

**MINUTES OF THE SHARE COUNCIL GENERAL MEETING**

University of Florida, Smathers Library, Room 100 | 1508 Union Road, Gainesville, Fla.  
Friday, September 27, 2019  
1:50 p.m. – 3:47 p.m.

**Members in Attendance:** Chair Kate English, Richard Barber, Reggie Brown, M/N Comm Chair Peter Chaires, Secretary Pam Matchett (for Caylin Hilton), Roger Davis, Ray Goldwire, Tom Hart, Cody Helmer, CALS Student Philanthropy Council Engagement Chair Katie Hernandez, Kenneth Parker, Ray Royce, Debbie Swindle, Larry Mack, Rick Minton, John Woeste, and Vice Chair Sharon Spratt.

**Member Prospect Guests:** Roger Scarborough, Bernie Hamel, and Steve Smith.

**Guests:** Jeanna Mastrodicasa (UF/IFAS AVP), Julie Conn, John Hooker, Taylor Johnson, Linda Minton,

**Other Activities of the Council:** Prior to the meeting, SHARE Council members attended a SHARE Council Luncheon with Florida 4-H Club Foundation Board members as well as SVP Jack Payne, Assoc. VP Jeanna Mastrodicasa, Dean for CALS Elaine Turner, Dean for Research Rob Gilbert, and Dean for Extension Nick Place.

**Call to Order**..... *Kate English*

English called the meeting to order at 1:50 p.m.

**Welcome** ..... *Kate English*

English welcomed everyone and called for self-introductions from group including name, business/profession, location and interest/involvement in SHARE Council.

**Minutes of Previous Meeting**..... *Pamela Matchett*

English called for reading of the minutes from the spring meeting on April 11, 2019.

**Rick Minton motioned to waive the reading of the minutes and approve, Reggie Brown seconded. Motion passed unanimously.**

**UF/IFAS Advancement and Campaign Update**..... *Cody Helmer*

Helmer reported on the Go Greater Campaign. IFAS is at \$126.m of its goal of \$200m, or 64%, and UF is at \$2.2 billion of its \$3 billion goal, or 74%. The IFAS FY20 goal is \$28m and we are now at \$1.9m. Helmer shared some major commitments secured: Z-Man Fishing Products, shared by John Hooker; Paul Myers; Fortin Foundation; David Raab, Tall Timbers Research Station; and Florida International Ag Council.

Helmer discussed the new facilities policy where all new UF facilities of \$1m or more must be approved through the Construction Project Planning Executive Council (CPPEC). Requirements include approval from appropriate unit leadership (Dean and SVP); draft facility construction plan and impact on campus; and source of funding (state, private, etc.). Helmer also discussed the new UF named facilities policy where they must be approved by the UF Board of Trustees (BOT) and meet BOT requirements: Approval from appropriate unit leadership (SVP); name must be vetted by UFF Legal; amount of naming/biography of the named/visual rendering of facility; corporate naming's are time-limited (no more than 10 years).

Helmer continued discussing anticipated gift commitments. There is an anonymous \$6m bequest that is expected to close by June 30<sup>th</sup>. Julie Conn stated that CP Foods, which is a Thailand group, is moving forward in talks about their \$3m gift. Helmer said that the Boyd's are bequeathing an additional \$2m for a summer internship program and CALS scholarships. Other commitments include Altman Plants (\$1m); Floriculture Alliance (\$205k); and McGinley & Associates (\$150k).

Helmer proceeded with Campaign initiatives, beginning with Extension. The Road to 67 project has resulted in five new county endowments (Union County 4H, Seminole County 4-H, Liberty County, Lake County, and Gadsden County) with a total of 26 so far. Beginning July 1, gift-in-kind documentation was made easier for Extension agents with a new one-page template, which reduced five pages into one. Katherine Davies has been presenting at meetings and agent conferences to spread the word. A big success was a \$13,000 gift-in-kind submitted by an agent who has been in seat for almost 30 years and had NEVER documented a gift with our office. Helmer also briefly discussed the Summer Internship Program.

Taylor Wood discussed the Campaign initiatives for CALS. She stated that six new funds were established bringing in \$856,542.56 in FY19. The CALS Dean's Circle received two new members, one renewal and four one-time gifts totaling \$21,431. The Partnership Program received three new committed partners bringing in \$33,000. CALS giving opportunities include McCarty Hall renovations, specifically for antiquated classrooms, and the new CALS Graduation Guardians fund, which helps to reduce the cost of attendance and associated debt for CALS undergraduate students. Conn further noted that there are CALS students who have dropped out because of debt issues of as little as \$500. This fund will help address those issues.

Conn talked about the Campaign initiatives for Research including the search for a new assistant director for corporate relations. Three candidates will be interviewed in the next couple of weeks. She stated that two capital projects are in the works: student housing at both the Southwest Florida Research and Education Center in Immokalee (SWFREC) and the Tropical Research and Education Center at Homestead (TREC). SWREC's groundbreaking ceremony was held September 23. TREC's "One Night in the Tropics" event will be held October 26<sup>th</sup>. Conn mentioned the Path to Pioneers Fund that supports undergrad research experiences and opportunities, including summer internships with IFAS faculty. She also talked about the corporate annual giving pilot that will fundraise for the Honey Bee Research and Extension Lab and also provide sponsorships for the Field and Fork program.

Helmer presented the Stand Up & Holler (Gator Giving Day) results from Spring 2019 and showed a 2019 recap video. Results of the event include 504 gifts and \$114,677 in commitments from 673 donors—an increase in overall alumni giving for FY19. Geomatics and 4-H Camping were the top performers. The next Giving Day will be held February 20, 2020 with goals of 15,000 new gifts and \$15m+ in commitments. IFAS will include the following opportunities: SPC Scholarship; CALS Classroom; Extension Internships; Gibson Memorial in Geomatics; Florida 4-H and more.

***Facilities Update ..... Jeanna Mastrodicasa***

Mastrodicasa presented "Facilities Hot Topics." She discussed the change in state funding of University facilities, including more oversight of facilities funding; changes in types of funds allowed for facilities; zero funding from the state for Public Education Capital Outlay (PECO) deferred maintenance (lost \$3M); zero increase in Plant Operations and Maintenance (PO&M) utilities or maintenance for new buildings (~\$2M).

Mastrodicasa then discussed Hurricane Irma impacts. There were 266 buildings affected in September 2017, with \$1,746,646 in direct UF/IFAS costs. UF received \$782,247 in state insurance (Feb-Sept. 2018); \$65,441 in FEMA claims so far (July 2019-present); and we hope to receive \$377,176 more for a total of \$587,193 in

FEMA claims. Because claims come in the form of a grant from federal government, rather than reimbursement, they require separate paperwork for each claim through UF grant system.

The impacts of Hurricane Michael in October 2018 include 42 damaged buildings and \$2,084,176 in direct UF/IFAS costs. The West Florida REC at Jay was the only REC not damaged. She showed slides of some of the damaged buildings. UF received \$566,440 in state insurance (Feb-March 2019); FEMA claims process has not begun; hope to receive \$164,952.21 from FEMA for buildings; no insurance reimbursement for site damage, feed loss, sea walls or pivots. Irrigation pivots cost about \$100K to replace. The sea wall at 4-H Camp Timpoochee was damaged and we anticipate \$700K reimbursement but have not found all funds for repair. Anticipate UF/IFAS may absorb remainder of costs.

Mastrodicasa continued with facility fundraising opportunities, which include: Dormitories at UF/IFAS Research and Education Centers; Classroom Improvements; Shared Growth Chambers project; Dairy Farm in Hague; Endowments for Future Maintenance and Improvements; and improvements for the North Florida REC-Suwanee Valley in Live Oak. She showed slides of some of the outdated classrooms and research spaces.

**2020 Strategic Planning Session..... Kate English**

English handed out a list containing the member names of the search committee for the UF Vice President for Agriculture and Natural Resources and opened the forum of how the SHARE Council members can help facilitate the on-boarding of the new VP. Kenneth Parker asked why “senior” was removed from the title. Mastrodicasa explained that President Fuchs made the change because Medicine, Academics, and Operations all have vice presidents, and IFAS does not have vice presidents, only assistant vice presidents. The position will still report to the president and be a UF Cabinet member. Rick Minton asked if there was a sub-committee. Mastrodicasa said there were a couple of executive committee groups and that the Provost was in charge. She has not seen the position description. John Woeste asked if the Florida Ag Council had been advised and Mastrodicasa stated they had not. English volunteered to consult with them. Reggie Brown stated that the search committee is similar to the one for Jack Payne’s position 10 years ago, and they were allowed to sit in on the interview process. Roger Scarborough observed that new IFAS deans and vice presidents have been surprised at the diverse commodities of Florida. He challenged the group to help educate not only the new vice president, but to also educate the candidates for the position. Mastrodicasa stated that IFAS Communications is putting together a prospectus book for the candidates and she will share with the group once finalized. She said the candidates can be contacted and that the group should think about that piece of information. Kate agreed that the group should participate in contacting the candidates. Brown stated that they should talk to the committee members as well. Helmer and Mastrodicasa discussed the timeline of the search—with 10 to 12 candidates pulled together by December; an offer extended by March 2020; and selected person in place by July 1, if not prior to that date.

English asked the group how to introduce selected person into the industry? Woeste proposed REC field day visits across the state as that is how Lombardi started. Ray Royce suggested they get new VP out to the private industries as well. Bernie Hamel recommended getting the Alumni Association involved. Brown stated that the Wedgworth Leadership Institute should be included as well, but because Florida is unique in its diverse commodities, and because the IFAS VP is a strong industry issue, that the group should work/network together. English suggested that the group put together a plan and/or a sub-council group. She asked the members to include their interest in the VP position when filling out the member update cards.

**Membership Committee..... Peter Chaires**

Chaires provided an update on recruitment efforts. He said three of the spring guests returned today; and Les Dunson and Patricia Dewar confirmed interest in coming but had travel conflicts. He hopes candidate Luis

Martinez will also be able to join the group at a future meeting. He stated that the committee reached out to seven guests to join the meeting (Larry Arrington, Burns Dobbins, Dykes Everett, Jake Raburn, Will Harrell, Mike Joyner and Michael Schadler) but they were unable to attend. Will share the Spring 2020 date with them as soon as it is set. There was an overlap with FFVA's event this year which created some scheduling challenges. The committee maintains a list of member prospects with 6-7 on deck for invites in the coming year and 20 additional for future engagement. He asked the group to please send additional member suggestions to him or to Pam Matchett.

**Chaires then presented Bernie Hamel, Roger Scarborough and Steve Smith for membership confirmation. Nomination moved, seconded and passed unanimously.**

**Communication/Education Committee..... Sharon Spratt**

Spratt reported that John Beuttenmuller joined the Spring 2019 meeting for the continuing education session at the request of the committee and hoped that they found his presentation insightful and helpful.

She also stated that the group was excited that Conn brought the idea forward to host today's meeting in the Smathers Library and view the special collection of crate labels housed at UF.

Spratt continued with member activity updates. Wayne Smith is an active volunteer lead for the Austin Cary Forest projects and expansion initiative. He introduced John Hooker to a family contact for the Wershow Endowment; and advised Caylin Hilton and the Project Learning Tree coordinator to successfully secure a \$6,000 grant for the program. The English family was involved with the SWFREC Dorm Project and the groundbreaking ceremony was held September 23<sup>rd</sup>. Staci Sims collaborated with IFAS to host the annual DC event in May 2019. This year's event was held at the Canadian Embassy, which was a unique opportunity. Erny Sellers has been an active volunteer for the Suwannee Valley Pavilion, which will break ground this fall.

**Executive Report..... Kate English**

**CALS Student Philanthropy Council** – English called on Katie Hernandez, chair, and Taylor Wood for an update on the CALS Student Philanthropy Council efforts. They passed around “Stand Up and Holler” postcards and pins. At the CALS Days of Service, two \$1k scholarships were awarded. They would like to expand and award more scholarships. Hernandez asked the group if they would provide another match during Giving Day.

**Minton motioned for the Council to again provide matching funds; Brown seconded. Motion passed unanimously.**

**Program Engagement Selections** – English pointed out that the Member Update card has a place for each member to insert their IFAS focus area and asked them to write it in. She told the group that there will be a Dinner of Distinction debrief phone call and available dates and times are found on the back of the Member Update card. She asked the group to circle all of their available dates and times and the majority will be selected. She also stated that Woeste and Goldwire worked with her on the By-Laws Committee and invited others to join.

**Flavors of Florida** – English asked Helmer to discuss the Flavors of Florida event. Helmer stated that the 2019 event was successful with more than 330 participants and its strongest media coverage to date with nearly 30,000 impressions through IFAS social media accounts, multiple tv news media mentions, and WUFT radio program special about event. The event has grown into a good engagement tool to introduce IFAS. The Field and Fork Program benefited from \$7,716 in donations and Conn mentioned that the funds were used to help

support a new farm manager. Helmer informed the group that because of the VP search the 2020 event would be postponed for a year in order to reimagine the structure with new IFAS leadership. In the meantime, we will regroup and strategize how to maximize the 2021 event. English stated that we may organize a call to talk thru feedback and obtain the group's thoughts, ideas and concerns.

**Dinner of Distinction** – Helmer reviewed the 2019 Dinner of Distinction awardees and provided a handout with their photos and bios. The handout also included information on a few special guests. He also provided a seating chart and table assignments so the group would know where they are sitting and with whom.

**NAADA (National Agriculture Alumni and Development Association)** – Helmer reminded the group that at the previous SHARE Council meeting they discussed and approved hosting the NAADA 2021 event. However, due to the VP leadership transition and timing of bid to host, we are removing our name from nomination for 2021 and will consider hosting at a future date.

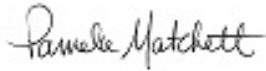
**New Business** – English asked the group if there was any new business to address and there was none.

**Closing Remarks and Adjournment**..... **Kate English**

Helmer reviewed the evening activities and TailGATOR on Saturday.

**There being no other business, there was a motion to adjourn the meeting, seconded, and the meeting was adjourned at 3:47p.m.**

Reported and respectfully submitted by:



---

Pamela Matchett, Interim Secretary