

HARRY P. LEU GARDENS BOARD
July 27, 2016 Minutes

The Harry P. Leu Gardens Board of Trustees held its regular meeting on Wednesday, July 27, 2016, at Leu Gardens. **The meeting was called to order by Michelle Francos, Chair, at 7:50 a.m. announcing a quorum present:**

TRUSTEES PRESENT: (12 meetings scheduled; **9 meetings** held year-to-date for 2015-16 fiscal year)

Michelle Francos, (8/1), Chair

Jennifer Lombardo, (9/0)

Lorelei Anderson-Francis, (9/0) Vice Chair

Michael Provenzale, (9/0)

Isaiah Cottle, (3/0)

Camara Williams, (8/1)

TRUSTEES ABSENT: Brendan O'Connor, (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 Camara Williams and seconded by Michael Provenzale to approve the June 22, 2016 Harry P. Leu Board minutes.

Jennifer Lombardo arrived at 7:51 a.m.

Lorelei Anderson-Francis questioned if there was a sign on the Leu marquee to acknowledge the Pulse tragedy victims at the Gardens. Mr. Bowden confirmed that an acknowledgement in support of the Pulse victims had been on the marquee. There was no further discussion. **The minutes were approved by all as presented.**

ATTENDANCE, REVENUE AND EXPENSE REPORTS:

Robert Bowden reported on June 2016 Leu Attendance noting fiscal year-to-date attendance is 15,128 ahead of last year's numbers and paid admissions increased to 10,853 more than last year. Mr. Bowden commented that overall attendance will be record breaking for the Gardens if visitation and activities keep on track for the fiscal year.

It was moved by Camara Williams and seconded by Jennifer Lombardo to approve Leu's June 2016 Attendance report. There was no discussion. **It was approved by all as presented.**

Discussion ensued on revenues and expenses for June 2016.

It was moved by Camara Williams and seconded by Michael Provenzale to approve Leu's June 2016 Revenue and Expense reports. There was no discussion. **It was approved by all as presented.**

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

DIRECTOR'S REPORT:

Thomas Hurst, Horticultural Manager, who has been absent due to illness will not be returning to work.

The Horticultural Manager position is being posted on the City of Orlando's website.

The Gardens' Gift Shop is having a blockbuster sale on merchandise from August 5 to 7, 2016. After the inventory sale the Gift Shop and admissions areas will be updating to the Altru software system for processing sales. Updates of Altru will continue in all garden department areas soon.

DEPARTMENT REPORTS:

HORTICULTURE:

Robert Bowden reported from Linda Schmidt,

The installation of new pavers in the Rose Garden is complete.

Areas in the former Citrus Grove have been identified for turf and walkways.

A large shipment of camellias will be delivered from Chapel Hill Nursery in the next two weeks. The camellia costs were covered by the Friends of Leu Gardens from designated donations earmarked for camellia purchases.

EDUCATION:

Michael Provenzale reported from Linda Schmidt,

Tours:

June 2016 - 2 tours, 26 people, 1 complimentary tour, 30 people

Tours were down probably due to the heat, with 4 self-guided tours not showing and 1 guided tour cancelling.

Classes:

June 2016 - 17 classes, 231 attending

Plant Clinic:

June 2016 - 5 days, with 9 guests

There were 12 young students in the Explorers Camp held on June 13 to 17, from 9:00 a.m. to 3:00 p.m.

Mr. Provenzale shared activity pictures from the Education report of summer camp students with board members.

LEU HOUSE MUSEUM:

Lorelei Anderson-Francis reported from Antoinette Ashman,

Visitors

▪ **June 2016** – 1,784 visitors, 283 tours; **June 2015** – 1,762 visitors, 251 tours

Donations

▪ **June 2016** was **\$302.00** **Breakdown:** \$228.00 cash donation + \$74.00 (37 cookbooks sold)
▪ **June 2015** was **\$332.00** **Breakdown:** \$254.00 cash donation + \$78.00 (39 cookbooks sold)

October 2015 thru June 2016 Leu Museum attendance had a total of 25,650 visitors.

MARKETING & SPECIAL EVENTS:

Jennifer Lombardo reported from Tracy Micciche,

There were no events in July.

Upcoming Events

- **Story Time at Leu Gardens** is on August 1, the first Monday of the month starting at 10:00 a.m.
- **Date Night Movie** on August 5 features the classic 1940 movie “**The Shop Around the Corner.**” The movie starts at 8:30 p.m. The cost is \$6 for adults and free for Garden members.
- **Seed Swap** on August 17 at 5:00 p.m. This is a free event for anyone interested in exchanging their seeds for other seeds.

Marketing

Harry P. Leu Gardens earned the Trip Advisor’s Award of Excellence for 2016.

The Gardens hosted a journalist from the United Kingdom’s *National Geographic Traveller Family* in June. This opportunity was offered to Leu Gardens through Visit Orlando.

The *Dallas Child Magazine* will feature Leu Gardens in their October 2016 issue.

MEMBERSHIP & VOLUNTEERS:

Camara Williams reported from Kim Robinson,

▪ **June 2016 Membership:** New 146, Renew 62, Rejoins 80, Upgrade 4, Downsize 5
▪ **June 2015 Membership:** New 77, Renew 62, Rejoins 3, Downsize 2

June 2016 Paid Membership total was 4,708, comparing to **June 2015** Paid Membership total of 3,314.

Leu volunteers quarterly hours for April to June 2016 was 2,975.25 (*valued at \$67,740.89*).

OLD BUSINESS:

As requested in June 2016 board meeting, Keri Byrum shared and reviewed two handouts with board members on the overall allocations of the State of Florida Department of Cultural Affairs Grant and the advertising of the upcoming 2017 Dinosaur Invasion exhibit. There will be 8 digital outdoor boards in the Central Florida area, rotating from January to April 2017 for a cost of \$18,000 (*a \$36,000 value*) due to the in-kind donation of \$18,000 by Clear Channel.

NEW BUSINESS:

A. Approval of 2016-2017 Harry P. Leu Gardens Board Meeting dates.

It was moved by Michael Provenzale and seconded by Lorelei Anderson-Francis to approve the Harry P. Leu Gardens Board meeting dates for the 2016-2017 fiscal year as presented below. There was no discussion. It was approved by all as listed.

October 26, 2016	April 26, 2017
November 16, 2016	May 24, 2017
December 14, 2016	June 28, 2017
January 25, 2017	July 26, 2017
February 22, 2017 (Select Chair/Vice Chair)	August 23, 2017
March 22, 2017	September 27, 2017

Ms. Byrum informed the board of a promo test on Saturday, July 23 to drop lures for Pokèmon Go. There are 25 stops and 3 gyms at the Gardens for Pokèmon. Paid admissions increased 68% on Saturday and 66% on Sunday comparing to the same time last year. The promo for Pokèmon Go is also on our marquee and on Facebook.

ADJOURNMENT:

There being no further business to discuss, the meeting be adjourned at 8:27 a.m. The next board meeting is scheduled for August 24, 2016.

Antoinette Ashman, Recording Secretary