

**MINUTES OF THE SHARE COUNCIL GENERAL MEETING**

UF/IFAS Gulf Coast Research & Education Center at Balm

Friday, May 19, 2017

10:00 AM – 2:00 PM

**Members in Attendance:** Chair Reggie Brown, Peter Chaires, Hugh English, Kate English, Tom Hart, Cody Helmer, Caylin Hilton, Rick Minton, Ernest Sellers, Wayne Smith, Mike Stuart, Regina Thomas

**Guests:** Christy Chiarelli, Julie Conn, Katherine Davies, John Hooker, Mike Lester, Linda Minton, Annie Muscato, Jack Rechcigl, Ray Royce, Bob Stallings, Spiro Stefanou, Taylor Wood

**Call to Order** .....**Reggie Brown**

All expected members/guests being present, Brown called the meeting to order at 9:55 a.m.

**Welcome**..... **Reggie Brown**

Brown welcomed the group and introduced Center Director Jack Rechcigl, PhD to welcome everyone to the Gulf Coast Research and Education Center (GCREC) at Balm. Rechcigl shared that the center’s focus is on small fruits, veggies and ornamentals. There are currently about 15 graduate students at the center. Highlighted the role industry support and royalties play in funding research. Shared the Center is a partner in the UF CALS degree program at the Hillsborough Community College, which this fall is adding a food and resource economics (FRE) program. The program has about 50 students and is classified as a 2+2, first two years at HCC then last two to complete UF degree as a UF student. Benefit for students is to be able to remain local and still benefit from UF education. Shared some history on the center and role of local support in shaping center. Previously there was the Bradenton Center and the Dover Strawberry Lab, recession initiated closing procedure, and the units were consolidated and relocated to Hillsborough County where center is today.

Brown thanked Rechcigl for hosting the group and showcasing GCREC. He then introduced the three guests attending to explore possible Council membership – Lester, Royce and Stallings – and FRE Chair Spiro Stefanou. The group went around the room to introduce themselves, including Linda Minton, guest of member Rick Minton.

Brown reviewed the Council’s roles: create awareness, build relationships, and generate support for UF/IFAS and meeting objectives: (1) Discuss the IFAS Campaign Initiatives, communication efforts and SHARE Council’s role (2) Review committee activity and goals (3) Gulf Coast REC key programs (4) Select 2017 SHARE Volunteer of the Year recipient (5) Explore upcoming engagement opportunities.

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

**K. English motioned to waive the reading of the minutes, E. Sellers seconded. Motion passed unanimously. R. Minton moved to approve the minutes, T. Hart seconded. Minutes approved unanimously.**

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

Helmer shared recent rankings from the Center for World University Ranking placing multiple UF/IFAS programs in the top 10 internationally. Shared 5 notable recent gift commitments to IFAS from: Straughns,

Florida Strawberry Growers, Jimmy and Benita Boyd, Florida Cattlemen's Assoc., and Mr. Thomas Hall. Chiarelli shared FCA support additionally included significant legislative support. She also shared a portion of the Straughn commitment was joined with a leadership gift from the Wedgworths, which secured \$1.3M of a \$2.5M Wedgworth Leadership Institute initiative.

Helmer shared UF/IFAS's fiscal year (July 1 to June 30) progress, \$18M of \$30M goal secured. IFAS development staff have submitted 95 gift proposals (goal 63) and made 601 face-to-face visits with donors/prospects (goal 830). For campaign, UF is at \$1.1B of \$3B goal and IFAS is at \$58.6M of \$250M goal. UF overall number is tracking really well, IFAS goal is a little behind where we would like to be at this point in the campaign, but believe there is a lot of great momentum and gift conversations on the table that will drive us forward. There is opportunity and a need to grow deferred giving to UF/IFAS in order to meet goals and provide long-term funding support for UF/IFAS. Helmer shared the campaign dashboard and gift pyramid used by UF Foundation and IFAS to monitor and track progress to goal and see where gifts are coming in. To date in the campaign IFAS has secured 10 gift commitments of more than \$1M, and to reach campaign goals, will need to see some commitments in the \$5M+ space. H. English asked about the gift fees, and increases in those impacting commitments. Helmer/Chiarelli shared that most all are understanding that fees are necessary, UF Foundation fees remain low relative to peers, and there is a lower fee for the multi-million dollar gifts.

Helmer updated the Council on the Provost's Go Put Your Name on Knowledge incentive program to match gifts of \$1M+ to create faculty support endowments (Professorships, Chairs, etc.). IFAS has had two gifts matched through the program, the Wedgworth and Straughn collective commitment, and a commitment from Florida Foundation Seed Producers. IFAS SVP also provided some matching funds to drive commitments.

Helmer shared that communications plays a vital role in IFAS reaching campaign goals, and everyone understands the importance of a unified message, coordinating communications, telling our story to internal and external audiences. Chiarelli shared upcoming IFAS communication monthly themes will be: July, leadership, GO LEAD; August, invasives, GO PROTECT; September, food safety/security, GO SAFER. Helmer shared a concept example of a communication piece from the marketing team and the IFAS vision sheet outlining the themes and initiatives driving IFAS campaign communications. M. Stuart asked if there might be an external piece that could be shared, and R. Minton suggested perhaps a time dimension being layered onto the piece.

Helmer also shared an internal document that overviews UF/IFAS Advancement activities, and asked Chiarelli to share some more information on specific fundraising initiatives for CALS. Chiarelli shared with the group that all CALS programs now have a PhD and this is a great hallmark. There continues to be a need for support to recruit the best and brightest graduate students as they are teachers and researchers at UF. There is a goal that all departments have at least one PhD fellowship of \$500K+ and there is an additional tuition waiver the college can contribute as a matching component to enhance the fellowship package. The college is also working on a student philanthropy council to start the conversation about philanthropy early and will possibly ask graduating students to make a class gift to support freshman scholarships. Chiarelli shared there is a new opportunity shaping up for donors to sponsor a student with \$5K per year for four years to help reduce debt. Goal is to have 50 students supported. E. Sellers asked about the parameters for student selection. Chiarelli shared those details are still a work in progress. Sellers noted that there is definitely a need for this type of support. Brown suggested a two year support option as well. Smith noted that PhD students are definitely important for ranking purposes. Stuart suggested leveraging other scholarship processes at partner industry organizations, such as for children of farm workers. Minton noted need around defining student parameters and encouraging students who will provide long-term benefits for the state.

Muscato then shared some Extension initiatives. The commodities gift concept is being piloted with cattle through the Okeechobee livestock market to support the county's 4-H program. Smith asked if there was an issue with it just being for the one county or if we could expand it to other counties. K. English noted the

challenge in there not being many livestock markets left, and they serve regional base. Muscato then shared the Road to 67 initiative, which is a goal for every county to have at least one endowment. Effort currently focuses on education about endowments and working with counties to identify current county donors and prospects.

Helmer shared Research’s recent initiative to focus on invasive species threats through an Institute for Invasive Species, in an effort to coordinate all of our invasive species research and connect faculty together, and leverage potential partnerships between FDACS, IFAS and industry. Stuart noted that the 2008 Farm Bill made USDA grant funds available and Florida is at the top of this list; FDACS and DPI traditionally receive the funding, IFAS could compete though for this source. Minton reinforced the need for invasive research with 50-60 a day coming in through the Miami port alone, and stated it is difficult to get the legislature to understand the need. He also shared Ft. Pierce recently lost their PhD student. K. English also noted this is a public ownership issue for those in the environmental industry, and there are potential allies in many sectors.

**Committee Reports.....Kate English  
Christy Chiarelli on behalf of Sharon Spratt**

*Membership Committee – K. English*

English discussed recruitment efforts, and shared that the committee has been successful in getting two to three guests to each meeting in an effort to grow membership, and has resulted in six new members since the restructure. She also revisited the committee’s goal of seeing Council giving reach 100% participation with a gift of any size to UF/IFAS, emphasizing for the Council participation is more important than amount. She shared there has been \$20M in lifetime giving from current Active Members to UF/IFAS. English stated it is also important that we make connections with those able to make gifts to UF/IFAS, and reminded members their referrals to the Advancement staff can be anonymous.

**K. English presented new member candidate Staci Sims and moved to affirm, R. Minton seconded, motion passed unanimously.**

English shared that Farm Bureau is very supportive of Staci’s participation on the Council.

*Communication/Education Committee – C. Chiarelli on behalf of S. Spratt*

Chiarelli provided updates on networking events/activities driven by the committee, including repeating the 2016 partnership with the School of Forest Resources and Conservation at the Florida Forestry Assoc. annual meeting, exploring potential activities during the Florida Cattlemen’s Assoc. convention this summer, and C. Helmer has a meeting with the executive director of the Florida Assoc. of Counties and may be another possible group to connect with.

Chiarelli also highlighted the importance of Council members continuing to make connections between IFAS, Advancement and potential supporters. Thanked Jeff Bass (not present) for his recent help in connecting C. Helmer and J. Conn to various businesses coming in from out of state and purchasing agricultural land. We are not asking Council members to have gift conversations with potential friends, rather making connections and introductions.

**BREAK FOR LUNCH**

**Continuing Education Session.....Jack Rechcigl**

Center Director Jack Rechcigl led the group on a tour of the Gulf Coast Research and Education Center. Visits were to various lab areas and field test sites including the plant diagnostics lab, blueberry, tomato, pomegranate

and blackberry. Faculty researchers in each area shared their current research initiatives and goals with the group.

**Executive Committee Report.....Reggie Brown**

*Flavors of Florida* – Brown shared photos from the event with the group, and asked for the Council to provide feedback if this is something we will continue to do. K. English stated there is a need to be more strategic around invites and using this to engage folks, and need to make it an attractive event. Hilton stated University House capacity is a challenge, so we do need to be very targeted to be sure we are using spaces to max. Smith indicated having the date well in advance will be helpful.

*2017 SHARE Volunteer of the Year* – members provided with three nominees for 2017 SHARE Volunteer of the Year award to be given at the 2017 UF/IFAS Dinner of Distinction on September 29.

**H. English motioned to select Jeff Bass, W. Smith seconded, motion passed unanimously.**

*Campaign Kick-Off Events* – Brown shared the UF Campaign Kickoff for public launch will be October 13, 2017. Shared there is expectation that the unit will host something that afternoon for alumni and friends on campus. Chiarelli provided more details and asked the Council what they thought might be meaningful. Smith suggested highlighting donor impacts. Minton asked if there was opportunity to connect with other events happening, Chiarelli shared that we are encouraging everyone to participate in the larger events, but this would be portion specific to IFAS. Smith asked if we could coordinate Dinner of Distinction with the launch, but Chiarelli shared space limitations on campus/in Gainesville made it impossible. DOD will be a “soft launch” for IFAS, and looking to include a couple gift announcements to help set the tone.

**Closing Remarks and Adjournment.....Reggie Brown**

There being no other business, the meeting adjourned at 2:20 p.m.

Reported and respectfully submitted by:

  
Caylin Hilton, Secretary

9/25/2017

Date