

HARRY P. LEU GARDENS BOARD
February 24, 2016 Minutes

The Harry P. Leu Gardens Board of Trustees held its regular meeting on Wednesday, February 24, 2016, at Leu Gardens. **The meeting was called to order by Jay Hood at 7:49 a.m. announcing a quorum present:**

TRUSTEES PRESENT: (12 meetings scheduled; **4 meetings** held year-to-date for 2015-16 fiscal year)

Jay Hood, (4/0) Vice Chair	Jennifer Lombardo, (4/0)
Lorelei Anderson-Francis, (4/0)	Michael Provenzale, (4/0)
Michelle Francos, (4/0)	

TRUSTEES ABSENT:

Alberto Sanchez de Fuentes, (3/1) Chair
Camara Williams, (3/1)

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 Jennifer Lombardo and seconded by Lorelei Anderson-Francis to approve the January 27, 2016 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 January 2016 Leu Attendance and noted that attendance is over 2,500 ahead of last year's numbers. The Bug-A-Palooza event on Saturday, January 30 is the highest single paid daytime garden admission for the gardens with 1,183 paid visitors and a total garden attendance of 1,808 people.

It was moved by Michael Provenzale and seconded by Jennifer Lombardo to approve Leu's January 2016 Attendance reports. It was approved by all as presented.

The Board reviewed January 2016 Revenue and Expense Reports. There was discussion on the positive increase in revenues comparing to last year January 2015. Jay Hood inquired about Fleet and Facilities increased expenses. Discussion ensued on January 2016 revenue and expense reports.

It was moved by Michael Provenzale and seconded by Jennifer Lombardo to approve Leu's January 2016 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.

Michelle Francos arrived at 8:04 a.m.

DIRECTOR'S REPORT:

Robert Bowden presented a plaque to Vice Chair Jay Hood thanking him for his years of service to the Gardens.

DEPARTMENT REPORTS:

HORTICULTURE:

Jay Hood reported from Thomas Hurst,

- The Horticulture Staff has almost completed the annual cut back of roses. By cutting them back it forces them into dormancy so they can rest prior to the spring flush which is always spectacular. The camellias are now in peak bloom and are a sight to behold.
- With its many details our attention is on Leu's Annual Plant Sale. Pressure washing and weed control continue and we have also been re-mulching the center core areas. With the increase in visitors due to the nice weather and the Big Bugs Exhibition, the Horticulture staff has received numerous compliments about the Gardens.

EDUCATION:

Michael Provenzale reported from Linda Schmidt,

Tours:

January 2016 - 8 tours, 224 people, **January 2015** – 5 tours, 78 people, 2 complimentary with 25 people

Tours picked up in January, partly because of our Big Bug tours. There were four Bug tours planned and two more cancelled due to rain, however both schools were able to reschedule. One of the added bonuses with the tours is that we have a collection of live bugs in the cottage, which has proven to be a hit both children and adults.

Classes:

January 2016 - 22 classes, 307 attending (1 cancelled); **January 2015** - 19 classes, 328 attending (2 cancelled)

Classes continue to quite well; in fact, this January was our second largest month ever for class attendance.

Plant Clinic:

January 2016 - 4 days, with 18 guests; **January 2015** – 4 days, with 13 guests

Envirothon

The 22nd Annual Regional Envirothon was held at the Gardens on Thursday, February 4 with students competing in 5 areas of aquatics, soils, forestry, the wetlands and environment. There were 227 students and staff members participating from high schools representing Orange, Seminole and Osceola counties.

LEU HOUSE MUSEUM:

Lorelei Anderson-Francis reported from Antoinette Ashman,

Visitors

▪ **January 2016** – 2,689 visitors, 283 tours; **January 2015** – 2,866 visitors, 299 tours

Donations

▪ **January 2016** was **\$497.00** **Breakdown:** \$387 cash donation + \$110 (55 cookbooks sold)

▪ **January 2015** was **\$405.00** **Breakdown:** \$249 cash donation + \$156 (78 cookbooks sold)

Lorelei Anderson-Francis read an excerpt about Ernest Bradley, Sr., from the article “*Camellias Blossom with History Leu’s Gardener Helped in Creation of Huge Collection*” in the Orlando Sentinel, by Lynn O’Meara, dated January 27, 1990. Mr. Bradley, Sr. lived on the estate and worked for the Leu’s for over 34 years as a gardener and his wife Doris as the Leu’s cook. The article shared some interesting insights on the creation and history of the collection and the gardens.

MARKETING & SPECIAL EVENTS:

Michelle Francos reported from Tracy Micciche,

Events in Review

▪ **Bug-a-Palooza** on Saturday, January 30, featured a family fun-filled day celebrating Big Bugs with activities for children. Attendance of 1,808 (914 paid adults, 269 paid children, 339 members, 181 free adults and 104 free children). Sold 68 memberships (**valued \$3,135**).

▪ **Storytime at Leu Gardens**, on February 1 had attendance of 385.

▪ **Date Night** on February 5 featured the movie “**What If.**” Attendance was 395; Cost was \$26.00; Revenue of \$1,662.63, Profit of \$1,636.63. Sold 7 household memberships (**valued \$245**).

▪ **Valentine’s Stroll** on February 14 Attendance of 1,743. Cost of \$1,347 (grant paid for \$5,279.75 costs). Revenue of \$27,954.14. Profit of \$26,607.14. Sold 1 memberships (**valued \$50**).

▪ **Seed Swap**, on February 17 at 5:00 p.m. had attendance of 61 for anyone interested in swapping seeds.

Upcoming Events

▪ **Date Night** is on Friday, March 4 featuring the classic 1954 movie “**Them!**” The movie starts at 7:30 p.m. The cost is \$6 for adults and free for Garden members.

▪ **Storytime at Leu Gardens** is on March 7, the first Monday of the month starting at 10:00 a.m.

▪ **Leu’s Annual Plant Sale** is on Saturday, March 12 and Sunday March 13 at 9:00 a.m. Free admission all weekend. Visitors can shop one of the largest selections of plants in Central Florida. Leu Members get early entrance on Saturday, March 12 at 8:00 a.m.

Marketing

WKMG Channel 6 came to do a pinpoint weather segment for our Valentine's Concert on Friday, February 13 at 6:00 p.m.

Channel 13 Good Day Orlando promoted the Big Bugs during Tuesday, February 16 live show.

Leu Gardens will be highlighted in Southwest Airlines Magazine for April.

On February 3, Mr. Bowden was interviewed by Telemundo Orlando television station taping their newest segment "Savor and Discover Orlando." This show is aired every Saturday at 5:30 p.m. and hopes to entertain viewers, inform local residents and visitors about different restaurants, events and tourists locations around the Orlando area.

MEMBERSHIP & VOLUNTEERS:

Keri Byrum reported from Kim Robinson,

- **January 2016 Membership:** New 218, Renew 203, Rejoins 109, Upgrade 3, Downsize 2
- **January 2015 Membership:** New 156, Renew 159, Rejoins 24, Upgrade 13, Downsize 2

January 2016 Paid Membership total was 3,976, comparing to January 2015 Paid Membership total of 3,209.

Ms. Byrum informed the Board the membership count is close to reaching the 4,000 mark.

OLD BUSINESS: None.

NEW BUSINESS:

The Nominating Committee met at 7:44 a.m. on February 24, 2016 with board members Michael Provenzale, Jennifer Lombardo and Jay Hood attending to choose the next Leu Gardens' Chair and Vice Chair positions. The committee recommended Michelle Francos for Chair and Lorelei Anderson-Francis as Vice-Chair for the 2016-2017 fiscal year.

Michelle Francos and Lorelei Anderson-Francis accepted the Chair and Vice-Chair nominations for the Harry P. Leu Gardens Board.

It was moved by Jay Hood and seconded by Jennifer Lombardo to approve Michelle Francos and Lorelei Anderson-Francis as Chair and Vice-Chair respectively for the Harry P. Leu Gardens Board. There was no discussion. It was approved by all unanimously.

Jennifer Lombardo will be the liaison for Marketing and Special Events department.

ADJOURNMENT:

There being no further business to discuss, the meeting adjourned at 8:30 a.m. The next board meeting is scheduled for March 23, 2016.

Antoinette Ashman, Recording Secretary