

HARRY P. LEU GARDENS BOARD

May 28, 2014 Minutes

The Harry P. Leu Gardens Board of Trustees held its regular meeting on Wednesday, May 28, 2014, at Leu Gardens. **The meeting was called to order by Brian Forster at 7:46 a.m. announcing a quorum present:**

TRUSTEES PRESENT: (11 meetings scheduled; 7 meetings held year-to-date for 2013-14 fiscal year)

Brian Forster, (7/0) Chair	Michelle Francos, (6/1)
Lorelei Anderson-Francis, (2/0)	Jay Hood, (6/1)
Frances Taylor Dalton, (6/1)	Alberto Sanchez de Fuentes, (5/2) Vice Chair
Philip Farris, (7/0)	

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 Michelle Francos and seconded by Jay Hood to approve the April 23, 2014 Leu board minutes. It was approved by all as presented.

ATTENDANCE AND REVENUE:

Robert Bowden reported on April 2014 Attendance report. The board reviewed the draft April 2014 Revenue and Expense reports (*year-to date as of February 2014*). It was noted that the reports are not finalized and are still a work in progress. The reports draft status due to the ongoing City's Workday Financial system implementation.

It was moved by Jay Hood and seconded by Frances Taylor Dalton that the April 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 commented on how well the Gardens' central core area near the Restroom building looked.

Mr. Bowden noted that due to public safety concerns of the Lake Rowena Overlook area (aka Wyckoff Overlook), the lake area will be closed to the public until repaired or replaced. The Leu Staff is looking for potential upcoming grants that would relate to the Lake Rowena Overlook area for funds.

DEPARTMENT REPORTS:

HORTICULTURE:

Jay Hood reported from Thomas Hurst,

- Our F.N.G.L.A. plant trials were a huge success and have been enjoyed by many guests. The new plants, sent to the Gardens from around the world, will be enjoyed for many months.
- The horticulture staff is preparing for the heat of summer and is working diligently on weed control. Fertilization of most plant material and turf has been completed and the pruning of the camellia continues.
- Propagation of new plant material continues in our nursery area as we continue to replenish our butterfly garden and accent certain areas within the gardens. Pressure washing is on a daily basis throughout the gardens to ensure our sidewalks are in acceptable condition for guest safety.

EDUCATION:

Frances Taylor Dalton reported from Linda Schmidt,

Tours:

April 2014 - 16 tours, 602 people; **April 2013** - 32 tours, 1,221 people

Last year the Gardens had the largest April tours in 5 years but this year was our lowest April in 5 years. FCAT testing was in April this year, so only 4 public schools were able to attend and 2 others had to cancel.

Classes:

April 2014 - 10 classes, 74 guests (4 canceled); **April 2013** - 5 classes, 66 guests (6 canceled)

Ms. Schmidt is working on the class schedule for July, August and September with a smaller selection of classes available due to less attendance in the summer months and the future weeknight access of Garden House.

Registration for summer camps has begun with Garden Explorers June 16 to 20, Garden Detectives July 14 to 18 and Junior Garden Detectives August 4 to 8.

Plant Clinic:

April 2014, 5 days, 21 guests; **April 2013**, 4 days, 14 guests

LEU HOUSE MUSEUM:

Lorelei Anderson-Francis reported from staff,

Visitors

- **April 2014** – 2,178 visitors, 288 tours; **April 2013** – 2,451 visitors, 294 tours.

Donations

- **April 2014** was \$86*: **Breakdown:** No cash donation + \$86 (43 cookbooks sold)
*The Leu Museum donation box was not counted in April.
- **April 2013** was \$694: **Breakdown:** \$606 cash donation + \$88 (44 cookbooks sold)

MARKETING & SPECIAL EVENTS:

Michelle Francos reported from Tracy Micciche,

Events in Review

- **Date Night**, on April 4, featured the movie **Gravity**, with beautiful weather. Attendance of 1,115. Cost of \$846.98; Revenue of \$4,142.32; Profit of \$4,115.32. Sold 20 memberships (**valued \$990**).
- **Lunafest**, on April 30 was canceled due to rain but was rescheduled for Friday, May 23.
- **Date Night**, on May 2, featuring **A Streetcar Named Desire** was canceled due to rain. The movie has been rescheduled for November 7. Cost of \$371 for movie and license, but for November's movie there will only be shipping cost.
- **Storytime at Leu Gardens** on Monday, May 5 had attendance of 465.
- **Mother's Day** on Sunday, May 11 with free admission for Moms had total attendance of 1,514.

Upcoming Special Events

- **Lunafest** is on Friday, May 23 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 womeninfilml.org.
- **Storytime at Leu Gardens** is on June 2 (The first Monday of the month) at 10 a.m.
- **Date Night**, is on Friday, June 6 at 8:30 p.m., featuring **The Hunger Games: Catching Fire**. The gardens open at 6 p.m. and the movie starts at 8:30 p.m. Adult admission \$6, Child \$3, free for Leu member and child under 4 years.
- **Father's Day** is on Sunday, June 15, with free admission for Dads.

Marketing

- Channel 6 filmed Storytime at Leu Gardens to air at the end of May for their segment called **Making a Difference**.
- **Parenting Magazine** listed 100 things to do during central Florida's summer with date night listed at #9.
- **OrlandDateNight.com** listed Leu Gardens' date night event for couples.

We are teaming up with Rollins College Center for Lifelong Learning to offer information about Leu Gardens and hopefully, some classes too.

MEMBERSHIP & VOLUNTEERS:

Philip Farris reported from staff,

- **April 2014 Membership Update:** New 157, Renew 174, Rejoin 16, Downsized and Drop with 1,
April 2013 Membership Compare: New 133, Renew 160, Rejoin 19, Upgrade 1, Downsized 4, Drop 1

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

Total Leu Members Balance: April 2014 was 7,081, comparing to April 2013 of 5,684.

Total Leu Memberships (Paid): April 2014 was 3,008, comparing to April 2013 of 2,908.

Total Leu Memberships (Complimentary): April 2014 was **19***, comparing to April 2013 of 6.

*Increase in numbers due to backlog of large wedding memberships processed.

Leu's Volunteer Appreciation dinner on April 24 had 76 people in attendance. Lorelei Anderson-France, newly appointed Leu Board member, was in attendance.

OLD BUSINESS: **None.**

NEW BUSINESS: **None.**

ADJOURNMENT:

The next board meeting is scheduled for May 28, 2014. **The meeting adjourned at 8:13 a.m.**

Antoinette Ashman, Recording Secretary