

HARRY P. LEU GARDENS BOARD
October 22, 2014 Minutes

The Harry P. Leu Gardens Board of Trustees held its regular meeting on Wednesday, October 22, 2014, at Leu Gardens. **The meeting was called to order by Brian Forster at 7:50 a.m. announcing a quorum present:**

TRUSTEES PRESENT: (11 meetings scheduled; **1 meeting** held year-to-date for 2014-15 fiscal year)

Brian Forster, (1/0) Chair	Philip Farris, (1/0)
Alberto Sanchez de Fuentes, (1/0) Vice-Chair	Michelle Francos, (1/0)
Lorelei Anderson-Francis, (1/0)	Jay Hood, (1/0)

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

MINUTES:

It was moved by Philip Farris and seconded by Alberto Sanchez de Fuentes to approve the September 24, 2014 Harry P. Leu Board minutes. There was no discussion. **It was approved by all as presented.**

Michelle Francos arrived at 7:55 a.m.

ATTENDANCE AND REVENUE:

Robert Bowden reported on the year-end September 2014 Leu Attendance report. Fiscal year attendance thru September 2014 overall was higher with 136,708 compared to September 2013 attendance of 134,989. Discussion ensued on overall attendance, especially the increase in the number of classes and people attending. Classes increased to 139 with 1,577 people this year compared to 91 classes and 851 people last year.

It was moved by Jay Hood and seconded by Michelle Francos that the Leu September 2014 Attendance report be approved. It was approved by all as presented.

Mr. Bowden presented the September 2014 Revenue and Expense reports to the Board. The Board discussed the current 2013-2014 revenue and expense balances and compared revenues from 2011-2012 and 2012-2013 fiscal years. It was noted that record-keeping of some revenue accounts transitioning from iNovah 2 Cashier entries to Workday are still being adjusted and modified.

It was moved by Michelle Francos and seconded by Jay Hood that the September 2014 Revenue and Expense reports be approved. It was approved by all as presented.

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

DIRECTOR'S REPORT:

Mr. Bowden commented how the 2014-15 season looks to be very busy for the Gardens. It looks hopeful with the two grant awards received, the "Ribbit the Exhibit" installation January 2015 and many fun activities coming. Mr. Bowden thanked the board for their support.

Lorelei Anderson-Francis suggested to Leu board members that they volunteer at Leu Gardens' events. Ms. Anderson-Francis shared comments of her enjoyment of Leu's October 11th Jazz'n Blues Stroll.

DEPARTMENT REPORTS:

HORTICULTURE:

Jay Hood reported from Thomas Hurst,

- Finally cooler nights have arrived and we are leaving the rainy pattern behind. Overall, the gardens are in good shape heading into the fall and winter months. The Color Garden will be changed out this week and we will install our cool weather plant material. It has grown out well and is ready for the transition from the nursery to the garden.

- The FNGLA trails have concluded and the plant material has been removed. The trial areas have been restored. The horticulture staff is now in the process of mulching throughout the gardens with pine straw as we spray through our areas. This not only helps with the weed control, but also improves the appearance of the gardens.
- With October events winding down, staff is looking forward to cooler weather and concentrating on maintenance of areas.

EDUCATION:

Robert Bowden reported from Linda Schmidt,

Tours:

September 2014 - 3 tours, 563 compared to **September 2013** - 6 tours, 204 people

Garden guide meetings have started and new guide training will start this month with at least two sessions a month until potential guides are ready to give tours.

Classes:

September 2014 - 10 classes, 141 guests; **September 2013** - 9 classes, 81 guests (3 canceled)

Classes continue to do well.

Plant Clinic:

September 2014 - 4 days, with 10 guests; **September 2013** – 4 days, with 13 guests

LEU HOUSE MUSEUM:

Lorelei Anderson-Francis reported from staff,

Visitors

- **September 2014** – 1,338 visitors, 232 tours; **September 2013** – 1,132 visitors, 200 tours.

Donations

- **September 2014** was **\$315:** **Breakdown:** \$229 cash donation + \$86 (43 cookbooks sold)
- **September 2013** was **\$345:** **Breakdown:** \$279 cash donation + \$66 (33 cookbooks sold)

MARKETING & SPECIAL EVENTS:

Michelle Francos reported from Tracy Micciche,

Events in Review

- **Burgers in the Garden** on September 13, contracted by Johnny's Fillin' Station hosted a burger bash in the gardens. There was no final numbers for the event. Based on what we know approximately 150 tickets were sold and 300 plus were complimentary, with an estimated attendance of 535 people and revenue of \$7,511.74.
- **Storytime at Leu Gardens** on October 6; attendance was 428.
- **Date Night** on October 5 featured the classic movie "**The Birds.**" Attendance was 516; Cost was \$0.00 with the grant covering all costs; Revenue and Profit of \$2,077.53. Sold 12 memberships (valued \$580). The weather forecast had a heavy chance of rain.
- **Jazz'n Blues Stroll** on October 11 had attendance of 1,815. Cost of \$454.23 (the grant paid for \$5,572.08); Revenue of \$28,997; Profit of \$28,542.77. Sold 22 memberships (valued \$1,085).

Upcoming Special Events

- **Ghost Stories** is on October 24 at 7:30 p.m. Hear eerie stories that will send shivers down your spine. The Gardens open at 6:00 p.m. Adult Admission \$10, Child and Leu Members \$5.
- **Storytime at Leu Gardens** is on November 3rd the first Monday of the month at 10 a.m.
- **Date Night** is on Friday, November 7, featuring the classic movie "**A Streetcar Named Desire.**" The gardens open at 6 p.m. and the movie starts at 7:30 p.m. Adult admission \$6, Child \$3, free for Leu member and child under 4 years.

Marketing

- Orlando Family Magazine featured a full page on the Ghost Stories event.
- Leu Gardens has joined **The Knot**, a wedding magazine and online marketing tool, for one year.

Philip Farris questioned how many events were rained out last year compared to this year. It was noted that the Valentine's Day Concert was added this year and is usually scheduled when Valentine's Day is on a Friday, Saturday or Sunday. The attendance and revenue for Special Events increased and we had fewer rain outs on event days compared to last fiscal year.

Michelle Francos recommended making a pitch for donations for the Gardens at large audience events and offered several suggestions for future events.

MEMBERSHIP & VOLUNTEERS:

Philip Farris reported from Kim Robinson,

- **September 2014 Membership Update:** New 82, Renew 85, Rejoin 12, Upgrade 3, Downsized 5
- **September 2013 Membership Compare:** New 33, Renew 76, Rejoin 8, Downsized 2

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

Leu Members Balance: September 2014 was 7,723, compared to September 2013 of 6,213.

Leu Memberships (Paid): September 2014 was 3,141, compared to September 2013 of 2,887.

On October 16, Leu Volunteers, Members and some staff enjoyed a tour of the Apopka Greenhouse and Growers nurseries including sites in Mt. Dora and Zellwood.

OLD BUSINESS:

Keri Byrum updated the board on the cost estimates from the outside contractor of \$53,000 to replace all visible wood and decking with an additional \$3,500 cost for higher quality decking materials. The City's Facilities department cost estimates to replace the entire overlook would be \$150,000 and \$50,000 to replace only the railings and deck. Discussion ensued on the current Lake Rowena Overlook area and the proposed site by Leu Gardens' Master Plan.

NEW BUSINESS: None

ADJOURNMENT:

The next board meeting is scheduled for November 19, 2014. **The meeting adjourned at 8:52 a.m.**

Antoinette Ashman, Recording Secretary