

HARRY P. LEU GARDENS BOARD
August 28, 2024 Minutes

The Harry P. Leu Gardens Board of Trustees held its regular meeting virtually on Wednesday, August 28, 2024. **The meeting was called to order by James Whited, Chair, at 7:45 a.m. announcing a quorum present:**

TRUSTEES PRESENT: [12 meetings scheduled; **(9 Held, 2 Cancelled)** year-to-date for 2023-24 fiscal year]
James Whited, (9/0) Chair Paul Oppedisano, (8/1)
Adilia Richemond, (6/3) Vice Chair Gabrielle Russon, (9/0)
Audrey Jones, (7/2) Angela Territo, (7/2)
Richard McCaffrey, (5/1)

TRUSTEES ABSENT: None

STAFF PRESENT: Jennifer D'hollander, Executive Director, Harry P. Leu Gardens
Antoinette Ashman, Recording Secretary, Harry P. Leu Gardens
Ariana Hernandez, Meeting Coordinator, City Clerk Office

PUBLIC PRESENT: None

APPROVAL OF CONSENT AGENDA:

- July 24, 2024 Leu Board Minutes (**Attachment**)
- Financial Reports July 2024 (**Attachment**)
- Horticulture July 2024 Report (**Attachment**)
- Education July 2024 Report (**Attachment**)
- Membership and Volunteers July 2024 Report (**Attachment**)
- Events and Marketing July 2024 Report (**Attachment**)
- Facility and Rentals July 2024 Report (**Attachment**)

The Leu Gardens Board reviewed the items under Approval of the Consent Agenda.

It was moved by Adilia Richemond and seconded by Paul Oppedisano to approve the Consent Agenda items for July 2024 as listed above. There was no discussion. **It was approved by all as presented.**

EXECUTIVE DIRECTOR:

A. July 2024 Attendance Update (Attachment**)**

Ms. D'hollander noted overall attendance is 4% higher than last year in general with visitation and increasing access to the gardens with free days and some of our other events.

ITEMS FOR DISCUSSION:

A. Review and approve updated June 2024 Membership & Volunteers Report

It was moved by Paul Oppedisano and seconded by Angela Territo to approve the updated version of the June 2024 Membership & Volunteers Report. There was no discussion. **It was approved by all.**

B. Review and Approve Revenue Model for FY 2024-2025

Ms. D'hollander reviewed the reviewed the Revenue Model for the FY 2024-25 with the Board. Discussion ensued on weddings, receptions, and facility rental fees, availability, and access. Ms. D'hollander noted the recent and beautiful remodel of the Welcome Center building.

Discussion ensued on Membership fees and benefits. We've created more access by increasing the time that the members come in. The membership levels are going to offer the ability for you to bring in friends, adult children visiting relatives and will include discounts at Foxtail Café and Marketplace.

Ms. D'hollander reviewed and updated the Board on concert, summer camps and caterer commission fees.

It was moved by Adilia Richemond and seconded by Richard McCaffrey to approve Revenue Model for FY 2024-2025. There was no discussion. **It was approved by all unanimously.**

OLD BUSINESS:

A. Strategic Plan Update

Ms. D'hollander inquired to the Board if there were any input regarding the draft Strategic Plan that was presented at the July 24, 2024 Leu Board meeting. Discussion ensued by the Board on the plan to implement the draft Strategic Plan. Ms. D'hollander noted that there will be a work plan in place to accomplish the set goals annually. Ms. D'hollander will send the Board the final version of the Strategic Plan and the Board will vote to finalize the Strategic Plan at the next Board meeting scheduled for September 25, 2024.

B. Master Plan

Ms. D'hollander updated the Board on the Master Plan. Price proposal negotiations are in progress currently with Caron & Coyle, Inc., the firm approved and awarded the RQS24-0164 Master Planning Services for Harry P. Leu Gardens by City Council.

Ms. D'hollander is working with the City of Orlando to get a survey of the gardens. Discussion ensued by the Board on the Master Plan and budgeting process.

Ms. D'hollander reviewed the capital items currently proposed in the Fiscal Year 2024-2025 with the Board.

NEW BUSINESS:

A. 2026 – Leu's 65th Anniversary: February to August Flower & Garden Festival

Leu Gardens plans to have our own flower and garden festival to make that the focal point of the anniversary season.

B. 2027 – New Dinosaurs exhibit: Spring/Summer, February to May

This dinosaurs exhibit would be animatronic and would be scheduled for four months.

Ms. D'hollander noted to the Board on wanting to build the seasonality of the gardens in terms of exhibits. With the planning of exhibits far enough in advance, Leu Gardens would have beneficial time to get donors, sponsors and acquire the best prices for these large exhibits.

Ms. D'hollander shared her thoughts during her recent attendance at the 2024 Florida Nursery, Growers and Landscape Association Show (FNGLA), at the end of August.

ADJOURNMENT:

There being no further business to conduct, **the meeting adjourned at 8:41 a.m. It was moved by Paul Oppedisano and seconded by Adilia Richemond.** There was no discussion. It was approved by all.

The next virtual Harry P. Leu Gardens Board meeting is scheduled for September 25, 2024.

Antoinette Ashman, Recording Secretary