

HARRY P. LEU GARDENS BOARD
April 22, 2015 Minutes

The Harry P. Leu Gardens Board of Trustees held its regular meeting on Wednesday, April 22, 2015, at Leu Gardens. **The meeting was called to order by Jay Hood at 8:14 a.m. announcing a quorum present:**

TRUSTEES PRESENT: (11 meetings scheduled; **6 meetings** held year-to-date for 2014-15 fiscal year)

Jay Hood, (6/0) Vice-Chair
Joshua Becker, (1/0)

Michelle Francos, (6/0)
Camara Williams, (1/0)

TRUSTEES ABSENT:

Alberto Sanchez de Fuentes, (5/1) Chair
Lorelei Anderson-Francis, (5/1)
Brian Forster, (3/3) Chair

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

WELCOME NEW BOARD MEMBERS:

Robert Bowden introduced and welcomed new Leu Board Members Joshua Becker and Camara Williams.

MINUTES:

It was moved by Michelle Francos and seconded by Camara Williams to approve the March 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 March 2015 Leu Attendance stating overall attendance was higher than last year. Paid admissions and class attendance numbers continue to be higher comparing to March 2014.

It was moved by Michelle Francos and seconded by Camara Williams that the Leu March 2015 Attendance report be approved. There was no discussion. It was approved by all as presented.

Mr. Bowden reviewed the March 2015 Revenue and Expense Reports with the Board.

It was moved by Michelle Francos and seconded by Camara Williams that the Leu March 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 informed the Board on the Florida Nursery Growers and Landscape Association's (FNGLA) Floriculture Field Day Conference on May 13 and 14, 2015. Leu Gardens' will be a host for the event.

DEPARTMENT REPORTS:

HORTICULTURE:

Jay Hood reported from Thomas Hurst,

- All of the Color Garden plant material has now been changed out to our warmer weather annuals and looks very nice. The floral clock should be finished this week with the remainder of the warm season annuals being planted throughout the Idea Garden will be installed.
- The first flush of roses is spectacular and we have had many nice compliments on how it all looks. Also the FNGLA's trial beds have been installed with the newest varieties of plants and they look fantastic.
- Irrigation maintenance and weed control continue throughout the gardens and the rain has helped in the acclimation to coming summer months.

EDUCATION: *Robert Bowden reported from Linda Schmidt,*

Tours:

March 2015 - 14 tours, 423 people; **March 2014** – 17 tours, 559 people

We had less tours than last year, but we had 130 more children, so that was encouraging.

Classes:

March 2015 - 13 classes, 154 guests; 4 class canceled;

March 2014 - 17 classes, 110 guests; 2 classes canceled

In conjunction with the “Ribbit the Exhibit” display we offered three adult and two children’s classes concerning frogs, amphibians and wetlands during the three months. The first three classes were quite successful but unfortunately the final two were canceled. We were especially disappointed to cancel the class we were offering in cooperation with the Central Florida Zoo, in which they were to bring frogs and other amphibians here for a visit. However, we are hoping to offer other classes with the zoo in the future.

Plant Clinic:

March 2015 - 4 days, with 15 guests; **March 2014** – 4 days, with 12 guests

LEU HOUSE MUSEUM:

Keri Byrum reported from Antoinette Ashman,

Visitors

▪ **March 2015** – 3,181 visitors, 340 tours; **March 2014** – 3,189 visitors, 322 tours.

Donations

▪ **March 2015** was \$558

Breakdown: \$414 cash donation + \$144 (72 cookbooks sold)

▪ **March 2014** was \$508

Breakdown: \$356 cash donation + \$152 (76 cookbooks sold)

MARKETING & SPECIAL EVENTS:

Michelle Francos reported from Tracy Micciche,

Events in Review

- **Date Night** on April 3 featured the 1961 classic movie “**Splendor in the Grass.**” Attendance was 443; Cost was \$299.00 (advertising paid by grant); Revenue of \$1,669.34, Profit of \$1,666.35. Sold 17 memberships (valued \$840).
- **Storytime at Leu Gardens**, on April 6 had attendance 507.
- **Plant Sale** on March 14 and 15, Free Admission. Attendance was 8,848; All advertising costs was paid for by the grant; Cost of \$1,424.59; Revenue of \$19,139.85, Profit of \$17,715.26. Sold 53 memberships (valued \$2,475).
- **Jazz’n Blues Stroll** on April 11, had attendance of 891. There was a threat of rain and a cold front all week, along with other events in the area caused lower ticket sales. At 7:50 p.m., we closed down the gardens due to lightning. Many people requested refunds and those were granted. Pending more refund requests the expense and revenue report will be submitted next month.

Upcoming Special Events

- **Date Night** is on Friday, May 1, featuring movie “**If I Stay.**” 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 May 4th, the first Monday of the month at 10 a.m.
- **Mother’s Day**, is on Saturday, May 10. Free admission for Moms! Curbies Sidewalk Café will offer special lunches for moms under the trees, weather permitting.

Marketing

We are continuing advertising with Cox online media for the next two months highlighting upcoming events and classes.

MEMBERSHIP & VOLUNTEERS:

Keri Byrum reported from Kim Robinson,

▪ **March 2015 Membership:**

New 208, Renew 232, Rejoin 14, Upgrade 9, Downsize 10

▪ **March 2014 Membership:**

New 172, Renew 181, Rejoin 29, Upgrade 7

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.

Members Balance March 2015 was 8,479, compared to March 2014 of 7,084.

March 2015 Complimentary Membership was 10, compared to March 2014 of 2.

Membership (Paid) March 2015 was 3,335, compared to March 2014 of 3,029.

The total Leu volunteer hours for the year were 12,905 (a \$274,102 value at \$21.24 per hour), with Education of 1,090, Front Desk and Special Events of 2,386, Horticulture of 5,085 and Museum of 4,344.

Camara Williams will be the liaison for Membership and Volunteers and Joshua Becker will support the Education department.

OLD BUSINESS: None.

NEW BUSINESS:

Discussion ensued on past and current special events at Leu Gardens.

ADJOURNMENT:

There being no further business to discuss the meeting adjourned at 8:45 a.m. The next board meeting is scheduled for May 27, 2015.

Antoinette Ashman, Recording Secretary