

HARRY P. LEU GARDENS BOARD
May 24, 2017 Minutes

The Harry P. Leu Gardens Board of Trustees held its regular meeting on Wednesday, May 24, 2017, at Leu Gardens. **The meeting was called to order by Lorelei Anderson-Francis, Chair, at 7:54 a.m. announcing a quorum present:**

TRUSTEES PRESENT: (12 meetings scheduled; **7 meetings** held year-to-date for 2016-17 fiscal year)
Lorelei Anderson-Francis, (7/0) Chair
Camara Williams, (7/0) Vice Chair
Isaiah Cottle, (6/1)
Jennifer Lombardo, (6/1)
Danielle Montoya, (2/0)
Brendan O'Connor, (7/0)
Michael Provenzale, (7/0)

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

MINUTES:

It was moved by Camara Williams and seconded by Jennifer Lombardo to approve the April 26, 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 April 2017 Leu Attendance.

Overall attendance for April 2017 was higher than last year by 25,000 visitors, with paid garden admission higher than last year by 15,000 visitors.

It was moved by Isaiah Cottle and seconded by Danielle Montoya to approve Leu's April 2017 Attendance report. There was no further discussion. **It was approved by all as presented.**

Discussion ensued on April 2017 attendance, revenues and expenses. The Board noted of the need for the City of Orlando to hire additional staff for Leu Gardens. Jennifer Lombardo emphasized the need for more support staff for customer and facilities services. The Board suggested seeking partnerships and interns to help support the Gardens was discussed.

It was moved by Danielle Montoya and seconded by Michael Provenzale to approve Leu's April 2017 Revenue and Expense reports. There was no further discussion. **It was approved by all as presented.**

NEW BUSINESS:

It was moved by Lorelei Anderson-Francis and seconded by Brendan O'Connor to change July 26, 2017 Board meeting to July 19, 2017. There was no discussion. **It was approved by all unanimously.**

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

DIRECTOR'S REPORT:

Mr. Bowden is researching the feasibility of reprinting the Leu House Museum Book.

Debra Seay has been hired for the Accounting Specialist II position and will be starting shortly. The Membership/Volunteer Coordinator position interviews scheduling are in progress. Interviews for the Assistant Director position have been completed.

Tracy Micciche has been working on the 2018-19 Florida Division of Cultural Affairs General Program Support Grant application for the upcoming June 1, 2017 deadline.

Mr. Bowden shared possible interest in having tree carver art in the Gardens.

Historic Markers Committee of Isaiah Cottle and Brendan O'Connor to meet with Robert Bowden as needed to discuss updates.

DEPARTMENT REPORTS:

HORTICULTURE:

Brendan O'Connor reported from Eric Sondgeroth,

Irrigation inspections throughout the Gardens continue. Horticulture staff primary focus is watering the gardens during this drought.

Work continues with replacement of some additional beds in the Rose Garden with new more disease resistant variety roses. Irrigation is being updated at the same time.

The former Citrus Grove area work preparation continues for new plantings. Plantings and irrigation have started to be installed.

The Floral Clock gears have been repaired and installed. The beds are being prepared to install the floral design.

We hosted the Florida Nursery Growers and Landscape Association, Florida Flower Trials. Many professionals toured Leu Gardens to view the new and upcoming varieties of annual flowers.

EDUCATION:

Michael Provenzale reported from Sandi Linn,

Tours:

April 2017 - 30 tours, 943 people and one comp with 32 people; **April 2016** - 26 tours, 902 people

The dinosaur invasion tours continued for school and scout groups throughout the month of April. There were several groups of preschoolers schedule tours, which has been an underserved audience for us. We have a few Garden Guides who really enjoy guiding this age group so we will continue to target preschools for paid tours. A few more groups were able to be scheduled for the dinosaurs due to exhibition being extended.

Classes:

April 2017 - 11 classes, 135 attending (1 class cancelled); **April 2016** - 14 classes, 188 attending

Plant Clinic:

April 2017 - 4 days, with 14 people; **April 2016** - 4 days, with 15 people

LEU HOUSE MUSEUM:

Robert Bowden reported from Antoinette Ashman,

The Leu House Museum was closed for 12 days for repairs (April 15 thru 26, 2017).

Visitors

▪ **April 2017** – 1,123 visitors, 133 tours; **April 2016** – 2,578 visitors, 308 tours

Donations

▪ **April 2017** was \$300 **Breakdown:** \$274 cash donation + \$26 (13 cookbooks sold)
▪ **April 2016** was \$353 **Breakdown:** \$243 cash donation + \$110 (55 cookbooks sold)

The museum attendance from October 2016 thru April 2017 was 20,376 visitors; last year had 20,598 visitors.

Joy Dickinson Leu History meeting on April 25, 2017 will be taped by the City of Orlando.

MARKETING & SPECIAL EVENTS:

Jennifer Lombardo reported from Tracy Micciche,

Events in Review

- **Story Time at Leu Gardens** on May 1 had attendance of 404.
- **Movie Night** on Friday, May 5 featured the movie “**Dial M for Murder.**” There was attendance of 563. Cost of \$28. Revenue of \$2,333.69.
- **Mother’s Day** on Sunday, May 14. There was attendance of 3,716.

Upcoming Events

- **Movie Night** is on Friday, June 2 will feature “**Arrival.**” The movie starts at 8:30 p.m. The cost is \$6 for adults and free for Garden members.
- **Story Time at Leu Gardens** is on June 5, the first Monday of the month starting at 10:00 a.m.
- **Father’s Day** is on Sunday, June 18. Leu Gardens celebrates Dads with free admission for dads.

Mr. Bowden commented that on Movie Nights, visitors come and walk the gardens but leave before the movie starts due to the Gardens open at 6:00 p.m., the admission cost is less and it gets dark later in the evening.

Marketing

Leu Gardens was highlighted in an article by Visit Orlando for Dujour.com.

The Waldorf Astoria Orlando is putting together an experience itinerary for their guests and have included Leu Gardens. This hotel is owned by Hilton.

Orlando Magazine will feature Leu Gardens in their June 2017 issue which features weddings.

MEMBERSHIP & VOLUNTEERS:

Camara Williams reported from Kim Robinson,

- **April 2017 Membership:** New 307, Renew 110, Upgrade 6, Downsize 1
- **April 2016 Membership:** New 313, Renew 88, Upgrade 2, Downsize 0

April 2017 Paid Membership total was 5,669, compared to **April 2016** Paid Membership total of 4,606.

There were 10 complimentary memberships in **April 2017** and none in **April 2016**.

DISCUSSION:

Danielle Montoya questioned making the process of buying gift memberships in the gift shop easier.

Lorelei Anderson-Francis commented on Mr. Bowden's upcoming American Public Garden Association Conference in June 2017.

ADJOURNMENT:

There being no further business to discuss, it was moved by Jennifer Lombardo and seconded by Isaiah Cottle that the meeting be adjourned at 9:10 a.m. The next board meeting is scheduled for July 19, 2017.

Antoinette Ashman, Recording Secretary