

Minutes Friends of Loxahatchee BOD Mtg., May 12, 2012, 9:00AM, Conference Room VC

Present: Joan Davis, Harvey Eisen, Stephen Horowitz, Jeff Kramer, David L. Lurie, John Marshall, Jay Paredes, Cynthia Plockelman, Tom Poulson, Max Wald, Elinor Williams, Mike Winokur

Absent: Judy Colvard, Kay Larche, Pauline Stacey

President Horowitz called the meeting to order. A quorum was present. Harvey Eisen made a correction to the April 17, 2012 Minutes. David L. Lurie moved the Minutes be accepted as amended. Mike Winokur seconded the motion which passed unanimously.

Steve announced that David and Kay had changed the cases in the VC.

David L. Lurie, Treasurer, distributed copies of a Friends Operational Report of May 1 to May 12, 2012. Steve questioned Cash Donations. Elinor Williams stated the need to see finances more fully. Ergo, a P & L from the accountant every three months would be good.

Harvey Eisen gave the Store report and distributed copies of it. The last week of April had poor sales due to rain, but it was better than April, 2011. Harvey stated that sales will drop seasonally from May thru October, but he is confident 2012 will continue to be better than 2011. Mike questioned costs of merchandise and its effect. Harvey emphasized that merchandise is the responsibility of the Store Staff. Steve clarified that the Store Committee decides what is sold and that it is the responsibility of the Store Committee alone. Discussion ensued with Jay Paredes seeking Photo Contest information. Max Wald suggested there should be more ways for cash donations on Everglades Day. Steve responded that the subject has been looked at several times already.

The last Everglades Day Committee meeting was a wrap-up for 2012. Now, meetings will be planning for 2013. The Committee will meet at 3:00PM, June 7th, at the home of Cynthia Plockelman. Serena will send out reminders and directions. Steve congratulated Cynthia on becoming President of ASE.

Mike suggested food trucks should be considered for Everglades Day. Jeff and Cynthia replied that it was already under study.

Steve reported that a presentation to the Cultural Arts Council Grant for 2013 Everglades Day will be made. The 2012 Grant has been approved and the \$6200.00 check is expected. Those funds will now be available for 2013.

Max reported that the first draft of Gator Tales is ready. He also stated his belief that a standing committee for Gator Tales would be good. It could consider such things as content, font, purpose and frequency of publication. Max also thought monographs for schools would be a positive. It was questioned whether a Gator Tales Committee should be Ad Hoc or Standing. Elinor thought Max's ideas and suggestions were good. Jeff questioned costs. Max reported he had already visited the printer.

Max said that Jay's article required cut and paste. He also stated that he does not like the current GT format and that pictures are not in any order. Also, the printer requires GT to be in word document format. Jay

explained details of printing. Elinor stated that author's should be given an opportunity to fact check articles which have been held for a period of time.

This issue of Gator Tales should be published in June. Elinor stated she could find technical support through her publications and would like the request for contributions be emphasized in GT. Tom Poulson agreed with Elinor and also thought monographs a good idea. Steve reported that Staff had monographs on their Website in the past. He also stated that the GT Editor had final determination on articles, printing and format. Wind farm photographs would be found to accompany the article re: EAA wind farm.

New brochures regarding "Bricks" have arrived. A display is on the VC counter. The Friends cost is \$16.50 including brick, printing, and shipping. The tile cost total is \$7.50. The brick walkway has become overgrown and is now being cleared of weeds. The brochures will be made available on the Everglades Day buses.

Elinor has nothing new to report on the 2013 Friends Calendar. She prepares content, but requires someone for layout. Whether this is a worthwhile spending of funds was questioned. Elinor called the Calendar community outreach. John Marshall called the Calendar a marketing venture. Harvey said that Store customers admired the Calendar and carried it to all parts of the country. Elinor will proceed and report back to the BOD with proposals and costs. The BOD will then make a decision.

Jeff Kramer, chair of the 30th Birthday Committee, reported that there is a contract with the Westchester Country Club for a sit-down luncheon on Wednesday, November 7th. The contract is for a minimum 50 attendees at a base cost of \$29.05. Tom Poulson moved that the BOD approve the contract. Elinor seconded the motion. Unanimous approval of the BOD followed.

Jeff thanked Kay and Mike for all the hard work they have done on this Committee. Jeff said the per ticket cost has yet to be determined. There will be a cash bar. Each person will be given a ticket for 1 glass of wine, 1 beer, or 2 sodas. Westchester will give a free round of golf which Friends may auction. Kay is contacting suppliers requesting items for a silent auction. Steve explained to Mike, who opposes a silent auction, that a minority report could not come from within the committee.

A speaker has not yet been engaged. Steve is working on that aspect. The speaker should be within the North/South and Refuge areas. Sylvia has agreed to allow Staff the time to attend the luncheon.

Funds raised from this 30th Birthday Celebration luncheon will fund a program/project on the Refuge. Sylvia and Rolf will determine what that program/project will be.

John asked Steve for a report on his meeting with Evan Hirsche, President of the NWRA. Mr. Hirsche was on a tour of Refuges around the country and requested a meeting specifically with Steve, not the BOD or a committee. John still objected to Steve meeting alone with President Hirsche even though that was the request. Steve reported that the meeting was merely a request that Friends double its contribution.

Submitted by

Joan Davis, Secretary

