

HARRY P. LEU GARDENS BOARD

May 25, 2016 Minutes

The Harry P. Leu Gardens Board of Trustees held its regular meeting on Wednesday, May 25, 2016, at Leu Gardens. **The meeting was called to order by Michelle Francos at 7:50 a.m. announcing a quorum present:**

TRUSTEES PRESENT: (12 meetings scheduled; **7 meetings** held year-to-date for 2015-16 fiscal year)
Michelle Francos, (7/0) Chair
Lorelei Anderson-Francis, (7/0) Vice Chair
Isaiah Cottle, (1/0)
Jennifer Lombardo, (7/0)
Brendan O'Connor, (2/0)
Michael Provenzale, (7/0)
Camara Williams, (6/1) *via Conference Call*

TRUSTEES ABSENT: Jay Hood, (5/2)
Alberto Sanchez de Fuentes, (5/2)

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 7:50 a.m. with Camara Williams.

Welcome

Michelle Francos welcomed and introduced new Leu Gardens' Board member, Isaiah Cottle.

MINUTES:

It was moved by Jennifer Lombardo and seconded by Brendan O'Connor to approve the April 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 April 2016 Leu Attendance and indicated attendance is 12,600 ahead of last year's numbers with paid admissions more than 9,400 last year.

Discussion ensued on the benefits of having exhibitions from January to April 2016 on paid admissions and new memberships for the past two years. Increased advertising budget to promote exhibitions and other garden events has increased awareness and paid admissions for the year as well.

It was moved by Michael Provenzale and seconded by Jennifer Lombardo to approve Leu's April 2016 Attendance reports. There was no further discussion. **It was approved by all as presented.**

Lorelei Anderson-Francis arrived at 8:00 a.m.

Mr. Bowden reviewed the April 2016 Revenue and Expense Reports with the Board noting increases in most areas especially admissions, gift shop sales and membership departments. Discussion ensued on expenses.

It was moved by Jennifer Lombardo and seconded by Brendan O'Connor to approve Leu's April 2016 Revenue and Expense reports. Discussion ensued on City of Orlando contractors. **It was approved by all as presented.**

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

DIRECTOR'S REPORT:

There was no update on Thomas Hurst, Horticultural Manager, who has been absent due to illness.

The Florida Flower Trials seminar was held at Leu Gardens on May 12, with about 110 plant breeders from around the world in attendance.

DEPARTMENT REPORTS:

EDUCATION:

Michael Provenzale reported from Linda Schmidt,

Tours:

April 2016 - 26 tours, 902 people, 2 complimentary tours, 34 people

April 2015 – 14 tours, 433 people, 3 complimentary tours, 90 people

Big Bugs tours total from January thru April 2016 had 31 tours with 1,434 children, 7 scout/center tours with 199 people and 11 adult tours with 229 adults.

January to April 2016 had 49 total tours, 1,862 people; January to April 2015 had 32 total tours, 916 people

Classes:

April 2016 - 14 classes, 188 attending (1 class cancelled), **April 2015** – 12 classes, 147 attending (3 classes cancelled)

Big Bugs Classes for January thru April 2016

We offered 14 insect-related classes. The topics ranged from beekeeping, insect art projects and clay jars, insect pests, live insects, gardens to attract insects, honey tasting, and a night tour of the Big Bugs with 150 people attending 8 of these classes of which 6 were cancelled.

Ms. Schmidt is working on the class schedule for summer (July, August and September). It will contain a smaller selection of classes, since classes do not usually do as well in the summer.

Registration for summer camps is going well. The schedule is as follows: Garden Explorers, June 13-17, Garden Detectives, July 18-22 and Junior Garden Detectives, August 1-5.

Plant Clinic:

April 2016 - 4 days, with 15 guests, **April 2015** – 5 days with 11 people

LEU HOUSE MUSEUM:

Lorelei Anderson-Francis reported from Antoinette Ashman,

Visitors

▪ **April 2016** – 2,578 visitors, 308 tours; **April 2015** – 2,578 visitors, 302 tours

Ms. Anderson-Francis noted the April 2016 and 2015 tour visitor numbers were the same.

Donations

▪ **April 2016** was \$353.00

Breakdown: \$263 cash donation + \$90 (45 cookbooks sold)

▪ **April 2015** was \$511.00

Breakdown: \$405 cash donation + \$106 (53 cookbooks sold)

January to April 2016 Leu Museum attendance had a total of 12,275 visitors.

MARKETING & SPECIAL EVENTS:

Jennifer Lombardo reported from Tracy Micciche,

Events in Review

▪ **Storytime at Leu Gardens**, on May 2 had attendance of 397.

▪ **Movie Night** on May 6 featured the movie “**Mission Impossible Rogue Nation.**” Attendance of 527; Cost of \$378.00; Revenue of \$2,088.79; Profit of \$1,710.79.

▪ **Mother’s Day** on May 8 offered free admissions for Moms. Attendance was 2,889 the highest ever. Paid garden admissions of 887 adults and 379 children). Membership sales of 25 (**valued \$1,155**).

Upcoming Events

▪ **Movie Night** is on Friday, June 3 featuring the movie “**The Intern.**” The movie starts at 8:30 p.m. The cost is \$6 for adults and free for Garden members.

▪ **Storytime at Leu Gardens** is on June 6, the first Monday of the month starting at 10:00 a.m.

▪ **Father’s Day** is on Sunday, June 19 with Leu Gardens celebrating Dads with free admission for dads.

MEMBERSHIP & VOLUNTEERS:

Keri Byrum reported from Kim Robinson,

▪ **April 2016 Membership:** New 313, Renew 88, Rejoins 66, Upgrade 2

▪ **April 2015 Membership:** New 132, Renew 159, Rejoins 18, Upgrade 7, Downsize 6, Dropped 1

April 2016 Paid Membership total was 4,606, comparing to **April 2015** Paid Membership total of 3,317.

OLD BUSINESS:

Mr. Provenzale attended the Mills 50 Board meeting on May 10 and shared that Leu Gardens' participation would be well received at the Mills 50 Chinese 2017 New Year celebration.

NEW BUSINESS:

A. Free Day Garden Admission to Military Personnel

It was moved by Lorelei Anderson-Francis and seconded by Isaiah Cottle to approve free daytime garden admission to all active and retired military personnel for Veteran's Day, Friday, November 11, 2016. There was no discussion. **It was approved by all.**

B. Suspend three Free First Monday Garden Admissions

It was moved by Michael Provenzale and seconded by Jennifer Lombardo to approve suspending three (3) Free First Monday Garden Admissions during the 2017 Dinosaur Exhibition (February thru April 2017). It was noted that Leu's website would be updated with information on admissions. There was no further discussion. **It was approved by all.**

C. Florida Historical Markers

Discussion ensued on historical markers. Michelle Francos, Brendan O'Connor and Isaiah Cottle volunteered to be on the Historical Markers Committee. Ms. Byrum suggested having a couple Leu House Museum docents on the committee. The committee meeting will be posted for the public per City Policy.

D. Information and redesign plans of the Citrus Grove Area

The board viewed and discussed the draft illustrative plans created (pro bono) by former board Vice Chair Jay Hood, landscape architect at Little John Engineering, Inc. Mr. Bowden noted that fruit trees have been planted in the area adjacent to the vegetable garden. The installation of a new pathway leading from the Idea Gardens to the museum and an addition of a small wedding site were discussed. Ms. Byrum estimated the Friends of Leu Gardens had received about \$7,000 in donations from the 2015 appeal for the Citrus Grove area.

Discussion ensued on the installation of new pavers in the Rose Garden.

ADJOURNMENT:

There being no further business to discuss, the meeting adjourned at 8:58 a.m. The next board meeting is scheduled for June 22, 2016.

Antoinette Ashman, Recording Secretary