

HARRY P. LEU GARDENS BOARD
October 28, 2015 Minutes

The Harry P. Leu Gardens Board of Trustees held its regular meeting on Wednesday, October 28, 2015, at Leu Gardens. **The meeting was called to order by Alberto Sanchez de Fuentes at 7:52 a.m. announcing a quorum present:**

TRUSTEES PRESENT: (12 meetings scheduled; **1 meeting** held year-to-date for 2015-16 fiscal year)

Alberto Sanchez de Fuentes, (1/0) Chair	Jennifer Lombardo, (1/0)
Jay Hood, (1/0) Vice-Chair	Michael Provenzale, (1/0)
Lorelei Anderson-Francis, (1/0) conference call	Camara Williams, (1/0)
Michelle Francos, (1/0) conference call	

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

Conference call established at 7:52 a.m. with Lorelei Anderson-Francis and Michelle Francos.

WELCOME NEW BOARD MEMBERS:

Robert Bowden introduced and welcomed new Leu Board Members Jennifer Lombardo and Michael Provenzale.

MINUTES:

It was moved by Jay Hood and seconded by Alberto Sanchez de Fuentes to approve the September 23, 2015 Harry P. Leu Board minutes. There was no discussion. **It was approved by all as presented.**

ATTENDANCE, REVENUE AND EXPENSE REPORTS:

Robert Bowden reported on September 2015 Leu Attendance totals ahead for the fiscal year. Paid Admissions and Classes performed very well. Paid Admissions surpassed last year's numbers by more than 8,000 visitors. Classes improved to 169 with 2,269 people attending compared to last year's 139 with 1,577 people attending. Facility Rentals (i.e. meetings, parties, memorials, etc.) numbers continue to progress.

Lorelei Anderson-Francis commented on the positive benefits of online and walk-in registrations for classes. Ms. Anderson-Francis inquired about the Gardens not having the "Burgers in the Garden" event this year.

It was moved by Jay Hood and seconded by Lorelei Anderson-Francis to approve Leu's September 2015 Attendance report. Discussion ensued.

Camara Williams arrived at 8:02 a.m.

There being no further discussion, Leu's September 2015 Attendance report was approved by all as presented.

The Board reviewed and discussed September 2015 Revenue and Expense Reports.

It was moved by Alberto Sanchez de Fuentes and seconded by Michael Provenzale to approve Leu's September 2015 Revenue and Expense reports. There was no further discussion. **It was approved by all as presented.**

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

DIRECTOR'S REPORT:

Michael Provenzale accepted the responsibility as the liaison for the Education Department.

Robert Bowden commented on the grand re-opening of the Lake Rowena Overlook. The opening was attended by City of Orlando Commissioners Robert Stuart and Patty Sheehan, Orange County Commissioner Ted Edwards, Director of Orange County Arts and Cultural Affairs Terry Olson, Leu Gardens' Board members Alberto Sanchez de Fuentes and Jay Hood, as well as Leu volunteers and staff.

Leu Gardens was rated as the number one wedding venue by the Orlando Sentinel.

DEPARTMENT REPORTS:

HORTICULTURE:

Jay Hood reported from Thomas Hurst,

- We will be changing out the Color garden this week and installing our cool weather plant material. It has grown out well and will transition well from the nursery to the garden.
- The FNGLA trials have concluded and the plant material was removed. The areas where they were have now been restored. The horticulture staff is now in the process of mulching throughout the gardens with pine straw as we spray through our areas.
- With the October events winding down, staff is looking forward to the cooler weather along with lower maintenance issues.

EDUCATION:

Michael Provenzale reported from Linda Schmidt,

Tours:

September 2015 - 3 tours, 107 people; **September 2014** – 3 tours, 63 people

We will have two new applicants for garden guide training this month. We are gearing up for our Big Bugs tours. During the months of January thru April, we will offer tours focusing on insects in addition to our regular garden tours.

Classes:

September 2015 - 11 classes, 144 attending; **September 2014** - 10 classes, 143 attending

Ms. Schmidt is working on the winter class schedule which will include at least 5 insect classes for adults and children to complement the Big Bugs exhibit in the Gardens.

Plant Clinic:

September 2015 - 4 days, with 5 guests; **September 2014** – 4 days, with 10 guests

LEU HOUSE MUSEUM:

Robert Bowden reported from Antoinette Ashman,

Visitors

▪ **September 2015** – 1,242 visitors, 220 tours; **September 2014** – 1,338 visitors, 232 tours.

Donations

- **September 2015** was **\$246.00*** **Breakdown:** \$166 cash donation + \$80 (40 cookbooks sold)
*Donations were counted a little early on September 23.
- **September 2014** was **\$315.00** **Breakdown:** \$251 cash donation + \$64 (32 cookbooks sold)

MARKETING & SPECIAL EVENTS:

Keri Byrum reported from Tracy Micciche,

Events in Review

- **Date Night** on October 2 featured the 1960 movie “**Psycho.**” Attendance was 610; Cost was \$376.00 (all advertising paid by grant); Revenue of \$2,874.87, Profit of \$2,498.87. Sold 2 memberships (**valued \$100**).
- **Storytime at Leu Gardens**, on October 5 had attendance of 610.
- **Jazz’n Blues Stroll** on October 10 featured 3 bands. There was a 40% to 60% chance of rain days leading up to the event and on event day. Attendance of 1,330. Cost of \$3,875.98 (grant paid for advertising). Revenue of \$21,485.00. Profit of \$17,609.02. Sold 17 memberships (**valued \$800**).

Upcoming Events

- **Storytime at Leu Gardens** is on November 2, the first Monday of the month starting at 10:00 a.m.
- **Date Night** is on Friday, November 6 featuring the 1944 classic movie “**Double Indemnity.**” The movie starts at 7:30 p.m. The cost is \$6 for adults and free for Garden members.
- **Christmas at the Leu House** is from November 16 thru January 4. Visit the Leu House Museum adorned with many festive holiday decorations designed by local interior designers.
- **Holiday Wreath Display and Silent Auction** is from November 13 thru December 3. The holiday wreath display will feature wreaths from Florida’s top artists, interior designers and horticulturalists. You can bid on the wreaths through our online silent auction. Proceeds from the auction will benefit the Friends of Leu Gardens.

Marketing

Travel Zoo had a total of 253 vouchers sold during the campaign, with 148 redeemed.

Leu Gardens is participating in the XL106.7 Baby DJ toy drive from November 16 to December 17. We are asking the community to bring a new, unwrapped toy to help local families in need this holiday season.

MEMBERSHIP & VOLUNTEERS:

Camara Williams reported from Kim Robinson,

- **September 2015 Membership:** New 137, Renew 242, Upgrade 2, Downsize 4
- **September 2014 Membership:** New 82, Renew 85, Upgrade 3, Downsize 5

There were 3,141 paid memberships in **September** 2015, with paid memberships of 3,496 in **September** 2014.

There were 2 complimentary memberships in **September** 2015 but none in **September** 2014.

OLD BUSINESS:

A. 2015 Holiday Program Update

Ms. Byrum updated the board on the several designer groups decorating the Leu House Museum for the holidays.

NEW BUSINESS: **None.**

ADJOURNMENT:

There being no further business to discuss, it was moved by Jay Hood and seconded by Michael Provenzale that the meeting be adjourned at 8:30 a.m. The next board meeting is scheduled for November 18, 2015.

Antoinette Ashman, Recording Secretary