

HARRY P. LEU GARDENS BOARD

May 27, 2015 Minutes

The Harry P. Leu Gardens Board of Trustees held its regular meeting on Wednesday, May 27, 2015, at Leu Gardens. **The meeting was called to order by Alberto Sanchez de Fuentes at 7:49 a.m. announcing a quorum present:**

TRUSTEES PRESENT: (11 meetings scheduled; **7 meetings** held year-to-date for 2014-15 fiscal year)

Alberto Sanchez de Fuentes, (6/1) Chair

Michelle Francos, (7/0)

Jay Hood, (7/0) Vice-Chair

Camara Williams, (2/0)

Lorelei Anderson-Francis, (6/1)

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 Jay Hood and seconded by Michelle Francos to approve the April 22, 2015 Harry P. Leu Board minutes. There was no discussion. It was approved by all as presented.

ATTENDANCE AND REVENUE:

Robert Bowden reported on April 2015 Leu Attendance stating overall attendance was higher than last year. Paid admissions and class attendance numbers continue to be higher comparing to April 2014.

It was moved by Michelle Francos and seconded by Camara Williams that the Leu April 2015 Attendance report be approved.

Discussion ensued on the April 2015 Attendance report. Lorelei Anderson-Francis had complimentary comments on the recent Container Gardens class she attended with a co-worker taught by Leu Gardens' Horticulture staff member, Edna (Pinky) Ormand on April 25, 2015. Mr. Bowden shared how the garden volunteers have increased since her employment at Leu Gardens. There was no further discussion.

The April 2015 Leu Attendance report was approved by all as presented.

Mr. Bowden reviewed the April 2015 Revenue and Expense Reports with the Board with positive comments on progression of the revenue accounts and the stability of the expense accounts.

It was moved by Jay Hood and seconded by Michelle Francos that the Leu April 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 attendance status of the Harry P. Leu Gardens Board. Brian Forster resigned from the Harry P. Leu Gardens Board due to attendance and Joshua Becker resigned due to work obligations. Mr. Bowden discussed attendance requirements and recommended the Leu Gardens board schedule 12 board meeting dates for the upcoming 2015-2016 fiscal year.

Keri Byrum informed the board of the Certificate of Excellence award issued by TripAdvisor to Leu Gardens based on consistent positive reviews on TripAdvisor.com.

The Gardens hosted the Florida Nursery Growers Landscape Association's (FNGLA) Floriculture Field Day Conference on May 13 and 14, 2015 and the event went well. A life-size, pink resin horse has been installed in the Gardens for a limited time loaned from a plant breeder and is being utilized on social media.

DEPARTMENT REPORTS:

HORTICULTURE:

Jay Hood reported from Thomas Hurst,

- The Florida Nursery and Growers Landscape Association (F.N.G.L.A.) plant trials have been a huge success and have been enjoyed by many guests. Visitors love seeing the newest varieties and will continue to enjoy them for several months to come. Visitors continually comment on how wonderful they all look.
- A mild spring has allowed staff to acclimate to the warmer weather that is now upon us. The Horticulture staff is preparing for the heat of summer and is working diligently on weed control. Fertilization of most plant material and turf has been completed and the pruning of the camellias continues.

- Propagation of new plant material continues in our nursery area as we continue to replenish our butterfly garden and accent certain areas within the gardens. Hopefully we will soon be in a summer pattern with afternoon showers in the mix.

EDUCATION:

Keri Byrum reported from Linda Schmidt,

Tours:

April 2015 - 17 tours, 453 people; 3 complimentary tours, 90 people; **April 2014** – 16 tours, 602 people

Classes:

April 2015 - 12 classes, 147 guests; 3 class canceled; **April 2014** - 10 classes, 74 guests; 4 classes canceled
Summer classes for July and August are posted on the website.

Plant Clinic:

April 2015 - 5 days, with 11 guests; **April 2014** – 5 days, with 21 guests

Summer Camps:

Registration is going well for Leu Gardens' three children's summer camp. The schedule has Garden Explorers, June 15-19 for children completing the 4th and 5th grades; Garden Detectives, July 13-17 for children completing the 2nd and 3rd grades; and Junior Garden Detectives, August 3-7 for children completing kindergarten and 1st grades.

LEU HOUSE MUSEUM:

Lorelei Anderson-Francis reported from Antoinette Ashman,

Visitors

- **April 2015** – 2,758 visitors, 302 tours; **April 2014** – 2,178 visitors, 322 tours.

Donations

- **April 2015** was **\$617 Breakdown:** \$511 cash donation + \$106 (53 cookbooks sold)
- **April 2014** was **\$527 Breakdown:** \$441 cash donation + \$86 (43 cookbooks sold)
- **Totals for the Current Fiscal year: October 2014 thru April 2015**
17,975 visitors, Cookbooks Sold 319, Cookbooks Sales \$638, Total Donations \$3,137
- **Totals for the Last Fiscal year: October 2013 thru April 2014**
16,121 visitors, Cookbooks Sold 309, Cookbooks Sales \$618, Total Donations \$3,033

Virginia Leedy has been training two new part-time seasonal staff as museum docents for the Leu House Museum. They will cover the hours formally worked by Kaylee Murdaugh who relocated to Tampa.

The Leu Museum history was featured in Leu Gardens' June newsletter emailed on May 29.

MARKETING & SPECIAL EVENTS:

Michelle Francos reported from Tracy Micciche,

Events in Review

- **Date Night** on May 1 featured the movie **"If I Stay."** Attendance was 722; Cost was \$349.00 (advertising paid by grant); Revenue of \$3,239.66, Profit of \$2,890.66. Sold 14 memberships (**valued \$680**).
- **Storytime at Leu Gardens**, on May 4 had attendance 442.
- **Jazz'n Blues Stroll** on April 11 featured 3 bands. The event was stopped at 7:50 p.m. due to lightning. Attendance of 908. Cost of \$4,110.99. Revenue of \$14,707.00. Refunds of \$1,151.00. Profit of \$9,445.01. Sold 11 memberships (**valued \$555**).
- **Mother's Day** on May 10 with free admissions for Moms. Attendance was 1,665 (670 Free Moms, paid garden day admissions fees of \$5,988.66); Cost was \$51.87 for bottled water (advertising paid by grant); Revenue of \$705.00 from vendors and bottled water sales, Profit of \$653.00. Sold 24 memberships (**valued \$1,185**).

Upcoming Special Events

- **Storytime at Leu Gardens** is on June 1, the first Monday of the month at 10 a.m.
- **Date Night** is on Friday, June 5, featuring movie **"Hunger Games, Mockingjay Part 1."** 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.
- **Father's Day**, is on Sunday, June 21. Free admission for Dads.

Marketing

We have partnered with TravelZoo this summer with a special limited time offer for TravelZoo members to entice visitors to the gardens during the hot summer months.

Yelp Activity May 2015: 484 views (May 1 to 29) 53 clicks to Leu Gardens' website.

TripAdvisor has issued a Certificate of Excellence award to Leu Gardens based on consistent positive reviews on TripAdvisor.com.

Discussion ensued by the board on the Jazz'n Blues Stroll event stopped due to lightning and refund requests inquiries made from ticket purchasers.

MEMBERSHIP & VOLUNTEERS:

Camara Williams reported from Kim Robinson,

- **April 2015 Membership:** New 132, Renew 159, Rejoin 18, Upgrade 7, Downsize 6, Drop 1
- **April 2014 Membership:** New 157, Renew 174, Rejoin 16, 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 12th grade) living at the same residence.

Members Balance April 2015 was 8,698, compared to April 2014 of 7,081.

April 2015 Complimentary Membership was 7, compared to April 2014 of 19.

Membership (Paid) April 2015 was 3,317, compared to April 2014 of 3,008.

OLD BUSINESS: None.

NEW BUSINESS: None.

ADJOURNMENT:

There being no further business to discuss the meeting adjourned at 8:28 a.m. The next board meeting is scheduled for June 24, 2015.

Antoinette Ashman, Recording Secretary