

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

**March 25, 2015 Minutes**

The Harry P. Leu Gardens Board of Trustees held its regular meeting on Wednesday, March 25, 2015, at Leu Gardens. **The meeting was called to order by Alberto Sanchez de Fuentes at 8:21 a.m. announcing a quorum present:**

**TRUSTEES PRESENT:** (11 meetings scheduled; **5 meetings** held year-to-date for 2014-15 fiscal year)

Alberto Sanchez de Fuentes, (5/0) Vice-Chair

Michelle Francos, (5/0)

Lorelei Anderson-Francis, (5/0)

Jay Hood, (5/0)

**TRUSTEES ABSENT:**

Brian Forster, (3/2) Chair

**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 Michelle Francos and seconded by Jay Hood to approve the February 25, 2015 Harry P. Leu Board minutes. There was no discussion. It was approved by all as presented.**

### **ATTENDANCE AND REVENUE:**

Robert Bowden reported on February 2015 Leu Attendance noting that overall attendance was higher than last year. Paid admissions, classes and special events numbers are ahead of last year.

**It was moved by Michelle Francos and seconded by Lorelei Anderson-Francis that the Leu February 2015 Attendance report be approved. There was no discussion. It was approved by all as presented.**

Mr. Bowden reviewed the February 2015 Revenue and Expense Reports with the Board. Discussion ensued on revenues and expenses.

**It was moved by Jay Hood and seconded by Michelle Francos that the Leu February 2015 Revenue and Expense reports be approved. There was no further discussion. It was approved by all as presented.**

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

### **DIRECTOR'S REPORT:**

Mr. Bowden updated the Board on his trip to Camellia Forest Nursery in North Carolina. Mr. Bowden is sending a letter to Joe Stine, Leu Foundation, requesting help to cover the costs of the camellias purchased on the North Carolina trip.

Leu Museum cookbooks are available for purchase in the Gardens' Giftshop.

Al Pfeiffer has a presentation in June on the Leu House Museum.

**Lorelei Anderson-Francis left at 8:33 a.m.**

Ms. Byrum commented that the site visit by Orange County Arts and Cultural Affairs Facilities committee on March 5, 2015 went well. The Ribbit the Exhibit will be leaving on Wednesday, April 1. The Floriculture Field Day beds will be installed on April 1<sup>st</sup>. FNGLA is covering the cost of a summer intern to help maintain the beds. Leu Gardens will host part of that conference in mid May. ASLA will be having their July meeting in the Orlando area and attendees will have an opportunity to visit the Gardens.

**Lorelei Anderson-Francis returned at 8:36 a.m.**

Ms. Byrum and Mr. Bowden are researching information on a cell phone audio tour.

**DEPARTMENT REPORTS:**

**HORTICULTURE:**

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

- Spring can be seen prominently in the gardens. Temperature in the upper 80s was a welcome sight for our plant sale and the gardens love the temperatures. The roses, cut back in February, are flushing out and are spectacular. Our warm season annuals have been planted into grow pots and are looking good.
- Maintenance and control of the weeds is now back in full force as the warmer days now has everything starting to grow vigorously. Due to the thousands of visitors attending the plant sale weekend, the turf tends to take a beating but seems to be recovering well considering the stress it undergoes.
- With the heat of summer approaching we have started repairing and replacing a lot of irrigation.

The board viewed a deteriorated irrigation pipe from the gardens.

**EDUCATION:**

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

**Tours:**

**February 2015** - 11 tours, 290 people; 4 complimentary tour, 242 people (with Envirothon of 220 people);

**February 2014** – 9 tours, 354 people; 1 complimentary tour, 220 people (Envirothon)

We are busier with tours, but very few school tours, thus the tour numbers are down. Three new guides have finished training and are shadowing while two more guides are ready to start shadowing.

**Classes:**

**February 2015** - 19 classes, 280 guests; 1 class canceled;

**February 2014** - 15 classes, 108 guests; 5 classes canceled

During the camellia season, we decided to offer 5 walking tour classes as well as the camellia class, taught by the director. These 6 classes were a success attended by 152 people with revenue of \$1,502. We will offer walking tour classes each quarter of other collections. April and May will highlight the rose and palm collections to be taught by Robert Bowden, Eric Schmidt or horticulture staff.

**Plant Clinic:**

**February 2015** - 4 days, with 17 guests; **February 2014** – 4 days, with 10 guests

Mr. Bowden shared a thank you letter from Osceola Soil and Water Conservation District for Leu Gardens' contribution to the 21<sup>st</sup> Annual Regional Envirothon held on February 5, with 34 teams from 7 high schools.

**LEU HOUSE MUSEUM:**

***Lorelei Anderson-Francis reported from Antoinette Ashman,***

**Visitors**

- **February 2015** – 2,966 visitors, 291 tours; **February 2014** – 2,475 visitors, 275 tours.

**Donations**

- **February 2015** was **\$482**      **Breakdown:** \$354 cash donation + \$128 (64 cookbooks sold)
- **February 2014** was **\$464**      **Breakdown:** \$336 cash donation + \$128 (64 cookbooks sold)

**MARKETING & SPECIAL EVENTS:**

***Michelle Francos reported from Tracy Micciche,***

**Events in Review**

- **Storytime at Leu Gardens**, on March 2 had attendance 459.
- **Date Night** on March 6<sup>th</sup> featured the movie “**What If**” was canceled due to rain, with a cost of \$349. The movie has been rescheduled for August.
- **Plant Sale** on March 14 and 15, had attendance of 8,848. The Revenue/Expense report will be available at the next meeting.

**Upcoming Special Events**

- **Date Night** is on Friday, April 3, featuring the 1961 classic movie “**Splendor in the Grass.**” 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 April 6<sup>th</sup>, the first Monday of the month at 10 a.m.

- **Spring Jazz'n Blues Stroll**, is on Saturday, April 11<sup>th</sup> at 7:00 p.m. featuring three bands with Lauren Mitchell Band, Nightly Blues Band and Don Soledad. Tickets on sale March 30 for \$17 and \$12 plus tax. Purchase tickets online at [leugardens.eventbrite.com](http://leugardens.eventbrite.com) or in person. Day-of tickets are \$22 plus tax.

### **Marketing**

We had an ongoing Ribbit the Exhibit online campaign running on Cox Media since February 14, but the ad will end on March 28, 2015.

Starting April 2015, we are advertising the Jazz'n Blues Stroll, small weddings, classes and the Rose Walking Tour with Cox Media.

### **MEMBERSHIP & VOLUNTEERS:**

*Keri Byrum reported from Kim Robinson,*

- **February 2015 Membership:** New 205, Renew 190, Rejoin 3, Upgrade 14, Downsize 18
- **February 2014 Membership:** New 113, Renew 180, Rejoin 18, Upgrade 4, Downsize 1, Drop 1

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 12<sup>th</sup> grade) living at the same residence.

**Members Balance February 2015** was 8,250, compared to February 2014 of 6,883.

**February 2015 Complimentary Membership** was 7, compared to February 2014 of 1.

**Membership (Paid) February 2015** was 3,324, compared to February 2014 of 2,980.

Ms. Byrum commended the stenciled signage at the front desk for helping to promote Leu Gardens' member benefits, and contributing to membership sales to visitors.

### **OLD BUSINESS:**

The Selection Committee met at 8:06 a.m. on March 25, 2015 with board members Alberto Sanchez de Fuentes, Lorelei Anderson-Francis and Michelle Francos attending. The committee recommended Alberto Sanchez de Fuentes for Chair and Jay Hood as Vice-Chair for the 2015-2016 fiscal year.

Alberto Sanchez de Fuentes and Jay Hood accepted the Chair and Vice-Chair nominations for the Harry P. Leu Gardens Board.

**It was moved by Lorelei Anderson-Francis and seconded by Michelle Francos to approve Alberto Sanchez de Fuentes and Jay Hood as Chair and Vice-Chair respectively for the Harry P. Leu Gardens Board; it was approved by all unanimously.**

**Tracy Micciche conference call established at 8:53 a.m.**

### **NEW BUSINESS:**

Mr. Bowden introduced Tracy Micciche, Leu Gardens' Events and Marketing Coordinator to the board. The Board reviewed information presented by Ms. Micciche to establish a rate of \$10,000 for private special evening event rental to include the entire gardens for one evening not to exceed 1,500 people in attendance. Discussion ensued by the board on the proposed rate.

**It was moved by Michelle Francos and seconded by Jay Hood to approve the rate of \$10,000 for private special evening event rental to include the entire gardens for one evening not to exceed 1,500 people in attendance with compliance to City Policies, City Ordinances and Harry P. Leu Gardens' policies. There was no discussion. It was approved by all unanimously.**

**Tracy Micciche conference call ended at 9:04 a.m.**

### **ADJOURNMENT:**

**There being no further business to discuss the meeting adjourned at 9:05 a.m.** The next board meeting is scheduled for April 22, 2015.