

## **HARRY P. LEU GARDENS BOARD**

### **March 26, 2014 Minutes**

The Harry P. Leu Gardens Board of Trustees held its regular meeting on Wednesday, March 26, 2014, at Leu Gardens. **The meeting was called to order by Brian Forster at 7:49 a.m. announcing a quorum present:**

**TRUSTEES PRESENT:** (11 meetings scheduled; 5 meetings held year-to-date for 2013-14 fiscal year)

Brian Forster, (5/0) Chair	Philip Farris, (5/0)
Alberto Sanchez de Fuentes, (4/1) Vice Chair	Troy Finnegan, (5/0)
Frances Taylor Dalton, (4/1)	Jay Hood, (4/1)

**TRUSTEES ABSENT:**

Michelle Francos, (4/1)

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

**MINUTES:**

**It was moved by Jay Hood and seconded by Alberto Sanchez de Fuentes to approve the February 26, 2014 Leu board minutes. It was approved by all as presented.**

**DIRECTOR'S REPORT:**

Mr. Bowden thanked and presented Troy Finnegan, former Chair of Harry P. Leu Gardens Board, with a plaque for his years of service.

Kim Robinson has been hired for Leu Gardens' Membership Coordinator position.

The Floraculture Field Days seminar will be held at Leu Gardens in May and will include tours of Epcot, Leu Gardens and Orange County Cooperative Extension.

**ATTENDANCE AND REVENUE:**

Robert Bowden reported on February 2014 Attendance report. The attendance for February was higher than last year due substantially to the success of the Valentine's Stroll.

The February 2014 Revenue and Expense reports were not available due to the City's recent Workday Financial system implementation.

**It was moved by Jay Hood and seconded by Frances Taylor Dalton that the February 2014 Attendance report be approved. It was approved by all as presented.**

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

**DEPARTMENT REPORTS:**

**HORTICULTURE:**

***Jay Hood reported from Thomas Hurst,***

- With spring upon us and a successful plant sale behind us, much is happening in the Gardens. All our warm weather annuals and plant material are being grown out for the change out soon to come. We will soon be changing out the cooler weather plant material in the Color Garden, Floral Clock and most containers to plant material more suitable to the warmer weather.
- All the roses have now been cutback and many are already flushing back out and will soon be back in full bloom. The first flush of roses is always a spectacular sight.
- The citrus grove has also been fertilized and is loaded with new blossoms which should make for a nice crop of citrus varieties this year. The Vegetable Garden will also be changed out shortly to the spring/summer plant material.
- The stress that Leu's Plant Sale brings to the turf, an application of fertilizer has been applied to help boost the recovery and assure a hardy transition into the spring weather. Routine maintenance of weed control and pressure washing continues.

**EDUCATION:**

*Frances Taylor Dalton reported from Linda Schmidt,*

**Tours:**

**February 2014** - 9 tours, 354 people, 1 complimentary 220 people (Envirothon);

**February 2013** - 10 tours, 380 people, 1 complimentary 291 people (Envirothon)

Six new garden guides are in training, which is exciting news since we lost several guides in the last year to relocation and taking full-time jobs. Several current guides have been doing double duty to cover the tours.

**Classes:**

**February 2014** - 15 classes, 108 guests (5 canceled, 1 per instructor);

**February 2013** - 8 classes, 82 guests (5 canceled)

The spring class schedule (March thru June) is complete and is posted on our website and on Eventbrite. Eventbrite has really helped to improve our numbers and has made registration easier for customers and the Education department.

**Plant Clinic:**

**February 2014**, 4 days, 10 guests; **February 2013**, 4 days, 14 guests

**LEU HOUSE MUSEUM:**

*Frances Taylor Dalton reported from staff,*

**Visitors**

▪ **February 2014** – 2,475 visitors, 275 tours; **February 2013** – 2,941 visitors, 295 tours.

**Donations**

▪ **February 2014** was **\$590**: **Breakdown:** \$464 cash donation + \$128 (64 cookbooks sold)

▪ **February 2013** was **\$323**: **Breakdown:** \$185 cash donation + \$138 (69 cookbooks sold)

**MARKETING & SPECIAL EVENTS:**

*Alberto Sanchez de Fuentes reported from Tracy Micciche,*

**Events in Review**

▪ **Storytime at Leu Gardens** was on March 3; had attendance of 481.

▪ **Date Night**, on March 7, featured the movie **To Have and Have Not**. It was cold and windy night. Attendance of 260; Shipping Cost of \$21 (movie cost covered in May 2013); Revenue of \$754.42; Profit of \$733.42. The movie was rescheduled from September 2013. Sold 11 memberships (**valued \$565**).

**Correction of February 7<sup>th</sup> Date Night Movie information:** The Orlando Sentinel advertising cost of \$604 was paid by a grant. The movie was canceled due to rain with a loss of \$343.

▪ **Valentine's Stroll**, on February 14, featured 3 bands performing in the Gardens. Attendance of 1,528; Cost of \$1,702.21 (**grant paid \$4,000 of cost**); Revenue of \$27,979; Profit of \$26,276.79.

▪ **Plant Sale** was on Saturday and Sunday, March 15 and 16. The revenue and expense report will be submitted at the next board meeting.

**Upcoming Special Events**

▪ **Date Night** is on April 4, featuring the movie **"Gravity."** The gardens open at 6 p.m. and the movie starts at 8:30 p.m. Adult admission \$6, Child \$3 and free for Leu member and child under 4 years.

▪ **Storytime at Leu Gardens** is on April 7 (The first Monday of the month) at 10 a.m.

▪ **Jazz'n Blues Stroll** is on April 12, featuring three bands Robert Harris Group, Daniel Heitz Band and Bird Dog Bobby Band. Tickets on sale March 31 for \$17 and \$12 plus tax. Purchase tickets online at [leugardens.eventbrite.com](http://leugardens.eventbrite.com) or at Leu Gardens Giftshop. Tickets the day of the stroll are \$22 plus tax.

▪ **Lunafest** is on Wednesday, April 30 at 8:30 p.m. This is a traveling film festival of award-winning short films made for, about and by women. This is a fundraiser for Women in Film and Television, Breast Cancer Fund and Leu Gardens. Ticket costs are \$10 for Leu Members and WIFT Members, \$15 general public. Purchase tickets online at [womeninfilmfl.org](http://womeninfilmfl.org).

**Marketing**

▪ **Orlando Family Magazine** held a photo shoot at Leu Gardens with the Orlando Ballet – Leu Gardens will be receiving credit in the magazine.

- Gardens to visit in New Zealand chose Leu Gardens to promote under the international category, [www.gardenstovisit.co.nz](http://www.gardenstovisit.co.nz).

Discussion on Leu Gardens' Plant Sale ensued.

**MEMBERSHIP & VOLUNTEERS:**

*Philip Farris reported from staff,*

- **February 2014**, Membership Update: New 113, Renew 175, Rejoin 15, Upgrade 8, Downsized 2.

**February 2013**, Membership Update: New 124, Renew 213, Rejoin 23, Upgrade 1, Downsized 10

Leu Gardens' Annual Volunteer Appreciation Dinner is scheduled for Thursday, April 24, 2014 at 6 p.m.

**OLD BUSINESS:**

**None.**

**NEW BUSINESS:**

Leu Gardens is a potential bicycle rental access site as part of the City's green initiative.

**ADJOURNMENT:**

The next board meeting is scheduled for April 24, 2014. **The meeting adjourned at 8:50 a.m.**

Antoinette Ashman, Recording Secretary