers and vote for your favorite. Tickets are available for purchase at johnnysburgerbash.com.

Mr. Bowden heard the "Burgers in the Garden" event on the radio this morning.

Marketing

- Due to grant funding, a preliminary advertising scheduled has been discussed. Leu Gardens' advertisements will be directed to local and national audiences to increase visitation through local magazines and newspapers and to gardeners nationwide. Leu Gardens will also advertise to tour operators and meeting planners through Visit Orlando.

MEMBERSHIP & VOLUNTEERS:

Philip Farris reported from Kim Robinson,

- **July 2014 Membership Update:** New 72, Renew 58, Rejoin 6, Upgrade 6, Downsized 7
- **July 2013 Membership Compare:** New 46, Renew 56, Rejoin 8, Upgrade 1, Downsized 1

Total Leu Members Balance counts all members in each membership category. Senior and Individual include 1 adult. Household, Contributing, Sustaining, Orchid, Rose and Camellia include 2 adults and children (kindergarten thru the 12th grade) living at the same residence.

Total Leu Members Balance: **July 2014** was 7,488, compared to **July 2013** of 6,048.

Total Leu Memberships (Paid): **July 2014** was 3,108, compared to **July 2013** of 2,920.

OLD BUSINESS:

None.

Conference Call dropped at 8:22 a.m. with Jay Hood.

Conference Call could not be reestablished with Jay Hood at 8:23 a.m.

NEW BUSINESS:

Robert Bowden presented new fees and facility rentals information to the board on Outdoor Garden Memorials and Engagement Proposals for review and approval.

It was moved by Philip Farris and seconded by Alberto Sanchez de Fuentes to approve the new facility rental fee for Outdoor Garden Memorials at a reserved outdoor site for a 2-hour rental of \$250.00 for up to 25 guests and for a 2-hour rental of \$500.00 for up to 180 guests. There was no discussion. It was approved by all.

It was moved by Philip Farris and seconded by Alberto Sanchez de Fuentes to approve the new facility rental fee for Engagement Proposals of \$150.00 for a 1-hour rental for up to 15 guests at a reserved garden site and \$150.00 for a 2-hour rental for up to 15 guests in the Rose Room. There was no discussion. It was approved by all.

ADJOURNMENT:

The next board meeting is scheduled for September 24, 2014. **The meeting adjourned at 8:27 a.m.**

Antoinette Ashman, Recording Secretary