



Board Meeting
2 p.m. Friday, Aug. 24, 2012
Teleconference
1-888-617-3400; passcode 982145

Meeting attachments

New Business

1. Accounting - Discussion
2. Quincentennial seed packets: FDACS logo incentive program

Lisa Roberts is seeking approval for:

- a. Quincentennial Seed packet sponsorship levels *(see Seed packets, pdf)*

Proposed motion: I motion to accept the sponsorship levels as shown in the prepared flier.

- b. To apply for the FDACS logo incentive program in order to print the first run of Quincentennial packets. The program would allow us to print the first of our Quincentennial seed packets (20,000 for approximately \$1,500). If accepted into the program, FDACS would reimburse up to \$1,500 in printing costs for packaging that includes the Fresh from Florida logo. *(see Incentives, pdf)*

The resulting packets would be sent to those who become Viva Florida seed packet sponsors at the Sunflower (\$500 – 500 packets) and Blanketflower (\$1,000 – 1,100 packets) levels.

Proposed motion: I motion to apply for the FDACS logo incentive program and, if accepted, print the first 2,000 packets for up to \$1,500.

3. Reimbursement policy

During its audit, the IRS found the Foundation lacked a reimbursement policy. The policy *(see FWFReimbursementPolicy_draft, pdf)* is being proposed for adoption.

Proposed motion: I motion that we accept the reimbursement policy as represented.

4. Keep Manatee County Beautiful sponsorship

Jeff Caster is keynoting Keep Manatee Beautiful's Awards Celebration on Sept. 13. The Foundation has been asked to consider sponsoring the event. *(See Manatee, pdf, for sponsorship levels).*

Proposed motion: I motion that the Foundation sponsor Keep Manatee Beautiful's Award Celebration by sponsoring the event at _____ level.

Old Business

1. Strategic plan and vision review

A facilitated review of the Foundation's strategic plan has been proposed to take place during the Sept. 28 meeting of the Foundation board in Tavares on Sept. 28. The proposal from Pete Colverson, of Normandeau Environmental Consultants (formerly Pandion), has been received. It includes an evaluation of the Foundation's achievements and challenges, a facilitated discussion, and a summary report. Cost is \$3,310. *(see Normandeau, pdf)*

Proposed motion: I motion that the Foundation accept Normandeau Environmental Consultant's proposal.

2. John Moran exhibit

John Moran has sent a formal proposal for a traveling photo exhibit *(see Moran 1, pdf)*. In preparation, a flier and sponsorship levels have been prepared *(see Moran 2 and Moran 3, pdf)*. The exhibit would include 15 framed photos and a framed interpretive panel. It would be provided to venues free of charge with a suggested donation of \$250 to help offset travel costs.

Proposed motion: I motion that we accept John Moran's proposal at \$10,000 and the promotional flier as prepared. Terry Zinn will be authorized to approve final sponsorship packages.

3. Cascades Park sponsorship

Additional information has been submitted to the Foundation about the sponsorship of Cascades Park in Tallahassee *(see Cascades 1, pdf)*. Melanie Carr Weaver, who solicited the sponsorship, indicates the project's landscape architect would work with us to determine where wildflowers can best be integrated into the landscape, with the most obvious area being the butterfly garden. *(See sponsorship levels and map, Cascades 2 pdf).*

Proposed motion: I motion that the Foundation sponsor Cascades Park at _____ level and provide the services of Foundation consultant Jeff Norcini to work with the landscape architect to select appropriate sites and species. The sponsorship is dependent on park organizers securing an agreement with the city's maintenance department to plant and maintain the recommended species for at least two years beyond the date of the original planting(s). Care information is to be provided by the Foundation. This is to be reflected in a letter of agreement from the city and submitted to the Foundation before sponsorship payment is made.

4. 2012-13 budget

Budget development is well under way, with the final budget to be presented to the board for approval on Sept. 28 in Tavares.

Budget levels proposed for the Foundation and its programs are:

- **Education: \$99,229**
Projects: Curriculum, What's Blooming Web app, Coreopsis brochure, native wildflower garden recognition program, Atlas support (Wunderlin – split with research), Real Florida Gardeners support, John Moran exhibit, Web development and maintenance, FNPP events, general events, general publications
- **Research: \$81,878**
Projects: Literature survey (con't); Perez research support (from Gary Henry endowment); Panhandle Survey, step 2 – Conservation; St. Johns Loop, step 2 – Conservation; Plant for Wildlife, Year 2; Web development and maintenance
- **Planting: \$69,692**
Seeds for Schools, Viva Florida demonstration gardens, La Florida community grants, Learn-to-Plant project, Quin seed packets (first printing), REDI or Scenic Highways support, Paths of Sunshine certificates, seed bank.
- **Tag Admin/Marketing: \$34,200**
Total tag: \$235,800
Tag income: \$230,000
Needed from reserves: \$3,300

- Foundation income: \$76,800
- Foundation expense: \$70,000

Consent Agenda

1. June 21, 2012, minutes [\(pdf\)](#)
2. Approval of 2011-12 auditor David Logan, CPA – authorizes retaining David Logan as 2011-12 auditor for fee of \$4,500.



Commemorate La Florida's 500th anniversary with wildflowers in 2013

Become a Florida Wildflower Foundation Viva Florida! sponsor. Your business or organization will stand above the crowd when you distribute special commemorative packets of Florida wildflower seeds in recognition of Florida's 500th anniversary. Highlighting your logo and message, these attractive packets offer a perfect marketing opportunity. In addition, you will be encouraging others to plant the state's official wildflower, *Coreopsis*.



Why wildflowers?

In Spring 1513, when Juan Ponce de Leon arrived in the land he named *La Florida*, "the flowery land," he likely saw a lush landscape ablaze with a rainbow of blossoms. Today, wildflowers nourish pollinators that put food on our tables, curb water use in landscapes, reduce water and air pollution, provide wildlife habitat, and beautify communities and roadsides. Simply put, they are an essential component of our environment, and give clear evidence of a healthy, natural Florida.



The magic of wildflowers

The Florida Wildflower Foundation has distributed more than 50,000 seed packets at meetings and events across the state. We've experienced all the emotions — excitement, smiles, a sense of wonderment and gratitude — that come with receiving a packet, and now you can too! Here are just a few distribution ideas for the packets Viva Florida! contributors will receive:

- Use them to promote your cause or company at events.
- Enclose the packets in letters, bills and information kits.
- Enclose them in thank-you notes and correspondence to members, business associates, customers or employees.
- Host a community beautification day and give each participant a packet.



The benefits and rewards of seed packets

Seed packets with your organization or business logo and message not only increase awareness of Florida's history and culture, they help ensure a green, sustainable future for our state. That's because your investment will directly support the Foundation's education, planting and research projects and programs. When you see a roadside display of wildflowers, a school wildflower garden, or a demonstration planting at a botanical garden, you'll get the satisfaction of knowing you helped!

Contribute today. Simply choose the sponsorship level from the other side of this sheet, then fill out and return the enclosed form.



FLORIDA
WILDFLOWER
FOUNDATION

Want to help another way?

To support *La Florida's* wildflowers by making a monetary donation; visit www.FlaWildflowers.org/donate.php. Or, become a Florida Wildflower Foundation member at www.FlaWildflowers.org/membership.php.

Or, contact us for a sponsorship customized to your needs.

Questions? Contact Lisa Roberts, FWF executive director: 407-353-6164; LRoberts@FlaWildflowers.org. Visit us on the Web: www.FlaWildflowers.org



Viva Florida!

Quincentennial Seed Packet Sponsorship Levels

The Florida Wildflower Foundation also can provide custom solutions that meet your needs or preferences. Please contact Lisa Roberts at 407-353-6164 or LRoberts@FlaWildflowers.org.

Sunflower: \$500 for 500 packets (\$1 each)

- 500 commemorative Quincentennial Seed Packets
- Recognition on our Web site

Blanketflower: \$1,000 for 1,100 packets (91¢ each)

- 1,100 commemorative Quincentennial Seed Packets
- Recognition on our Web site
- Florida Wildflower Foundation General membership

Coreopsis: \$2,000 for 3,000 packets (83¢ each)

- 3,000 commemorative Quincentennial Seed Packets featuring your corporate logo and message
- Recognition and link on our Web site
- Florida Wildflower Foundation Business/Contributor membership

Ponce de Leon: \$4,000 for 5,200 packets (76¢ each)

- 5,200 commemorative Quincentennial Seed Packets featuring your corporate logo and message
- Logo recognition and link on our Web site
- Florida Wildflower Foundation Business/Contributor membership
- Special thanks in FWF Annual Report and quarterly newsletter

La Florida: \$7,000 for 10,000 packets (70¢ each)

- 10,000 commemorative Quincentennial Seed Packets featuring your corporate logo and message
- Logo recognition and link on our Web site
- Florida Wildflower Foundation Sustaining membership
- Special thanks in FWF Annual Report and quarterly newsletter
- Plaque awarded at Florida Wildflower Symposium recognition ceremony

Florida Wildflower Foundation is a 501(c)3 non-profit organization; contributions are tax deductible. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE FLORIDA DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE. REGISTRATION#: CHI2319.



Sunflower and Blanketflower levels include Quincentennial seed packets



Coreopsis, Ponce de Leon and La Florida levels include your logo and message here



FLORIDA
WILDFLOWER
FOUNDATION

PO Box 941066 • Maitland, FL 32751 • 407-353-6164 • FlaWildflowers.org



Viva Florida! Sponsorship Form

Sign up online: FlaWildflowers.org • Fax 407-539-1816 • Phone 407-353-6164 • Mail form to address below

PLEASE PRINT IN BLOCK LETTERS

DATE:

CONTACT NAME:

BUSINESS/ORGANIZATION NAME:

OFFICE PHONE:

MOBILE PHONE:

FAX:

EMAIL:

MAILING ADDRESS:

CITY:

STATE:

ZIP:

WEB SITE ADDRESS:

Viva Florida Sponsorship Levels

(check one)

- \$500 Sunflower — includes 500 commemorative seed packets
- \$1,000 Blanketflower — includes 1,100 commemorative seed packets
- \$2,000 Coreopsis — includes 3,000 commemorative seed packets *with your logo and message*
- \$4,000 Ponce de Leon — includes 5,200 commemorative seed packets *with your logo and message*
- \$7,000 La Florida — includes 10,000 commemorative seed packets *with your logo and message*

For Coreopsis, Ponce de Leon and La Florida levels:
Send your logo (300 dpi or larger) to LRoberts@FlaWildflowers.org

Message for packet* (10 words or less):

* The Florida Wildflower Foundation reserves the right to edit messages or refuse a sponsorship or message it deems inappropriate for any reason.

Authorized by

SIGNATURE

TITLE

PLEASE PRINT NAME

PAYMENT METHOD

- Check payable to Florida Wildflower Foundation
 - Credit Card Visa Mastercard Amex
- (3% convenience fee added to all credit card payments)
Please allow 60 days for receipt of seed packets.

Card Number:

Exp. Date:

Three digits on back:

Mail with payment enclosed to:

Florida Wildflower Foundation
PO Box 941066
Maitland, FL 32794-1066

Questions? Contact FWF Executive Director Lisa Roberts:
407-353-6164; LRoberts@FlaWildflowers.org

Visit us online: FlaWildflowers.org



ADAM H. PUTNAM
COMMISSIONER

Florida Department of Agriculture and Consumer Services
Division of Marketing and Development
Bureau of Development and Information



**"FRESH FROM FLORIDA"
LOGO INCENTIVE PROGRAM
APPLICATION**

Section 571.24, Florida Statutes

Entrant Name: _____

Title: _____

Company: _____

Street Address: _____

City: _____ **State:** _____ **Zip:** _____

Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Email Address:** _____

By signing this application for incentive awards, I confirm that I have followed the guidelines and rules governing the "Fresh from Florida" Logo Incentive Program, and certify that information included within the entry is correct.

Print Name: _____

Signature: _____

Date: _____

Send Entries and Proof of Purchase to:

**Florida Department of Agriculture and Consumer Services
"Fresh from Florida" Logo Incentive Program
407 South Calhoun Street, M-9, Room 424
Tallahassee, Florida 32399-0800**

Fresh From Florida Logo Incentive Program August 1, 2012 through May 31, 2013

The purpose of this incentive program is to provide participating agricultural entities with the opportunity to offset a portion of their consumer packaging and carton printing costs while promoting the "Fresh from Florida" message.

To qualify for incentive monies, FAPC members must work directly with FDACS representatives and provide a printer's draft proof for final approval before monies are reimbursed.

This program is not intended to provide full compensation for a company's printing costs nor is it intended to provide profit under any circumstances.

Usage of logos is limited to those companies who establish FAPC membership prior to participating in the incentive program.

Award Limitations

1. Incentive dollars for pre-press will not exceed half (50 percent) of actual printing cost up to \$500.
2. Consumer packaging and cartons are eligible for half (50 percent) of actual printing cost up to \$1,500.
3. Total combined awards will not exceed \$2,000.
4. Incentive dollars will be awarded upon receipt: beginning August 1, 2012 and May 31, 2013.
5. Awards will be paid to qualified entries upon receipt for as long as budgeted monies are available. FAPC members are eligible for incentive monies only once per product for the duration of the program. Multiple product entries are eligible, but cannot exceed \$2,000.

Eligibility

1. Participants must be paying members of the Florida Agricultural Promotional Campaign (FAPC) to participate. Membership dues must be current at time of entry submission and remain current through May 31, 2013. For more information on becoming a member, please contact the Florida Department of Agriculture and Consumer Services at (850) 617-7330. Seafood and aquaculture companies should call (850) 617-7280. You may also visit: www.florida-agriculture.com/business/commerce/fapc/
2. State agencies and non-paying members are not eligible to participate.
3. Media brokers and advertising third parties are not eligible to participate and cannot use this program as a selling tool.

Requirements for Participation

1. "Fresh from Florida" Logo Incentive Program participants may receive incentive dollars for placement of FAPC logos that are printed on consumer packaging, cartons, labels, business vehicles or catalogs (horticulture members only) between August 1, 2012 and May 31, 2013.
2. Pre-press charges (such as separations, plates, proofs) required for printing of consumer packaging, cartons, labels, business vehicles or catalogs (horticulture members only) are also eligible for incentive awards. All pre-press and printing must occur within the program time frame and **must be outlined as pre-press charges on the invoice.**
3. Products must be clearly identified as Florida agricultural products and must include one of the logos affiliated with the Florida Agricultural Promotion Campaign. The "Fresh from Florida" logo must be large enough that it is visible.
4. A minimum of 1,000 items must be produced in order to be eligible for incentive dollars.
5. Consumer packages and cartons must have logos printed directly on the label. Photocopies of labels or logos inserted in or affixed to a label are not eligible. "Clamshell" packaging for fruits and vegetables must have a logo that is large enough that it is easily recognized.

- A. The "Fresh from Florida" and "Fresh from Florida Seafood" logos or any variation thereof may be used on agricultural commodities including but not limited to fruits, vegetables, seafood, poultry and eggs.
- B. The "from Florida" and "from Florida Seafood" logos or any variation thereof may be used on Florida agricultural-based products that are not perceived as "fresh" products including meat, frozen or chemically treated products such as rice, sugar, honey, milk, orange juice, fertilizer, breaded fish, crab cakes and other processed foods such as sauces and wines.
- C. The "from Florida USA" logo or any variation thereof may be used on Florida agricultural or Florida agribusiness products marketed internationally.
- D. Please remember that the Florida Department of Citrus has a similar logo which promotes the "Sunshine Tree" and reads, "Fresh from the Florida Sunshine Tree." Neither this logo nor any other logos utilizing the word "Florida," with the exception of those specified in this section, qualify for incentive monies offered by FDACS.
- E. The "Fresh from Florida" logo or any variation thereof may be used on horticulture products.
- F. The "Fresh from Florida" and "Fresh from Florida Seafood" logos or any variation thereof may be used on business vehicles.

Application Guidelines

1. Entries must include a FDACS application form. If additional application forms are needed, please contact the Florida Department of Agriculture and Consumer Services at (850) 617-7330. Seafood and aquaculture companies should call (850) 617-7280. You may also photocopy the form or obtain a copy from our web site at www.florida-agriculture.com/business/commerce/fapc/.
2. Awards are paid after entries have been received and documented. Completed entries will be accepted August 1, 2012 through May 31, 2013.
3. Entries must be submitted under the company's name and Tax ID/FEID number.
4. In order to qualify, you must include two samples of each item submitted for entry as well as copies of dated (August 2012 and May 2013) invoices outlining printing and/or pre-press charges. Printers' draft proof must be approved by FDACS representative before printing invoice is submitted. Documents should be submitted as a complete package. Entries submitted without proper documentation will be considered incomplete and will not be eligible for incentive dollars. For business vehicles submit at least two (2) photos with invoices.
5. Entries become the property of FDACS and cannot be returned. By participating, you give FDACS your permission to use your entry for publicity purposes.
6. Freight charges, state and sales taxes are not eligible for reimbursement.

Send Entries and Proof of Purchase to:

Florida Department of Agriculture and Consumer Services
 "Fresh from Florida" Logo Incentive Program
 Mayo Building, Room 424
 407 South Calhoun Street
 Tallahassee, Florida 32399-0800

Contact

For more information about the FAPC Logo Incentive Program, contact:

Bureau of Development and Information
 Telephone: (850) 617-7330

Email: [**FAPC@FreshFromFlorida.com**](mailto:FAPC@FreshFromFlorida.com)

Bureau of Seafood and Aquaculture Marketing
 Telephone: (850) 617-7280

Email: [**Seafood@FreshFromFlorida.com**](mailto:Seafood@FreshFromFlorida.com)



Reimbursement Policy

Last revised (date):

Expenses incurred for the purposes of the Florida Wildflower Foundation Inc. (FWF) shall be reimbursed to the individual incurring the expense if no other reimbursement of the expenses is received.

Whenever possible, however, board members are expected to bear all travel-related costs associated with attending board meetings, committee meetings or attending to any other business assigned by the Board Chair.

Expenses may be directly applied to an approved budget line item, or the FWF Executive Committee may approve additional funds to pay the expense prior to the expense being submitted to the Treasurer for reimbursement.

Who can incur expenses: The person submitting for expense reimbursement should be a FWF Board member, employee or contractor, or a vendor or individual who has been approved by the Executive Committee to incur expenses on behalf of FWF. The travel, housing, and meals of a travel companion are not reimbursable.

FWF reimbursement levels: Unless otherwise pre-approved by the Executive Committee, reimbursement rates are:

- Staff: 50 cents per mile
- Board member or contractor: 20 cents per mile
- Hotel: \$80 per night, excluding tax
- Meals: \$25 per day

Filing for reimbursement: Requests shall be submitted for approval to the Executive Director within thirty (30) days from date incurred. Expenses of the Executive Director shall be submitted for approval to the Treasurer within thirty (30) days from the date incurred. Reimbursement requests should be submitted on the FWF Expenses Reimbursement Form. Receipts must be provided for all expenses except mileage. A FWF Mileage Log form must accompany mileage reimbursement requests greater than five (5) miles per trip.

Travel and Transportation Expense

Travel and transportation expenses will be reimbursed for efficient and economical means of travel with regard for the traveler's time, comfort and stewardship of FWF resources. When

possible, travelers should make arrangements with ample time prior to the trip to ensure that a reasonable rate is obtained. Carpooling is encouraged.

Rental Vehicles: Rental vehicle expenses will be reimbursed when it is deemed by the Executive Director that the rental rate is less than or equal to the use of a personal vehicle, or when a personal vehicle is not available. The traveler shall seek competitive rates. A detailed receipt shall be submitted with any request for reimbursement. Justification must be provided when a vehicle is larger than standard size is rented. This will be based on the number of people traveling in the vehicle and/or the volume of materials, equipment and luggage to be transported. Reasons must be business-related, not for personal convenience.

Regarding insurance:

1. Travelers will not be reimbursed for the purchase of additional insurance on a rental car such as liability and/or collision insurance that supplements the existing coverage automatically provided by the vendor.
2. Travelers will not be reimbursed for personal accident insurance (PAI).
3. Travelers will accept the collision damage waiver (CDW).

Privately Owned Vehicles: Travelers will be entitled to reimbursement for travel completed in privately owned vehicles. A FWF Mileage Log with odometer reading, date and number of miles driven must be submitted to justify mileage reimbursement.

Commercial Aircraft: Travel by commercial aircraft shall adhere to the following requirements:

1. The-least expensive direct or nonstop commercial airfare in coach class will be reimbursable from the airport nearest the traveler's home or office to the airport nearest the destination.
2. Preferred carriers may be utilized if the carrier's airfare is equivalent to the lowest fare available. Mileage earned and compensation for denied boarding awarded to the traveler while on FWF business is the property of the traveler and may be used at the traveler's discretion.
3. Tickets will be purchased a minimum of six (6) weeks prior to travel whenever possible to ensure that the best rate.
4. A maximum of \$350 shall be reimbursed for any airfare. Any amount exceeding that amount must be authorized before purchase by the FWF Executive Committee.

Incidental Travel Expenses: Incidental expenses are miscellaneous costs incurred by a traveler as a direct result of traveling, such as communication costs itemized on a lodging receipt, taxi fares and driver tips, parking fees, tolls, etc., and must be submitted for reimbursement with justification on the FWF Expense Reimbursement Form.

Meals: FWF will reimburse board members, employee and contractor food expenses incurred during trips of more than 24 hours. The cost of meals covered by a registration fee will not be reimbursed. If, in addition, meals are purchased for others, the individuals must be identified as those for whom FWF has responsibility for such expenses; otherwise the expenses will not be reimbursed.

Lodging Expenses: For travel requiring lodging, travelers should make the most economical lodging arrangements taking into consideration the traveler's time, security, comfort and costs for lodging and transportation. Lodging rates will be reimbursed per the following schedule:

1. The standard room rate for all reimbursed lodging shall not exceed the rate established by FWF's Executive Committee (*FWF Reimbursement Levels, Page 1*).
2. Lodging charges must be itemized per day on the receipt submitted for reimbursement. The traveler will be responsible for all personal incidentals itemized during their stay. Room service, valet parking and other nonessential services will not be reimbursed unless approved by the Executive Committee.

Nonreimbursable Travel Expenses:

- Travel insurance: FWF provides insurance coverage for volunteers and staff traveling on FWF business.
- First-class upgrades in air travel.
- When lodging accommodations have been arranged by FWF and the traveler elects to stay elsewhere, reimbursement is made at an amount no higher than the rate negotiated by FWF, and reimbursement is not made for transportation between the alternate lodging and meeting site.
- Entertainment costs including movies, liquor, or bar costs.

Office and Program Expenses

Office and program expenses authorized by the FWF board, Executive Director, Treasurer or Executive Committee, within monetary limits set by the board, shall be reimbursable when incurred by a board member, FWF staff or contractor for FWF business. Reimbursements will be made at cost within thirty (30) days of submission of an Expense Reimbursement Form and required receipt(s).

Office and program expenses eligible for reimbursement include telephone costs, office supplies (paper, postage, ink, pens, shipping supplies, etc.), printing, equipment, software and other items necessary to conduct daily business.

FWF will not pay international phone charges unless the call is first approved by the Executive Director, Board Chair or Treasurer.