

HARRY P. LEU GARDENS BOARD
January 25, 2017 Minutes

The Harry P. Leu Gardens Board of Trustees held its regular meeting on Wednesday, January 25, 2017, at Leu Gardens. **The meeting was called to order by Michelle Francos, Chair, at 7:53 a.m. announcing a quorum present:**

TRUSTEES PRESENT: (12 meetings scheduled; **3 meetings** held year-to-date for 2016-17 fiscal year)
Michelle Francos, (3/0) Chair
Lorelei Anderson-Francis, (3/0) Vice-Chair *via Conference Call*
Isaiah Cottle, (3/0)
Jennifer Lombardo, (2/1)
Brendan O'Connor, (3/0)
Michael Provenzale, (3/0)
Camara Williams, (3/0)

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

Conference Call established at 7:53 a.m. with Lorelei Anderson-Francis.

MINUTES:

It was moved by Michelle Francos and seconded by Isaiah Cottle to approve the November 16, 2016 Harry P. Leu Board minutes. There was no discussion. **The minutes were approved by all as presented.**

Robert Bowden introduced Sandra Linn, Leu Gardens' new Horticultural Education Supervisor to the Board.

ATTENDANCE, REVENUE AND EXPENSE REPORTS:

Robert Bowden reported on November and December 2016 Leu Attendance.

Overall attendance for November and December 2016 was higher than last year by 2,400 visitors, with paid garden admission higher than last year by 2,600 visitors.

It was moved by Jennifer Lombardo and seconded by Lorelei Anderson-Francis to approve Leu's November and December 2016 Attendance reports. There was no discussion. **It was approved by all as presented.**

The Board discussed November and December 2016 revenue and expenses.

It was moved by Isaiah Cottle and seconded by Jennifer Lombardo to approve Leu's November and December 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:

Mr. Bowden thanked the Leu staff for their hard work relating to the dinosaur exhibit. On Saturday, January 28, 2017 the Gardens has Dino Day, a day filled with dinosaur-themed activities for children to enjoy from 9:00 a.m. to 2:00 p.m. The Gardens look beautiful with the blooming camellias and is bustling with many visitors.

DEPARTMENT REPORTS:

HORTICULTURE: *Brendan O'Connor reported from Eric Sondgeroth,*

The Horticulture staff performed irrigation inspections throughout the Gardens.

Some additional beds in the Rose Garden were replaced with new more disease resistant variety.

Staff completed some reduction pruning on trees and shrubs.

The staff assisted with the preparations of the Dinosaur exhibit locations.

Work continued to mulch the north and south woods areas which will help with weeds while moderating the soil temperature as well.

Work continued in the former Citrus Grove area to prep for new plantings.

The perennial border plant material has been purchased and will be installed and the fence has been completed.

Bids were requested for the fence installation near the horticulture staff break room and to replace the gate to allow access to mower and equipment in the parking lot and for the declining Laurel Oak tree removal at the Leu House Museum.

The Floral Clock gears have been removed for evaluation and to obtain quotes for repair.

EDUCATION:

Michael Provenzale reported from Sandi Linn,

Tours:

November 2016 - 15 tours, 377 people; **November 2015** - 6 tours, 111 people; 1 complimentary tour, 20 people
December 2016 - 4 tours, 60 people; **December 2015** - 5 tours, 102 people; 1 complimentary tour, 14 people

Classes:

November 2016 - 11 classes, 89 attending; **November 2015** - 13 classes, 154 attending
December 2016 - 10 classes, 138 attending; **December 2015** - 6 classes, 47 attending

Plant Clinic:

November 2016 - 4 days, with 9 people; **November 2015** - 4 days, with 12 people
December 2016 - 4 days, with 9 people; **December 2015** - 4 days, with 15 people

LEU HOUSE MUSEUM:

Lorelei Anderson-Francis reported from Antoinette Ashman,

Visitors

▪ **November 2016** – 3,375 visitors, 322 tours; **November 2015** – 2,413 visitors, 294 tours

Thanksgiving 2016 holiday weekend Thursday, November 24 thru Sunday, November 27 had 691 visitors.
Thanksgiving 2015 holiday weekend Thursday, November 26 thru Sunday, November 29 had 634 visitors.

▪ **December 2016** – 4,094 visitors, 346 tours; **December 2015** – 4,173 visitors, 347 tours

Donations

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| ▪ November 2016 was \$346.00 | Breakdown: \$242 cash donation + \$104 (52 cookbooks sold) |
| ▪ November 2015 was \$419.50 | Breakdown: \$293.50 cash donation + \$126 (63 cookbooks sold) |
| ▪ December 2016 was \$549.00 | Breakdown: \$421 cash donation + \$128 (64 cookbooks sold) |
| ▪ December 2015 was \$577.00 | Breakdown: \$369 cash donation + \$208 (104 cookbooks sold) |

The museum had total attendance thru December 2016 of 9,190 visitors.

MARKETING & SPECIAL EVENTS:

Jennifer Lombardo reported from Tracy Micciche,

Events in Review

- **Movie Night** on December 2 featured the movie “**National Lampoon’s Christmas Vacation.**” There was attendance of 1,184. Cost of \$353. Revenue of \$5,151.79.
- **Story Time at Leu Gardens** on December 5 had attendance of 332.

Upcoming Events

- **Dino Day** is on Saturday, January 28, from 9:00 a.m. to 2:00 p.m. Enjoy a family fun-filled day celebrating dinosaurs with arts, crafts and a scavenger hunt. The cost is regular garden admission.
- **Movie Night** is on Friday, February 3 will feature the film “**Spectre.**” The movie starts at 7:30 p.m. The cost is \$6 for adults and free for Garden members.
- **Story Time at Leu Gardens** is on February 6, the first Monday of the month starting at 10:00 a.m.
- **Valentine’s Concert** is on Saturday, February 11 at 7:00 p.m. with performances in three areas of the gardens by Jeff Howell Blues Band, Dr. Otto Gomez Group and Bird Dog Bobby Band. Tickets are on sale January 23 for \$15 and \$11 plus tax. Purchase tickets online at leugardens.eventbrite.com or in person. Day-of tickets are \$20 plus tax.

Marketing

Delta’s Inflight Magazine will feature Leu Gardens in their February issue.

Story Time is now sponsored by KidsUrgentCare thru August 2017.

Where Magazine will highlight Leu Gardens in their winter issue.

We had a great turn out of media for the Dinosaur Exhibit and had two live feeds on January 13.

Leu Gardens has partnered with the Orange County Library System **Check It Out** program promoting dinosaurs. Ms Byrum informed the board that children get a reward for reading with this program.

MEMBERSHIP & VOLUNTEERS:

Camara Williams reported from Kim Robinson,

- **November 2016 Membership:** New 219, Renew 128, Upgrade 8, Downsize 5
- **November 2015 Membership:** New 159, Renew 141, Upgrade 3, Downsize 5
- **December 2016 Membership:** New 332, Renew 205, Upgrade 5, Downsize 9
- **December 2015 Membership:** New 203, Renew 125, Upgrade 4, Downsize 5

November 2016 Paid Membership total was 4,932, comparing to **November 2015** Paid Membership total of 3,621.

December 2016 Paid Membership total was 5,123, comparing to **December 2015** Paid Membership total of 4,254.

There were 4 complimentary memberships in **November 2016** and 1 in **November 2015**.

There was 1 complimentary membership in **December 2016** and none in **December 2015**.

OLD BUSINESS:

Ms. Byrum updated the board on term expirations of several City of Orlando's contractors at Leu Gardens.

There was no update from the Leu's Historical Markers Historical Sign Committee.

NEW BUSINESS:

The Nominating Committee consisting of board members Michael Provenzale and Jennifer Lombardo will meet at 7:40 a.m. on February 22, 2017 to choose the next Leu Gardens' Chair and Vice Chair positions.

The Board questioned on how the Gardens could show support for the two fallen Orlando Police officers.

ADJOURNMENT:

There being no further business to discuss, it was moved by Camara Williams and seconded by Jennifer Lombardo that the meeting be adjourned at 8:37 a.m. The next board meeting is scheduled for February 22, 2017.

Antoinette Ashman, Recording Secretary