

MINUTES OF THE SHARE COUNCIL GENERAL MEETING

J. W. Reitz Union | Meeting Room 3315

Friday, November 18, 2016

10:00 AM – 2:00 PM

Members in Attendance: Chair Wayne Smith, Richard Barber, Reggie Brown, Peter Chaires (remote), Roger Davis (remote), Kate English, Michael Garcia, Tom Hart, Cody Helmer, Caylin Hilton, Sharon Spratt and John Woeste

Guests: Julie Conn, Katherine Davies, Jamie Ellis, John Hooker, Luis Martinez, Staci Sims and Elaine Turner

Call to Order *Wayne Smith*

Smith called the meeting to order at 10:05 a.m.

Welcome..... *Wayne Smith*

Smith welcomed the Council members and guests. Smith introduced two potential new member guests, Luis Martinez and Staci Sims. Each gave a brief introduction. Smith then recognized Dean Elaine Turner and gave her a few moments to update the group on UF/IFAS College of Agricultural and Life Sciences. Elaine shared the college is hosting six new Grand Guard (UF 50 year reunion) inductees and will only stay briefly. She also updated group on the college: graduate and undergraduate student enrollment increasing, college office recently moved back into renovated McCarty space, college awarded \$450,000 in scholarships to 400 students, thanked the Council for their involvement in helping support the college. Garcia asked about new office, and Turner shared that the renovation has created a student collaboration space that would allow for students and faculty to informally and formally meet. Space also will have AV and presentation tools. Turner also noted there is a naming opportunity for the space. Smith then asked other attendees to provide a brief introduction. Smith reviewed the objectives of the meeting as outlined in the agenda and reaffirmed the purpose of the Council: to create awareness of opportunities for private support, build relationships with those who might provide private support, and generate support for IFAS.

Minutes of Previous Meeting..... *Caylin Hilton*

K. English motioned to waive the reading and approve the minutes, R. Brown seconded. Minutes approved unanimously.

Smith shared that Hilton would be serving the Council as secretary following the departure of Mitchell.

IFAS Fundraising Report..... *Cody Helmer*

Helmer provided updates on the professional fundraising office and staff. Mitchell has taken a senior fundraising position with UF Cancer Center. Recently hired three new fundraising staff: John Hooker, Katherine Davies and Taylor Wood (not present). Office currently located in Ayers Plaza during the McCarty renovations. The UF Foundation/Office of Development & Alumni Affairs is now known as UF Advancement to better encompass functions and responsibilities, UF/IFAS development office will now be known as UF/IFAS Advancement.

Helmer provided an update on the UF capital campaign. The campaign started in July 2014, public kick-off is scheduled for October 2017. IFAS Advancement is in a good place as staff are in place. UF goal of \$3 billion, \$879 million to date. IFAS goal \$250 million, \$47.8 million to date including a \$4 million commitment from FFSP closing this week. Smith asked about previous goals, some discussion around former goals.

Barber brought up recent information he read regarding UF's debt being largest of any US school. Woeste explained related to bonding for capital projects. Helmer encouraged that Barber ask Mastrodicasa about the UF debt when she arrives to present.

Helmer shared update on the Provost's Go Put Your Name on Knowledge matching gift program. \$6 million has been set aside for matching funds for gifts of \$1 million or more to support faculty. Program provides immediate spendable funds while endowment principal from gift becomes established. Incentive to secure commitments quickly. FFSP \$4 million commitment is the first for IFAS. Brown asked for FFSP gift purpose, Helmer confirmed for plant breeding position as endowed chair position.

Helmer provided group an update on the Commodities Gift program previously presented at Council meetings. This continues to be an option and now looking for an initial commodity gift to test process. This is a new gift vehicle for Florida, but many Midwest schools do this with grain. Helmer stated gift planning and real estate continues to be an opportunity for IFAS, especially land that can be sold. Planned gifts, such as bequests, will be vital to success in the campaign. Ideally, property to be held or capital projects will have a cash endowment component for long-term maintenance.

Helmer mentioned the Council's fundraising committee, the importance of keeping the committee intact and how it can be helpful to the Council as a whole. Smith stated that he felt the Council needed to come up with a more realistic goal than the one in place. The Council will continue to discuss at future committee meetings how to make the fundraising committee an effective component of the Council.

Helmer mentioned having regular meetings with Ruth Borger and recently included Chris Moran in the meetings. As the date of the official kick-off of the campaign nears Helmer would like to see more of the Councils conversations more like the general IFAS written literature and the communications they put out. Need to speak the same language, have a universal voice.

**Committee Reports.....Kate English
Sharon Spratt**

Membership Committee – K. English

English discussed the August 26 conference call with Hart, Chiarelli and Hilton regarding the membership committee. One of the committee goals being member recruitment, English noted Hurricane Matthew cancelled the SHARE Council meeting and annual Dinner of Distinction event, for which the committee had secured four potential member guests, but was happy that Martinez and Sims were able to attend today's meeting. One of committee's goal is 100% participation in giving from Council members, noting the size of the gift is not important, but the establishment of a culture of stewardship and doing what you can, where you are, and with what you have. E. Sellers (not present) had requested some data on giving and the Advancement staff had provided, English noted that this did not include names, but rather was aggregate data. Briefly discussed statistics of the Council's giving, noting increased participation and committee's continued work toward 100% so Council can be leadership example for IFAS giving. Informed everyone that there was a form in their packet, in case they wanted to make a donation. No active member candidates to be voted on but will be at the Spring meeting. English presented the committee's nomination for open officer position for chair, noting this is the only open position currently.

- **Nomination: Reggie Brown**

Barber motioned to vote R. Brown as chair for 2016-2017. Hart seconded. Motion passed unanimously.

Communication/Education Committee – S. Spratt

Spratt said that building connections between individuals/organizations and IFAS are key to the success of the campaign. The Council’s role is to connect potential IFAS supporters with Advancement staff. Participation can be through introductions or engaging them in IFAS events and activities. Can also share a lead with a staff member, not required to participate or be connected to the introduction. The committee has worked with the office team to building an online form that can be accessed, filled out and emailed directly to the office. Of course, there is always a paper referral form (in your folder) that can be completed and returned to the office.

Brown discussed the need to broaden our reach, to step out of the box. Helmer agreed and as an example mentioned being asked to have the office staff speak at Extension meetings.

The committee had set a goal of hosting 2-3 industry events during 16-17 Council year. These will be networking opportunities to engage with individuals, some may include a soft ask for support of IFAS. First event was the Florida Forestry Association on 8/30. Smith attended that event and spoke on behalf of SHARE Council, he shared a brief update on the event, noting it was a good opportunity and thanking Spratt for leading the committee to participate. Committee considered others, including FFVA, FRE/Ag Law Conference, FNGLA but were not able to do so this fall. Will be looking to host 1-2 in spring/summer 2017.

IFAS Leadership Update.....Jeanna Mastrodicasa

Mastrodicasa is the Assoc. Vice President for Operations with UF/IFAS. Mastrodicasa gave a presentation detailing IFAS Capital projects around the State, highlighting public and private funding sources. Mastrodicasa highlighted some opportunities for support of current and future projects, such as the renovation of REC dormitories.

BREAK FOR LUNCH

Continuing Education Session.....Jamie Ellis

Ellis is a professor in Entomology and Nematology focused on Honey Bee Research & Extension. Presented information about honey bee research and plans for new research and extension lab on campus to open Spring 2018. Discussed the legislative and private support for the lab.

Executive Committee Report.....Wayne Smith

Stewardship Activity – Hilton provided an overview of stewardship activity to Council members. Same as at previous meeting, members provided with personalized stationery and pre-addressed envelopes for writing thank you notes to IFAS donors. The target recipients are donors at annual giving level, making consistent donations to IFAS through annual giving programs like student phone program, mail and email campaigns. Members asked to select at least 3 pre-addressed envelopes and write note to the donors which can then be mailed direct to donor.

Flavors of Florida Spring Event Discussion – Smith asked Council whether this event was something they see as valuable for IFAS. Council confirmed it is a good event and would like to see continue. K English noted that there needed to be some clarity around purpose and that there is an opportunity to use Council members to

increase effectiveness. Suggested preparing members present to speak with targeted guests in order to help better engage those guests.

Hilton also noted that there may be opportunity to do a tour similar to that done before Dinner of Distinction, providing an educational engagement for guests with specific IFAS programs.

Hilton provided group with background and growth of event since inception and asked for feedback on location. K. English stated the University House as a flagship location is best, and noted possible conflict if you were to do at a location like PSREU at Citra as other centers may feel excluded. Hilton noted for group that the event is supported by sponsors and IFAS incurs no charges. Further discussion with Council committees will be held during planning for spring 2017 event. Was noted that it would be beneficial to hold the SHARE Council spring meeting on a different day in order to provide members with the time to engage with event participants.

Regional Meetings and Volunteer Engagement – Smith presented the group with idea of building on the Communication/Education Committees work with industry events and asked whether there would be value in doing some regional events to reach folks that aren't part of the normal group of attendees at UF and IFAS events. Council confirmed this is a good opportunity. Smith also asked about possibility of hosting the spring SHARE Council meeting outside of Gainesville, perhaps at an IFAS Research and Education Center. Group thought this was a good idea as well. Committees and staff will hold follow-up discussions on these two suggestions.

Dinner of Distinction Award Make-up Announcements – Hilton reminded everyone of the upcoming Dinner of Distinction award make-up events. 4-H Lifetime Achievement Award to be presented that evening at the 3rd Annual 4-H Gator Soiree. IFAS Champion Award to Hugh English on 12/1/16 at the Gulf Coast Citrus Growers Association membership luncheon in Fort Myers. On 12/12/16 will recognize Matthew Johnston as the SHARE Council Volunteer of the Year with a small dinner in Gainesville. If members would like to attend any of the events, please speak with Caylin Hilton.

Award Presentation

Recognizing R. Brown's election to SHARE Council Chair for 2016-2017, W. Smith presented Brown with the SHARE Golden Gator.

In recognition of Smith's service to the Council as Chair for the past four years, on behalf of the Council and Advancement staff, Brown presented Smith with a Service Award. Thanking Smith for his extended service, and dedication to the Council's success. Noting Smith's role in shaping the Council and readying the Council for the upcoming campaign.

Closing Remarks and Adjournment

There being no other business, the meeting adjourned at 2:10 p.m.

Reported and respectfully submitted by:


Caylin Hilton, Secretary

12/27/2016

Date