

**HARRY P. LEU GARDENS BOARD**  
**September 28, 2016 Minutes**

The Harry P. Leu Gardens Board of Trustees held its regular meeting on Wednesday, September 28, 2016, at Leu Gardens. **The meeting was called to order by Lorelei Anderson-Francis, Vice-Chair, at 7:56 a.m. announcing a quorum present:**

**TRUSTEES PRESENT:** (12 meetings scheduled; **11 meetings** held year-to-date for 2015-16 fiscal year)  
Michelle Francos, (9/2) Chair  
Lorelei Anderson-Francis, (11/0) Vice-Chair  
Isaiah Cottle, (5/0)  
Jennifer Lombardo, (11/0)  
Brendan O'Connor, (5/1)  
Michael Provenzale, (10/1)  
Camara Williams, (10/1)

**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 Camara Williams to approve the August 24, 2016 Harry P. Leu Board minutes.** There was no discussion. **The minutes were approved by all as presented.**

**ATTENDANCE, REVENUE AND EXPENSE REPORTS:**

Robert Bowden reported on August 2016 Leu Attendance noting fiscal year-to-date attendance is 15,000 ahead of last year's numbers and paid admissions increased to 11,781 more than last year. Mr. Bowden commented that overall attendance could be record breaking but facility rentals for meetings and parties are lagging.

Mr. Williams questioned if there are any strategies to increase business meetings and facility rentals.

Ms. Anderson-Francis suggested board members do outreach to promote the gardens in their professional circles.

**Michelle Francos arrived at 8:06 a.m.**

Discussion ensued on revenues and expenses for August 2016. Ms. Ashman commented on the Gift Shop Resales also performing well with a possible record in sales since 1999. The August 5, 6 and 7<sup>th</sup> Gift Shop sales went well.

**It was moved by Isaiah Cottle and seconded by Michelle Francos to approve Leu's August 2016 Attendance, 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:**

Horticulture staff is busy with maintenance requiring low spending and planning activities for 2016-2017.

**DEPARTMENT REPORTS:**

**HORTICULTURE:**

***Robert Bowden reported,***

Mr. Bowden informed the board of the selection of a new Horticultural Manager.

The Horticulture department is changing out plants from summer to fall.

Mr. Bowden, Ms. Byrum and Eric Schmidt are meeting next week and finalizing plans for the former Citrus Grove area with past Leu Chair, Nancy Prine and past Vice-Chair, Jay Hood.

**EDUCATION:**

***Michael Provenzale reported from Linda Schmidt,***

**Tours:**

**August 2016** - 1 tour, 29 people; **August 2015** - 2 tours, 69 people

**Classes:**

**August 2016** - 11 classes, 102 attending (5 cancelled); **August 2015** - 14 classes, 203 attending

August was not a good month for classes this year. The fall class schedule is finished and posted on Eventbrite.

The third summer camp, Junior Garden Detectives had 6 children attending in August. Thanks to the summer camp team of Sue Keith and Sanya Daly, Leu volunteers and Leu staff of Mr. Bowden, Eric Schmidt, Edna Ormand and Victor Smirnow.

**Plant Clinic:**

**August 2016** - 5 days, with 19 people; **August 2015** – 4 days, with 7 people

**LEU HOUSE MUSEUM:**

**Lorelei Anderson-Francis reported from Antoinette Ashman,**

**Visitors**

▪ **August 2016** – 1,604 visitors, 237 tours; **August 2015** – 1,415 visitors, 250 tours

**Donations**

▪ **August 2016** was **\$331.00**                      **Breakdown:** \$279 cash donation + \$52 (26 cookbooks sold)

▪ **August 2015** was **\$228.00**                      **Breakdown:** \$156 cash donation + \$72 (36 cookbooks sold)

October 2015 thru August 2016 Leu Museum had attendance of 27,254 visitors.

**MARKETING & SPECIAL EVENTS:**

**Jennifer Lombardo reported from Tracy Micciche,**

**Events in Review**

▪ **Date Night Movie** on September 2 featured the movie “**Spectre.**” The movie was canceled due to Tropical Storm Hermine. It has been rescheduled for February 2017.

**Upcoming Events**

- **Storytime at Leu Gardens** is on October 3, the first Monday of the month starting at 10:00 a.m.
- **Date Night Movie** on October 7 features the classic 1954 movie “**Dial M for Murder.**” The movie starts at 7:30 p.m. The cost is \$6 for adults and free for Garden members.
- **Jazz’n Blues Concert** on Saturday, October 15 at 7:00 p.m., with an evening of jazz and blues performed in three areas of the gardens featuring Betty Fox, Matt Sams and Robert Harris. Tickets are on sale October 1 for \$15 and \$11 plus tax. Purchase tickets online at [leugardens.eventbrite.com](http://leugardens.eventbrite.com) or in person. Day-of tickets are \$20 plus tax.

**Marketing**

- The TV show Brazil called ‘*Programa Amaury Jr*’ filmed at Leu Gardens in August highlighting the Gardens events.
- Leu Gardens will host 6 top journalists from Canada on October 1. This was made possible through Visit Orlando.
- Modern Woodman of America, a financial institution, will be having their national conference next summer in Orlando. To kick things off and get people inspired to attend, they are putting together a calendar featuring local attractions. Leu Gardens has been included on the calendar.
- We have sent over 1,500 emails about the special dinosaur field trip to teachers and principals of Orange County, Seminole County, and Osceola County schools, both public and private.

**MEMBERSHIP & VOLUNTEERS:**

**Camara Williams reported from Kim Robinson,**

▪ **August 2016 Membership:**    New 122, Renew 64, Rejoins 40, Upgrade 3, Downsize 4

▪ **August 2015 Membership:**    New 57, Renew 103, Rejoins 3

**August 2016** Paid Membership total was 4,709, comparing to **August 2015** Paid Membership total of 3,304.

There were 2 complimentary memberships in both August 2016 and August 2015.

The board will be sent the meeting dates for Leu Volunteers Potluck luncheons and End-of-Year Appreciation dinner.

**OLD BUSINESS:**                      None.

**NEW BUSINESS:**

Brendan O’Connor suggested a community garden for the little park across the street from Leu Gardens. Discussion ensued.

**ADJOURNMENT:**

**It was moved by Lorelei Anderson-Francis and seconded by Michelle Francos that the meeting be adjourned at 8:39 a.m. It was approved by all.** The next board meeting is scheduled for October 26, 2016.