

## HARRY P. LEU GARDENS BOARD

June 25, 2014 Minutes

The Harry P. Leu Gardens Board of Trustees held its regular meeting on Wednesday, June 25, 2014, at Leu Gardens. **The meeting was called to order by Brian Forster at 7:54 a.m. announcing a quorum present:**

**TRUSTEES PRESENT:** (11 meetings scheduled; 8 meetings held year-to-date for 2013-14 fiscal year)

Brian Forster, (8/0) Chair

Philip Farris, (8/0)

Alberto Sanchez de Fuentes, (6/2) Vice Chair

Michelle Francos, (7/1) *via Conference Call*

Lorelei Anderson-Francis, (3/0)

Jay Hood, (7/1)

**TRUSTEE ABSENT:**

Frances Taylor Dalton, (6/2)

**STAFF PRESENT:** Robert Bowden, Executive Director, Harry P. Leu Gardens

Keri Leymaster, Assistant Director, Harry P. Leu Gardens

Antoinette Ashman, Recording Secretary

***Conference Call established at 7:54 a.m. with Michelle Francos.***

### **MINUTES:**

**It was moved by Philip Farris and seconded by Jay Hood to approve the May 28, 2014 Leu board minutes. It was approved by all as presented.**

### **ATTENDANCE AND REVENUE:**

Robert Bowden reported on May 2014 Attendance report. There are no financial reports available at this time for review due to the City's Workday Financial system implementation.

***Lorelei Anderson-Francis arrived at 7:59 a.m.***

**It was moved by Philip Farris and seconded by Alberto Sanchez de Fuentes that the May 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 unveiled '*The Leu Loop*' a newsletter for Leu Volunteers written by Kim Robinson, the new membership and volunteer coordinator, highlighting volunteers, upcoming or past events and information of interest to the volunteers. Each board member was given a copy of the newsletter along with Leu Gardens' Volunteer Program Survey. This survey was sent to Leu volunteers to get their ideas on activities and interests they would enjoy in the volunteer program.

### **DEPARTMENT REPORTS:**

#### **HORTICULTURE:**

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

- The gardens are in great shape heading in to the more labor intense months of the year. Staff is working hard to insure that their areas of responsibility stay in good shape while looking nice for visitors.
- Propagation of plants continues in our nursery area so that rotation of our container and hanging baskets can be ongoing. Staff has done a great job in maintaining our new plantings throughout the spring months. We are pleased to welcome a new employee to our team of Horticulture Specialists, Victor Smirnow. Mr. Smirnow has worked at the gardens for the past two years as a volunteer and an intern.
- Gerald Truett, one of our Horticulture Assistants, will be retiring at the first of July. Gerald Truett has served the City of Orlando, at Leu Gardens for 22 years and has done a wonderful job. We wish him well in his upcoming retirement and appreciate all the hard work he has done over his career at the Gardens.

**EDUCATION:**

***Robert Bowden reported from Linda Schmidt,***

**Tours:**

**May 2014** - 5 tours, 105 people; **May 2013** - 14 tours, 471 people

Four schools had to cancel this month because they couldn't get busses. We are also entering the slow time of the year for guided tours. Several self-guided tours are scheduled for summer (many are childcare facilities), but based on past summers, the tours may or may not arrive depending on how the temperature is and the rain forecast on a given day.

**Classes:**

**May 2014** - 14 classes, 170 guests (2 canceled); **May 2013** - 11 classes, 63 guests (6 canceled)

Our classes are doing well right now. The Orlando Sentinel, helped by Keri Leymaster contacts, has started listing our classes in the Thursday and Saturday class sections, plus emails to volunteers, the printed schedules at the front reception desk, notices on Facebook, Eventbrite website and the outside marquee combined all seem to be helping.

**Plant Clinic:**

**May 2014**, 4 days, with 15 guests; **May 2013**, 5 days, with 15 guests

Ms. Francos suggested placing a prompt on the incoming Education voicemail directing callers for classes the option to register online at Eventbrite, in lieu of leaving a voicemail.

Ms. Anderson-Francis had very positive comments on the May 10 Espalier class, taught by Mr. Bowden.

**LEU HOUSE MUSEUM:**

***Lorelei Anderson-Francis reported from staff,***

**Visitors**

- **May 2014** – 2,208 visitors, 304 tours; **May 2013** – 2,373 visitors, 304 tours.

**Donations**

- **May 2014** was **\$527\***:      **Breakdown:** \$423 cash donation + \$95 (45 cookbooks sold)  
    \*\$527 total includes Leu Museum donations for April and May.
- **May 2013** was **\$297**:      **Breakdown:** \$215 cash donation + \$82 (41 cookbooks sold)

**MARKETING & SPECIAL EVENTS:**

***Alberto Sanchez de Fuentes reported from Tracy Micciche,***

**Events in Review**

- **Lunafest**, on May 23, featured 9 short films for, about, and by women were shown. Attendance of 120, with the majority being Leu Members. Cost of \$0.00; Revenue was collected by Women in Film & Television Florida who partnered with Leu Gardens. Profit of \$750 for Leu Gardens.
- **Storytime at Leu Gardens** on Monday, June 2 had attendance of 339.
- **Date Night**, on June 6, featured **Hunger Games – Catching Fire**, with beautiful weather. Attendance of 895. Cost of \$911; Revenue of \$3,929.24; Profit of \$3,018.24. Sold 25 memberships (**valued \$1,240**).
- **Father's Day** on Sunday, June 15 with free admission for Dads had total attendance of 362.

There are no upcoming events in July.

**Marketing**

- Channel 6 segment '**Making a Difference**' featuring Story Time at Leu Gardens aired again in June. This segment may be viewed online on WKMG's Channel 6 website [makingadifference@clickorlando.com](http://makingadifference@clickorlando.com).
- Leu Gardens sold 100 movie passes and one household membership to SeaWorld for employee appreciation. The passes are valid for 16 months and the membership is valid for one year once activated.
- A publisher in France publishes magazines as well as 6 leisure internet sites dedicated to parents, children, teens, men, women or seniors. The publisher will be in the States for a month and will be featuring Leu Gardens.

**MEMBERSHIP & VOLUNTEERS:**

*Philip Farris reported from staff,*

- **May 2014 Membership Update:** New 118, Renew 137, Rejoin 12, Upgrade 8, Downsized 6,  
**May 2013 Membership Compare:** New 129, Renew 94, Rejoin 15, Upgrade 1, Downsized 2

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

**Total Leu Members Balance:** May 2014 was 7,249, comparing to May 2013 of 5,979.

**Total Leu Memberships (Paid):** May 2014 was 3,031, comparing to May 2013 of 2,915.

**Total Leu Memberships (Complimentary):** May 2014 was 4, comparing to May 2013 of 6.

**OLD BUSINESS:** None.

**NEW BUSINESS:**

Keri Leymaster presented to the board a Holiday Season 2014 plan to extend the daytime garden admission hours from 5:00 p.m. to 7:00 p.m. with the last entrance at 6:30 p.m. from Sunday, December 7 to Friday, December 12, 2014 (for 6 days). This holiday season event proposes minimal decorations at Leu Gardens' Welcome Visitors Center and outside in the gardens' core area (i.e., small topiaries, seasonal containers and some lights along the main pathways). The Leu House Museum is decorated for the holidays with extended museum docent tour hours with the last tour at 6:00 p.m., and the Gardens Gift Shop will close at 7:00 p.m. for visitors to shop. A wreath decoration competition with voting via Facebook 'likes' and a toy drive in the front lobby area at Garden House. Discussion ensued by the Board.

**It was moved by Michelle Francos and seconded by Lorelei Anderson-Francis to approve extending the daytime garden admission hours, from 5:00 p.m. to 7:00 p.m., starting Sunday, December 7, 2014 to Friday, December 12, 2014. It was approved by all without abstention.** Mr. Farris questioned staffing for the holiday event. Mr. Bowden commented that most staff would come in two hours later.

It was noted that the Friends of Leu Gardens Board approved on April 23, 2014 the cost up to \$2,000 for miscellaneous decorating supplies for the Holiday Season 2014 event.

Jay Hood questioned how Leu Gardens reaches out to traveling tourists driving through the North Florida area. Ms. Leymaster and Mr. Bowden explained that Leu Gardens' rack brochures are available at some visitor's centers in North Florida.

**ADJOURNMENT:**

The next board meeting is scheduled for July 23, 2014. **The meeting adjourned at 8:36 a.m.**

Antoinette Ashman, Recording Secretary