

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

**July 23, 2014 Minutes**

The Harry P. Leu Gardens Board of Trustees held its regular meeting on Wednesday, July 23, 2014, at Leu Gardens. **The meeting was called to order by Brian Forster at 7:52 a.m. announcing a quorum present:**

**TRUSTEES PRESENT:** (11 meetings scheduled; 9 meetings held year-to-date for 2013-14 fiscal year)

Brian Forster, (9/0) Chair

Philip Farris, (9/0)

Lorelei Anderson-Francis, (4/0)

Michelle Francos, (8/1) **via conference call**

Frances Taylor Dalton, (7/2)

Jay Hood, (8/1)

**TRUSTEE ABSENT:**

Alberto Sanchez de Fuentes, (6/3) Vice Chair

**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 7:53 a.m. with Michelle Francos***

### **MINUTES:**

**It was moved by Philip Farris and seconded by Jay Hood to approve the June 25, 2014 Leu board minutes. It was approved by all as presented.**

### **ATTENDANCE AND REVENUE:**

Robert Bowden reported on the June 2014 Leu Attendance report with review of special events and rentals from current year to last year. A text correction was made to the June 2014 Leu Attendance report with no correction to number totals. There were 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 Jay Hood and seconded by Frances Taylor Dalton that the June 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 on the upcoming new Leu Gardens website. Ms. Byrum (nee Leymaster) gave an overview to the board on some of the new features and expectations the new website will offer to visitors. Leu Gardens' new website launch date is scheduled for Monday, July 28, 2014.

### **DEPARTMENT REPORTS:**

#### **HORTICULTURE:**

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

- The horticulture staff continues to work hard to maintain the gardens during the summer months. With afternoon and daily rains, weed control is more intense and harder to control but the turf looks good.
- Pest control has also intensified, as is normal for this time of the year. The afternoon rains affect the spray schedule becoming very erratic to help compensate for the chemical applications. All areas continue to improve and look better as we have "blitz" days by horticulture staff and Leu volunteers to tackle projects.
- Pressure washing of sidewalks in the gardens continues along with tree trimming and removal of some trees damaged by the afternoon thunderstorms.

**EDUCATION:**

*Frances Taylor Dalton reported from Linda Schmidt,*

**Tours:**

**June 2014** - 5 tours, 150 people and 1 complimentary of 30 people

**June 2013** - 12 tours, 261 people, and 1 complimentary of 32 people

**Classes:**

**June 2014** - 15 classes, 223 guests (1 canceled); **June 2013** - 11 classes, 131 guests (1 canceled)

Class attendance continues to improve, which translates to increased revenue for the Education department.

The summer Explorer camp is for children completing the fourth or fifth grade was a small group of six. The campers explore the Gardens each day with an assigned theme. The kids do a variety of outdoor and indoor activities and a Leu Staff speaks with them each day. Edna Ormand, horticulture specialist, about insects and butterflies; Keri Byrum, assistant director, on succulents; Eric Schmidt, botanical records specialists, about record keeping; and Thomas Hurst, horticulture manager, gave the group a tour of the greenhouse. Each camper gets to “propagate” a coleus to take home, and they were also able to tour the Leu House Museum.

**Plant Clinic:**

**June 2014**, 4 days, with 21 guests; **June 2013**, 4 days, with 11 guests

**LEU HOUSE MUSEUM:**

*Lorelei Anderson-Francis reported from staff,*

**Visitors**

- **June 2014** – 1,553 visitors, 261 tours; **June 2013** – 1,643 visitors, 260 tours.

**Donations**

- **June 2014** was **\$182.00\***: **Breakdown:** \$182 (91 cookbooks sold)

\*The cash donation box was not counted for June but total count will be at the next board meeting.

- **June 2013** was **\$342.00**: **Breakdown:** \$258 cash donation + \$84 (42 cookbooks sold)

**MARKETING & SPECIAL EVENTS:**

*Michelle Francos reported from Tracy Micciche,*

Events in Review There are no events scheduled in July.

Upcoming Special Events

- **Date Night**, is on Friday, August 1, featuring the 1938 classic movie “**You Can’t Take It With You.**” 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.
- **Storytime at Leu Gardens** is on August 4 (The first Monday of the month), at 10 a.m.
- **Seed Swap**, is on Saturday, August 23, from 9:00 a.m. to Noon. This is a free event for anyone interested in swapping seeds. Patrons participating in the swap will receive free entrance into the gardens the same day.

Upcoming Private Event

- **City of Orlando’s Movie Night** is on Saturday, August 9. The City of Orlando will have a movie night for City employees and their families at no charge.

Marketing

- A July 4<sup>th</sup> Membership special of \$5 off any level on new memberships was run from July 4 thru July 6 and five (5) new memberships were sold: (3 individual and 2 household).
- Facebook followers continue to grow, reaching over 4,500 likes, with the average age group 25-35 years old. The wedding week on Facebook was a big hit.
- Leu Gardens’ website has a new look and it will be available for visitors very soon.

**MEMBERSHIP & VOLUNTEERS:**

*Philip Farris reported from Kim Robinson,*

- **June 2014 Membership Update:** New 99, Renew 132, Rejoin 11, Upgrade 5, Downsized 14
- **June 2013 Membership Compare:** New 61, Renew 123, Rejoin 13, Upgrade 1, Downsized 8

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:** June 2014 was 7,488, comparing to June 2013 of 5,975.

**Total Leu Memberships (Paid):** June 2014 was 3,081, comparing to June 2013 of 2,925.

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

**OLD BUSINESS:**

Keri Byrum updated the board on changes to the upcoming “Burgers and Barley” event scheduled for Saturday, September 13, 2014. After research and discussions the **“Burgers and Barley”** partnership event has been changed to **“Burgers in the Garden” at Leu Gardens** to a garden rental with sponsorship event. The cost is \$40 per person for Advance and VIP Advance tickets. Tickets can be purchased online only at [www.johnnysburgerbash.com](http://www.johnnysburgerbash.com). Ticket holders can enjoy live music, beer, signature cocktails and the best burger recipes in town. Admission includes burger sampling, fry bar, dessert and two complimentary Yeungling beers.

Discussion ensued by the board on the **“Burgers in the Garden” at Leu Gardens** event. The Leu Gardens’ membership table will be staffed and available for guests during the event. There are no discounts for Leu Garden Members since this event is a rental, not a partnership.

**NEW BUSINESS:**

**It was moved by Philip Farris and seconded by Lorelei Anderson-Francis to approve the board meeting dates for the 2014-2015 fiscal year as presented below. It was approved by all.**

October 22, 2014	May 27, 2015
November 19, 2014	June 24, 2015
January 28, 2015	July 22, 2015
February 25, 2015 (Select Chair/Vice Chair)	August 26, 2015
March 25, 2015	September 23, 2015
April 22, 2015	

**ADJOURNMENT:**

The next board meeting is scheduled for August 27, 2014. **The meeting adjourned at 8:31 a.m.**

Antoinette Ashman, Recording Secretary