



BOARD MEETING

Wednesday, March 4, 2020
FineMark National Bank&Trust
800 Laurel Drive
Naples, FL

MINUTES
APPROVED

Present: Gigi Stewart, Maria Lane, Suzie Kountz, Anne Drackett Thomas, Sally Kellogg, Joan Lewis, Diane Friscaro, Karen Lutz, Donna Lindberg, Dusti Beaubien, Charlene Barnette, Maryanne Dignan, Gina Finch, Denise Hadley, Mary Beth Jones, Melissa McClayton, Connie Mockenhaupt, Sharon Sparrow, Nancy Taylor, Sherry Whalen
Excused: Susan Harris, Susan Hickey, Annalinda Ragazzo, Gail Reifsnyder, Heidi Varsames, Sherry Whalen

PRESIDENT'S REMARKS Gigi Stewart

- Called meeting to order at 9:33 AM
- Announced the Patron Party a huge success and special thanks to Jane and Jerry Belle for sharing their home.
- Designers raving about our Naples Tables, Celebrating 2020 with Panache
- Naples Daily News terrific coverage on both Monday of the event and the following Tuesday. All posted on our website if you have not seen the coverage.
- April Board meeting will be a combined meeting of new 2020/21 Board members and our present Board.
- Circle of Friends, 172 strong giving \$309,554.
- COF invites for Briefcase Breakfast go out on March 31st, Breakfast to be held on April 9, 2020 beginning at 8:00 AM.
- "Living a Positive Life" was greeted with 147 members in attendance.
- Annual Membership Meeting will be held on April 14, 2020 at Audubon Country Club.

MINUTES OF FEBRUARY 5, 2020 BOARD MEETING Donna Lindberg

Motion to approve the minutes of the February 5, 2020 Board meeting was made by Donna Lindberg. Charlene Barnette seconded, passed unanimously.

TREASURER'S REPORT Suzie Kountz

Suzie reports the Finance Committee approves the Statement of Financial Position as of January 31, 2020, Operating and Income Expense Budget vs. Actual, and the Fundraiser 2020 Income and Expense Statement Summary.

Motion to approve the monthly Financial Reports was made by Suzie Kountz, seconded by Sally Kellogg, passed unanimously.

VP FUNDRAISING Joan Lewis

- Naples Tables, Celebrate 2020 with Panache was an overwhelming success. The waitlist was never opened, there were no-shows, but we still used those seats.
- United Arts Council table had some guests who asked to be reseated and we were able to do so.
- Atlanta Home & Lifestyle has indicated that they will feature us in their April edition.
- Stage was fabulous and Jett Thompson has agreed to do it again.
- Guests all walked away from this event with usable entertaining ideas.

PRESIDENT ELECT Maria Lane

- President- elect Maria Lane announced appointments made for 2020/21 year.
- Appointments:
 - Area Meetings Patti Taylor, Patti recently chaired NGC House & Garden Tour
 - By Laws Donna Loomis
 - Community Liaison Mary Gianinni, Mary is a new member who has volunteered endlessly
 - Corresponding Secretary Anne Nagan
 - Endowment Julie Farah, Julie has a background in Finance
 - Events Jane Kelly, Jane has chaired major events before
 - Future Planning Mary Beth Jones
 - Historian Gina Finch
 - Interest Groups Sara Rawson, Sara chaired gastronomical adventures
- Our 20/21 Board will be composed of 10 members who have never served on the TLC Board

VP COMMUNICATIONS

Anne Drackett Thomas

- Communications team is very excited about the reach and engagement Naples Tables has brought to TLC.
- Social media has built tremendous interest in The League Club
- Branded hashtag is helping TLC grow awareness of who we are and what we do.
- 25% increase in Instagram in the last week, 21 stories March 3rd and 17 stories today, 128 posts to #naplestables2020, Facebook engagements are up by 49%
- Tremendous coverage from Naples Daily News on the day of event and following day, 5 quarter page ads, ½ page ad for the Briefcase Breakfast plus another ¼ page ad.
- Design&Décor photographed every table and Lane, our photographer, took over 2,000 photos
- Both Florida Design and Naples Illustrated are interested in covering Naples Tables for us.
- Anne recognized Chris Inslee for her constant contact, negotiating contracts, nurturing relationships, writing feature articles that have been published, and doing so much behind the scenes work.
- Recommendations as we move forward:
 - Protect the brand with a trademark, need Annalinda Ragazzo, By Laws, to take a look at trademarking.
 - Largest competition is Kips Bay and their designers, need to figure this element out
 - Value our Communication Team, they feel underappreciated and hard to stay committed when feeling this way.
 - More of our members are on Facebook, but Instagram is the designer's avenue so we need to look to Instagram.
 - Upcoming is our third year of Naples Tables, so no more learning curve.

VP COMMUNITY

Susan Harris report presented by Connie Mockenhaupt, VP elect

- On February 20th CIC presented to the TLC membership a slate of 44 agencies which represents an investment of \$415,387 into our Community.
- Next step is presenting awards at the Briefcase Breakfast on April 9,2020, held at the Naples Sailing and Yacht Club beginning at 8:00 AM, invites go out on March 9th and encourage all Board Members to attend.
- Facility will be crowded with 44 agencies and the 44 CIC members.
- Discussion of location for photos, could use the outside with building as backdrop, still discussing other possibilities.
- Various agencies will participate in a Show and Tell booth.

VP MEMBERSHIP Diane Friscaro

- February 12, 2020, second Orientation coffee was held at Diane's home with 14 new members and 10 Board members attending.
- Invitations have been mailed for third and last coffee of the season and it will be held on March 9, 2020.
- Invitations have been mailed to Board members and new members for New Member luncheon on April 9th at Bayside in Venetian Village. Registration deadline is March 17th.
- Diane proposed two new members, Rita Sherman and Kathy Nichols. After today's acceptance of these two new members the membership total stands at 623.

Motion was made by Diane Friscaro to accept as new members Rita Sherman and Kathy Nichols, seconded by Denise Hadley, passed unanimously.

- Discussion on dues for one month for the two newest members

Motion was made by Diane Friscaro to waive the \$100 dues for one month for new members, Rita Sherman and Kathy Nichols, seconded by Dusti Beaubien, passed unanimously.

EVENTS Dusti Beaubien

- End of year event is canceled.
- Last trip of year is to Morikami with 24 signed up thus far, with this number we are \$200 in the red.
- Bus trips are in question due to lack of sign ups, could be that both Woman's Club and Naples Garden Club previously held trips to Morikami this year.
- Discussion followed, no conclusion.

NOMINATING Charlene Barnette

- Gave accolades to the Minor League Club for their support and work this year.
- Melanie Di Leo brought us Naples Tables idea from the St. Louis League Club. She has been told by St. Louis League Club members they feel TLC has figured it out quickly and has created a fabulous event in just two years.
- Toronto designer complimented us on how smoothly the event is presented and knows more designers will want to join us.

AREA MEETINGS Nancy Taylor

- Moorings area meeting concerned about parking and requests as many as possible carpool.
- Suggestion for next year is to break up the Moorings, Coquina Sands, Aqualane Shores, Old Naples, Port Royal, Marco Island, Lely gathering.

VP ELECT FUNDRAISING Denise Hadley

- Presented gifts to both President, Gigi Stewart and VP Fundraising, Joan Lewis,
- Announced next year's event, no table arrangements for Naples Tables to be over 48" high; gifts at tables will still be optional, however, feel generosity of designers just being there is enough for all of us.

VP EDUCATION Susan Hickey report presented by Gigi

- Presently 50 signed up for the Mac Stone event.
- April 14, 2020 Annual Membership meeting and luncheon to be held at Audubon CC.
- 147 attendees at February Membership meeting featuring Judith Belmont.

Meeting adjourned at 10:25 AM

Cupcakes served to celebrate Gigi Stewart's Birthday.

Respectfully submitted,
Donna Lindberg
Recording Secretary