



BOARD MEETING MINUTES

March 6, 2019

Approved

Present: Charlene Barnette, Jane Stone, Karen Lutz, Ronda Hill, Linda Cleveland, Sally Kellogg, Julie Wade, Maria Lane, Liz Winebrenner, Pat Frey, Kerry Riner, Mary Lou Swartz, Joan Lewis, Anne Thomas, Gigi Stewart, Susan Harris, Lynne Nordhoff, Maryanne Dignan, Nancy Taylor, Melissa McClayton

Excused: Marilyn Bartter, Annalinda Ragazzo, Sue Hester, Denise Cazobon, Suzie Kountz

President Charlene Barnette called the meeting to order at 10:45 A.M. EDT and a quorum was present.

President's Remarks – Charlene Barnette

Charlene thanked everyone for coming and deferred her comments until the end of the meeting.

Secretary: Julie Wade

Julie moved for approval of the minutes of February 6th 2019 Board Meeting. Lynne Nordhoff 2nd;
With no modifications, motion passed unanimously.

Julie moved for approval of the minutes from the Call-in Board meeting February 20th. 2nd Linda. Liz Winebrenner asked that the new Nominating committee be included with her Nomination slate.

With that addition, motion passed unanimously.

Julie moved for approval of the minutes of the February 26th General Membership meeting. Passed unanimously.

Treasurer's Report: - Karen Lutz

On the recommendation of the Finance Committee Karen moved that the December financial statements be accepted as presented. Passed unanimously.

This year the Finance Committee is going to try on-line dues renewal beginning March 28 . There will be a reminder in Charlene's weekly e-blast in April.

VP Fundraising Events - Jane Stone

The fat lady hasn't sung yet but she's about to:

686 people are scheduled to attend our fabulous new event which promises style, food, and fun!

We have 62 designers signed up with 65 tables (3 are doing 2 tables and we have 2 tables of 24).

Designers have been placed at their tables and The Ritz knows which tables are bringing in their own silver, goblets, etc.. A gargantuan feat for them!

Table cards for the designers with firm name, designer, and theme are finished and will be placed on their tables before 3 pm on Sunday.

Seating is "finished" with updates being made constantly-kudos to Donna Loomis, Liz Winebrenner, Gina Finch, and Mary Cooper. Donna and Liz started doing Circle of Friends seating and morphed into doing it all.

The Resource Book and table cards for the guests are at the printer and will be ready for pick-up on Friday.

The musicians are scheduled. The menu is set. The scrolling roll has been finished. The Patron Party plans are all in place. The Publicity has been wonderful and Anne will fill you in on what is yet to come. James is arriving Saturday just after noon and is looking forward to his visit.

Timeline:

There will be a bar set up and James will be signing books which one can purchase out on the patio.

10:30 The doors will open; guests can wander in and browse the tables.

11:45 Decorators will remove decorative items from the tables such as plates, glassware, flatware and store in boxes under each table.

12:00 Lunch will be served.

1:00 Jane will introduce James.

2:00 Event ends.

Helpers/hostesses will arrive at 9:30.

VP-Elect Development - Sally Kellogg

To date, we have 13 underwriting sponsors for a total of \$70,500 and 163 League Club members participated in The Circle of Friends for a cash total of \$300,001. In kind services at \$10,000.

The Development Committee would like to recognize the extraordinary efforts of Donna Loomis & Liz Winebrenner for overseeing the 2019 Circle of Friends donations.

VP Communications - Anne Thomas:

The Publicity Plan reviewed at last Board meeting is rolling out nicely

- WAVV PSA aired Feb 8th – 17th 3-5 spots daily, total 45
- Design + Décor – Winter issue included full page feature and full page ad
- Naples Illustrated – March issue included 2 page feature Q&A with James Farmer & half page ad
- Naples Daily News – half page ad acknowledging sponsors & designers to appear March 11
- Reminder in Resource Book to use #NaplesTables when posting pictures
- Social Media reach & engagement expanding

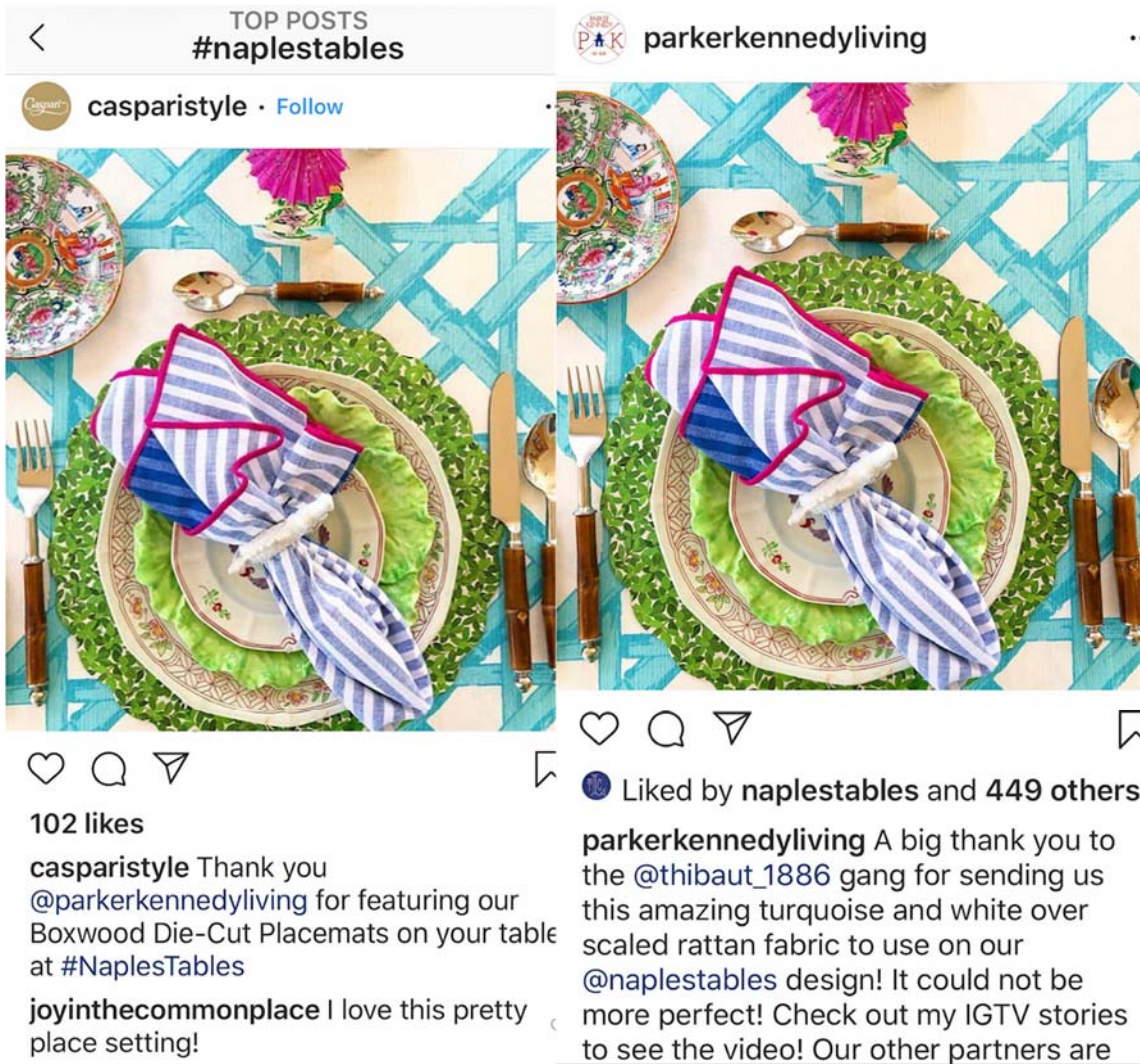


TLC The League Club
Published by Anne Drackett Thomas [?] · Yesterday at 10:01 AM · 🌐

#NaplesTables calls your attention to the March issue of Naples Illustrated in mailboxes now. Check out page 33 for their interview with "Table TITAN" James Farmer of James Farmer Inc and page 115 for The League Club's ad acknowledging our sponsors, partners and contributors. For over 20 years, The League Club has had a wonderful relationship with our Magazine Sponsor Naples Illustrated. Please join us in welcoming Loretta Grantham named Editor in Chief last Fall. She is largely responsible for this year's great coverage. We look forward to many more years of collaboration. NOTE: If your copy of this month's issue has not yet arrived in your mailbox, head over to our website where the article has been posted on the NEWS page.

24 Feb 2019

25 Feb 2019



2018 Briefcase Breakfast Coverage reached about 350,000 people

TLC issues press release simultaneously with Briefcase Breakfast. Each agency receives a template to make their own announcements.

Florida Weekly – 12 April 2018 – picked up our press release with picture Headline: League Club Awards \$327,970 to 30 Community Agencies 220,000 weekly readers of print/digital editions

È Bella – June issue – Caught in the Act of Kindness (with pictures) Headline: The League Club Distributes \$327,970 to Nonprofit Agencies 55,200 readers per issue

Immokalee Bulletin – Publishes 3500 issues weekly on Thursdays

13 April 2018 -- Grant Ensures 5,600 Books for local children at two schools

3 June 2018 – The League Club grants \$10,000 to The Immokalee Foundation's Immokalee Readers

Naples Daily News – circulation 60,112 1/4 page ad announcing grants

Several agencies announced their grant award via Facebook w/ picture of Liz Winebrenner & agency rep, such as:

- Harry Chapin Food Bank with 7000 followers

- Able Academy with 1000 followers
 - New Horizons with 531 followers
 - Neighborhood Health Clinic with 612 followers
- ***2019 coverage will most likely be similar***

E Bella is the exclusive media outlet for the Briefcase Breakfast. Other media receive invitations to attend as part of their sponsorship packages. A good fit for èBella: “ èBella is the inspiring and empowering magazine that gives voice to dynamic women, connects the community and collaborates to make a REAL DIFFERENCE.”

Top 3 facebook posts for March:

Charlene with Adria Starkey, Mary Cooper, and the five Former 1st ladies who were Junior League members.

The reach and engagement of social media for Naples Tables is all over country.

#NaplesTables #TableTitan

Harriet Heithaus called and will bring a photographer from Naples Daily News

We will have our own photographer, and Design & Décor’s photographer will cover selected designers, Members should take pictures and use #NaplesTables2019

Each publication takes a different viewpoint.

Patron Party: Pixie Messey is most gracious to host the many who will be there.

It will be crowded so there will not be a book signing there.

Parking will be well organized and the weather forecast is great.

VP-Elect Community - Susan Harris

- Report a smooth conclusion of the 2018-19 Grant award selection process.
 - Due to the timing of Naples Tables this year, thanks to all of you for the meeting by phone for the Board to vote on the CIC’s recommendations in time for our February 26th membership meeting.
 - We had a unanimous member vote at the Membership Meeting.
 - The 35 agencies will be informed this week of their Grant Awards as the contract packages go out.
 - Thanks to Maryanne Dignan and Charlene for their assistance in this process.
 - TLC will have invested over \$4.5 Million in the community in the 30 years of our grant history!
 - We were also able to recognize the 13- member Screening Committee, the 40 members of CIC , and the Final Report review team for their diligence and enthusiasm all year.
 - We are truly proud of the excellent investments the 35 CIC grants will make in our community!
- Completed a Survey Monkey evaluation of the CIC year by the committee.

- The Community Foundation and the Richard M Schultz Foundation presented at the orientation meeting this year to create a basic understanding of the needs in Collier County
- This was well liked by the committee and will be done again next year
- We learned the importance of asking for local availability and pairing team members who are around in December to get a jump on having agencies ready to present the first week in January
- Committee members echoed a need that leadership had already discovered, which is to have a standardized financial form for agencies to fill out and committee to review
- As a result, we have developed a relationship with SCORE and will be working with their experts to create a template for the financial information agencies provide as part of their Letters of Intent and Proposals. Thanks to Karen for working on this with us.
- The committee also wanted to see all the proposal candidates grouped by the impact themes we identified. So that will be dialed up next year as well.
- Naples Tables
 - Thrilled at the increase in Circle of Friends membership this year- A real credit to Donna Loomis and her committee. We have also been happy to hear from many that the Agency Grant profiles in Charlene's TLC Update each week this summer and fall had an influence on both new and previous Circle of Friends members!
 - In the Naples Tables Resource Book we will be debuting a new Impact Approach to communicate about the TLC Grant Awards.
 - Thanks to Jane for her cooperation. Be sure to see the CIC pages in the Resource Book.
- Briefcase Breakfast
 - We are very excited that our new Impact theme will be showcased at our culmination event this year- The Briefcase Breakfast.
 - Sponsored by FineMark Bank (Thanks to Denise Cazobon and Charlene for securing this sponsorship.)
 - You will all receive your invitation shortly by email, so we will look forward to seeing you!
 - We have a few new things planned for the Briefcase Breakfast this year to make it more engaging. Our goal is to bring the new impact themes to life for attendees.
 - o There will be a short keynote from a relatively new agency in the community and that TLC has never given a grant to before
 - o There will be several booths open before the formal meeting starts where attendees can visit agency representatives and learn about the specific project, they will be implementing with this year's grant monies and how these project's support our impact themes.
 - We are working with Anne, Chris Inslee and Communications to maximize our exposure in both the TLC community and the general public with a focus on TLC philanthropic giving and its impact on our community.

VP Education – Maryanne Dignan

101 members came to our February General Meeting. Adria Starkey was an excellent speaker. We can sign up for her monthly talks on financial literacy in January, March, and April.

The annual meeting will be a luncheon on April 9th at Bay Colony Golf Club. Note that members will need to go into Pelican Marsh Gate 2 to access the golf club.

Our last meeting of the year(which is actually the first meeting for next year) will be a salad luncheon on Wednesday, May 8th at the Conservancy of Southwest Florida President with CEO Rob Moher speaking.

Membership - Maria Lane

Maria moved that The League Club Board accept 5 members into The League Club. 2nd Nancy; passed unanimously.

New Members:

Jane Westerhold Arbuthnot
4560 Gulf Shore Blvd N #113
Naples, FL 34103
Neighborhood: Parkshore
Cell: 217-724-0452 Email: jramd040@comcast.net
JL Affiliation: Springfield, IL
Mentor: Susan Enlow

Lenore Pollard Cameron
1900 Gulf Shore Blvd, N #504
Naples, FL 34102
Neighborhood: Moorings
Cell: 312-282-9582 Email: mlpc44@gmail.com
JL Affiliation: Chicago
Mentor: Marilyn Bartter

Judith “Judy” McKay Embrescia
28740 Blaisdell Drive
Naples, FL 34119
Neighborhood: Quail West
Cell: 216-577-3215 Email: kiawahj@aol.com
JL Affiliation: Cleveland, Ohio
Mentor: Cinny Murray

Regina “Gina” Geus Foley
7734 Pebble Creek Circle #201
Naples, FL 34108

Neighborhood: Pelican Bay
Cell: (610)724-9365 Email: ginafoleydesigns@gmail.com
JL Affiliation: Philadelphia
Mentor: Janice Wilson

Catherine Brennan Napier
7225 N. Pelican Bay Blvd #504
Naples, FL 34108
Neighborhood: Pelican Bay
Cell: (847)989-2402 Email: catherine.napier@gmail.com
JL Affiliation: Evanston-North Shore
Mentor: Deirdre Benson

Resignation: Debbie Snyder is moving. **Maria moved that we accept Debbie's resignation. Pat 2nd; passed unanimously.**

Total Number of Members as of March 6 - 610

Monday, March 18 - New Members are invited to a coffee from 9:00 – 11:00 at Maria's home.
Monday, March 25th - New Members will have a luncheon at Bayside. The focus will be on how to get involved next year and to socialize. They would like to be a "Provisional Class" with no requirements, just to meet and socialize.

Interest Groups – Kerry Riner

Kerry has received a new interest group application, proposed by two new members.

Name of the group: Gastronomic Adventures of Naples

Purpose: Provide League Club Members an opportunity to socialize while experiencing adventurous activities in Naples and a variety of unique food and/or beverage experiences.

Possible Activities:

- * Celebration Park food trucks and tiki boats (12 people). Each tiki seats 6 people for cocktails and explores the water way for either a 1 or 2 hour exploration. We would use both of their tiki boats.
- * Pedal Pub: A two hour biking tour to include 2 to 3 stops at local establishments. (15 people) A company person drives while everyone pedals socializing and enjoying libations.
- * Bike to a North Naples beach and have a super picnic. For those without bikes they can be rented at Naples Cyclery.

Group Chairwoman/Co-Chairwoman: Ann Dietz, Sara Rawson

Maximum/Minimum # of members and reasoning: Maximum of 20 people on interest group list, however, some events may be limited in size so participants will be on first come basis.

Waiting list/reinstatement rules: Each member must attend at least 3 events per season to remain in this interest group. This group will have a waiting list and offer attendance to events when openings are available.

Meeting schedule (must be cleared with Events chair and Master calendar): Once a month, November-May. Days and times would vary due to the activity. League Club Calendar would be referenced before scheduling so there is not a conflict.

Meeting location(s): Variety of locations in Naples, business locations or member's homes.

Cost to members: Cost based on activity. Dues are \$20.00 a year to participate in this interest group.

Communication mechanism: Emails to group members for invitation, confirmation and notification to the League Club Master Calendar.

Potential areas of liability:

Member in accident after consuming alcoholic beverage at an event.

Member falling at another member's home.

Kerry Moved that we accept the application for a new Interest Group, Gastronomic Adventures of Naples, as a sanctioned League Club interest group. Maria 2nd

Passed unanimously.

The possible payment methods for the group's activities were discussed and will be researched more fully to conform to TLC's financial practices.

Area Meetings – Ronda Hill

Many people have responded that they are planning to attend. This will be a good chance to discuss Naples Tables. A CIC representative will be on hand at each location with outline and sign-up sheet.

Community Liaison - Melissa McClayton

Our February DIAD projects included volunteering at Take Two, a new re-sale shop for NAMI (National Alliance on Mental Illness) and helping at their Annual NAMI walk .

As an aside, we had too many volunteers for the shifts at the re-sale shop as the shop is new and also located in a difficult place to find and not many shoppers at this time.

With word of mouth and time, it is hopeful the shop will become more popular.

For the month of February, we had 26 people volunteer for a total of 57 hours and we also collected close to \$700 in toiletries and items for Providence House that were delivered to their office.

Events - Sue Hester

We had 83 in attendance for "Silly Fillies" at The Naples Therapeutic Riding Academy. Great night together!

In mid-March, she'll be sending out information on our last Event in April: "Sayonara Sail," on The Naples Princess which will be a Sunset Dinner Cruise.

Newsletter - Nancy Taylor

There will be a final newsletter around the mid- to end of April which will also include our annual report.

Corresponding Secretary - Pat Frey

Sallie Miller is home recovering from surgery.
Claire Hopkins received a card regarding her husband.
Charlotte Wandell had surgery.
Ann Harrison's mother died.

Endowment Fund - MaryLou Swartz

The Endowment Fund balance as of March 1, 2019 is \$191,873.

J. McLaughlin stores sponsored a Sip and Shop on Monday, February 4th, and very generously donated 15% of the proceeds, \$2165.40 to the League Club Endowment Fund.

A check from Amazon smile for \$24.17 was received from members that shopped online between October and December.

President – Charlene Barnette

This is our last meeting together as a board. Thank you to everyone. We've accomplished a lot, supported each other, had fun, held great events and membership meetings with record attendance.

The Changeover Board Meeting will be here at FineMark on April 3rd, with our current board sitting next to the new board member taking over her position.

The meeting was adjourned at 12:04.

Respectfully submitted,

Julie Wade, Secretary