

HARRY P. LEU GARDENS BOARD

April 26, 2017 Minutes

The Harry P. Leu Gardens Board of Trustees held its regular meeting on Wednesday, April 26, 2017, at Leu Gardens. **The meeting was called to order by Lorelei Anderson-Francis, Chair, at 7:58 a.m. announcing a quorum present:**

TRUSTEES PRESENT: (12 meetings scheduled; **6 meetings** held year-to-date for 2016-17 fiscal year)

Lorelei Anderson-Francis, (6/0) Chair
Camara Williams, (6/0) Vice Chair
Jennifer Lombardo, (5/1)

Danielle Montoya, (1/0)
Brendan O'Connor, (6/0)
Michael Provenzale, (6/0)

TRUSTEES ABSENT:

Isaiah Cottle, (5/1)

STAFF PRESENT:

Robert Bowden, Executive Director, Harry P. Leu Gardens
Antoinette Ashman, Recording Secretary

WELCOME:

The Harry P. Leu Gardens Board welcomed new board member, Danielle Montoya.

MINUTES:

It was moved by Camara Williams and seconded by Michael Provenzale to approve the March 22, 2017 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 March 2017 Leu Attendance.

Overall attendance for March 2017 was higher than last year by 22,000 visitors, with paid garden admission higher than last year by 12,800 visitors.

Overall current revenues are \$278,000 more than last year March 2016. Discussion ensued on attendance, revenues and expenses. The Board questioned if the City could increase budgeted expenses to cover operational costs with the increased resources being used.

It was moved by Camara Williams and seconded by Jennifer Lombardo to approve Leu's March 2017 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:

Mr. Bowden gave an update on the status of the three vacant garden positions: Accounting Specialist II, Membership and Volunteer Coordinator and the Assistant Director.

DEPARTMENT REPORTS:

HORTICULTURE:

Brendan O'Connor reported from Eric Sondgeroth,

Due to the extremely dry conditions, watering is a major work task in the Gardens.

Work continued to replace some additional beds in the Rose Garden with new more disease resistant variety roses. Irrigation is being updated at the same time.

We have completed the first round of pine straw for the gardens and around Garden House.

Horticulture department continue to work in the former Citrus Grove area to prep for new plantings. Plantings and irrigation have started.

The Floral Clock gears have been taken to a machine shop to be repaired. The clock is scheduled to be installed in April.

Part of a Live Oak fell near the rain shelter in the north woods and the pathway is closed until the remaining part of the tree can be removed.

EDUCATION:*Michael Provenzale reported from Sandi Linn,***Tours:**

March 2017 - 34 tours, 961 people; **March 2016** - 28 tours, 974 people

The dinosaur invasion tours continued for school groups throughout the month of March. The tours are very popular. The adult groups are also enjoying the dinosaurs.

Classes:

March 2017 - 9 classes, 166 attending (4 class cancelled); **March 2016** - 12 classes, 170 attending

Plant Clinic:

March 2017 - 5 days, with 18 people; **March 2016** - 5 days, with 19 people

The new Girl Scout program includes a ladybug release in the gardens.

LEU HOUSE MUSEUM:*Robert Bowden reported from Antoinette Ashman,***Visitors**

▪ **March 2017** – 3,545 visitors, 336 tours; **March 2016** – 3,572 visitors, 330 tours

Donations

- **March 2017** was **\$372.00** **Breakdown:** \$288 cash donation + \$84 (42 cookbooks sold)
- **March 2016** was **\$410.00** **Breakdown:** \$288 cash donation + \$122 (61 cookbooks sold)

The museum attendance from October 2016 thru March 2017 was 19,253 visitors; last year had 18,020 visitors.

There was a museum volunteer social before the museum opened for tours on Wednesday, March 1, 2017. Safety measures were discussed when accommodating larger groups.

The museum was closed for repairs.

MARKETING & SPECIAL EVENTS:*Jennifer Lombardo reported from Tracy Micciche,***Events in Review**

- **Plant Sale** on Saturday & Sunday, March 11 & 12 had record attendance of 13,070. Cost of \$2,905.66. Revenue of \$20,490.94.
- **Boots & Blues Concert**, on Saturday, April 1 had attendance of 1,206. Cost of \$1,480.75. Revenue of \$17,191.
- **Story Time at Leu Gardens** on April 3 had attendance of 200.
- **Movie Night** on Friday, April 7 featured the movie “**Star Trek Beyond**.” There was attendance of 496. Cost of \$0.00. (paid by grant) Revenue of \$1,956.53.

Upcoming Events

- **Story Time at Leu Gardens** is on May 1, the first Monday of the month starting at 10:00 a.m.
- **Movie Night** is on Friday, May 5 will feature “**Dial M for Murder**.” The movie starts at 8:30 p.m. The cost is \$6 for adults and free for Garden members.
- **Mother’s Day** is on Sunday, May 14. Leu Gardens celebrates Mothers with free admission for moms. Vendors Sugarbuzz and Peak Season Pops will be in the gardens selling delicious desserts.

Marketing

Leu Gardens was highlighted in an article by Jim Byers on behalf of Postmedia Network and the article was posted online for a total of 34 online publications with a total of 2,534,000 impressions throughout Canada. This was made possible through Visit Orlando.

WMFE.org interviewed Mr. Bowden about the Dinosaur Exhibit.

Jennifer Lombardo left at 9:06 a.m.

MEMBERSHIP & VOLUNTEERS:

Camara Williams reported from Kim Robinson,

- **March 2017 Membership:** New 416, Renew 341, Upgrade 18, Downsize 9
- **March 2016 Membership:** New 373, Renew 300, Upgrade 15, Downsize 7

March 2017 Paid Membership total was 5,728, compared to **March 2016** Paid Membership total of 4,512.

There were 11 complimentary memberships in **March 2017** and 1 in **March 2016**.

The volunteer hours for January through March 2017 were 3,108.25. With volunteers working: museum 1,053, horticulture 992.5, garden guides 333 and admissions and special events 729.75.

The total volunteer hours for 2016 are 10,696.25 (valued at \$252,003.70).

OLD BUSINESS: None.

NEW BUSINESS:

It was moved by Camara Williams and seconded by Brendan O'Connor to cancel Harry P. Leu Board June 28, 2017 meeting. There was no discussion. It was approved by all as presented.

It was moved by Michael Provenzale and seconded by Danielle Montoya to approve free daytime garden admission for all active and retired military personnel on Veteran's Day (Saturday, November 11, 2017). There was no discussion. It was approved by all as presented.

It was moved by Camara Williams and seconded by Danielle Montoya to approve the child admission description change from kindergarten to 12th grade to ages 4 to 17 years, effective December 1, 2017. There was no discussion. It was approved by all as presented.

It was moved by Camara Williams and seconded by Danielle Montoya to approve the increase of child garden admission from \$3 to \$5, effective December 1, 2017. There was no discussion. It was approved by all as presented.

It was moved by Camara Williams and seconded by Danielle Montoya to approve the increase of Guided Group tours for Schools and Scouts from \$3 to \$4 and Self-Guided Group tours from \$2 to \$3 with one free adult per 7 paying children, effective December 1, 2017. There was no discussion. It was approved by all as presented.

It was moved by Brendan O'Connor and seconded by Michael Provenzale to suspend Free First Monday Admissions on January 1, 2018, February 5, 2018, March 5, 2018, April 2, 2018 and May 7, 2018 due to the Nature Connects Art with Lego Bricks exhibit. There was no discussion. It was approved by all as presented.

The board inquired about having companies sponsor free admission days at the Gardens.

Camara Williams left at 9:27 a.m.

The board discussed sponsors funding naming and signage for rooms, buildings and gazebos at the Gardens.

ADJOURNMENT:

There being no further business to discuss, it was moved by Michael Provenzale and seconded by Brendan O'Connor that the meeting be adjourned at 9:32 a.m. The next board meeting is scheduled for May 24, 2017.



Antoinette Ashman, Recording Secretary