

HARRY P. LEU GARDENS BOARD
November 19, 2014 Minutes

The Harry P. Leu Gardens Board of Trustees held its regular meeting on Wednesday, November 19, 2014, at Leu Gardens. **The meeting was called to order by Alberto Sanchez de Fuentes at 7:55 a.m. announcing a quorum present:**

TRUSTEES PRESENT: (11 meetings scheduled; **2 meetings** held year-to-date for 2014-15 fiscal year)

Alberto Sanchez de Fuentes, (2/0) Vice-Chair

Michelle Francos, (2/0) *via conference call*

Lorelei Anderson-Francis, (2/0)

Jay Hood, (2/0)

Philip Farris, (2/0)

TRUSTEES ABSENT:

Brian Forster, (1/1) Chair

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

Keri Byrum, Assistant Director, Harry P. Leu Gardens

Antoinette Ashman, Recording Secretary

Conference call with Michelle Francos established at 7:55 a.m.

MINUTES:

It was moved by Philip Farris and seconded by Jay Hood to approve the October 22, 2014 Harry P. Leu Board minutes. There was no discussion. It was approved by all as presented.

ATTENDANCE AND REVENUE:

Robert Bowden reported on October 2014 Leu Attendance report. Attendance for October 2014 was higher with 13,798 overall visitors compared to October 2013 attendance of 12,511. There were no October 2014 Revenue and Expense reports.

It was moved by Jay Hood and seconded by Philip Farris that the Leu October 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 shared flattering comments from clients about Jonathan Rodriguez, Entertainment Facility Worker. The Gardens did not receive any Capital Improvement Project (CIP) monies this year. The three items requested for CIP funding were the Lake Rowena Overlook, sidewalks and tree work.

The Leu Gardens Board will draft a letter of concerns of items needing repairs in the Gardens to budget review committee and to City commissioners.

It was moved by Philip Farris and seconded by Lorelei Anderson-Francis for the board to draft a letter of concerns to give awareness during the City's budget review time.

DEPARTMENT REPORTS:

HORTICULTURE:

Jay Hood reported from Thomas Hurst,

- Our Color Garden has now been changed out and the new plant material is looking better each day. New mulches have been purchased and the Horticulture department is in the process of re-mulching the Gardens to give it a nice face lit.
- With the cooler nights and days, weed control becomes a lot less intense as we are now able to get a better handle on it. We welcomed our new lawn maintenance crew this month, as our new contract is now in place and we are excited to be working with a very professional crew.

- With the holidays fast approaching, the Horticulture staff is working hard to make sure the Gardens look beautiful for visitors. At the same time we are hoping for a mild Florida winter this year so that the Gardens continue to flourish and are not set back by any serious freezes.

EDUCATION:

Robert Bowden reported from Linda Schmidt,

Tours:

October 2014 - 10 tours, 329 people and 4 complimentary tours, 73 people

October 2013 - 13 tours, 397 people

We had a Garden Guide meeting this month with Leu's Horticulture staff Edna Ormand, Sarah Rosen and Victor Smirnow showing the guides all the work that has been done around the lakefront. We also had two training sessions for potential guides, who are now ready to shadow tours.

There is a new addition of camellia tours starting January 2015 with Director Robert Bowden during the camellia season. These 5 specialty tours are preregistration required and maybe reserved online at leugardens.eventbrite.com or pay in person. Space for each tour is limited and is approximately 1 hour long. The camellia tour cost is \$12 per person or \$6 for Leu Gardens' member. The camellia tour dates are January 10, 13, 29 and February 11 and 21.

Classes:

October 2014 - 7 classes, 174 guests (2 canceled, 1 by instructor)

October 2013 - 8 classes, 65 guests (10 canceled)

Classes continue to do quite well. Ms. Schmidt is working on the winter schedule and will be incorporating 4 to 6 classes concerning frogs or the environment to go with the "Ribbit the Exhibit" exhibition.

Plant Clinic:

October 2014 - 4 days, with 14 guests; **October 2013** – 5 days, with 15 guests

LEU HOUSE MUSEUM:

Lorelei Anderson-Francis reported from staff,

Visitors

- **October 2014** – 1,685 visitors, 255 tours; **October 2013** – 1,394 visitors, 250 tours.

Donations

- **October 2014** was **\$435**: **Breakdown:** \$375 cash donation + \$60 (30 cookbooks sold)

- **October 2013** was **\$465**: **Breakdown:** \$413 cash donation + \$52 (26 cookbooks sold)

The total donations for 2013-14 were \$5,306.50 compared to last year \$4,114.00.

The Leu House Museum will be decorated for the holidays from November 24 to January 5. Seminole State College Interior Design students and Seminole County Public High School students will decorate the museum on November 21 and 22. The museum will reopen on Sunday, November 23, 2014. Each room will be decorated with nature in mind. During the extended garden hours from Sunday, December 7 through Friday, December 12, the museum will give tours as usual but the last tour will be at 6:00 p.m. instead of 3:30 p.m.

MARKETING & SPECIAL EVENTS:

Michelle Francos reported from Tracy Micciche,

Events in Review

- **Ghost Stories** on October 24 had attendance of 667; Cost was \$176.45 (the grant paid for \$1,927.16); Revenue was \$4,754.94; Profit was \$4,578.49. Sold 2 memberships (**valued \$100.00**). Due to the decline in attendance and our high cost, this event will no longer be offered.
- **Storytime at Leu Gardens** on November 3; attendance was 434.
- **Date Night** on Friday, November 7, featured the classic movie "A Streetcar Named Desire." Attendance was 516; Cost was \$24.00 with the grant covering all other costs; Revenue was \$2,342.14; Profit was \$2,318.14. Sold 11 memberships (**valued \$540.00**). The weather forecast was rainy.

Upcoming Special Events

- **Storytime at Leu Gardens** is on December 1st the first Monday of the month at 10 a.m.
- **Date Night** is on Friday, December 5, featuring the movie “**National Lampoon’s Christmas Vacation.**” 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

- Since joining **The Knot** in October we have had 9 leads.
- We will be running a Thanksgiving Week Special of \$10 off a new membership for any level. We sold 38 memberships last year.
- Leu Members will be offered \$10 off new gift memberships through December 2014. We sold 17 memberships last year.

MEMBERSHIP & VOLUNTEERS:

Philip Farris reported from Kim Robinson,

- **October 2014 Membership Update:** New 113, Renew 142, Rejoin 12, Upgrade 14, Downsized 4
- **October 2013 Membership Compare:** New 131, Renew 133, Rejoin 17, Upgrade 2, Downsized 6

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: **October 2014** was 7,721, compared to **October 2013** of 6,363.

Leu Memberships (Paid): **October 2014** was 3,136, compared to **October 2013** of 2,927.

We will resume having quarterly updates on volunteer hours starting January 2015.

OLD BUSINESS:

Ms. Byrum updated the Board on the 9 sponsorships sold for the “Ribbit the Exhibit” Exhibition.

NEW BUSINESS: None

ADJOURNMENT:

There being no further business to discuss **it was moved by Jay Hood and seconded by Philip Farris that the meeting be adjourned at 8:32 a.m.** The next board meeting is scheduled for January 28, 2015.

Antoinette Ashman, Recording Secretary