

MINUTES OF THE SHARE COUNCIL FALL MEETING

Friday, September 16, 2022 | 12:00-3:00pm | Fifield Hall, Room 1306 & Zoom

Members in Attendance: Chair Peter Chaires, Vice Chair Reggie Brown, Membership and Nominating Committee Chair Kenneth Parker, Communication and Education Committee Chair Bernie Hamel, Executive Director Cody Helmer, Wayne Smith, Kim Sams, John Woeste, Steve Smith, Tom Hart, Larry Mack, Tim Garman, Will Harrell, and Mike Joyner. Attendance via Zoom included Staci Sims, Ray Royce, and Michel Schadler.

Guests: Keith Woeste (John Woeste’s son)

Other Guests: UF/IFAS Advancement Staff: Katherine Davies, Caylin Hilton, Phillip Buchyn, John Ramfjord, and Pam Matchett.

Other Activities of the Council: Prior to the official business meeting, SHARE Council members participated in a lunch with Associate Vice President Jeanna Mastrodicasa and Dean for UF/IFAS Research Rob Gilbert, along with Florida 4-H Foundation Board members Clay Hollis and Stacy Ellison. The UF/IFAS Associate Vice President, Jeanna Mastrodicasa, also led a tour of Fifield Hall.

Call to Order **Peter Chaires**

Chaires called the meeting to order at 1:30 p.m.

Welcome **Peter Chaires**

Chaires welcomed everyone and introduced guests. Everyone around the room introduced themselves, including those in attendance via Zoom.

Minutes of Previous Meeting **Pam Matchett**

Chaires called for reading and approval of the minutes from the Spring SHARE Council meeting held on May 5, 2022.

Larry Mack moved to waive the reading of the minutes and approve, Kenneth Parker seconded. Motion passed unanimously.

Executive Committee Report..... **Peter Chaires**

Chaires began with a Strategic Planning Update. He pointed out the Onboarding document in the member packets and asked members to look it over, as it will be a valuable resource for everyone. Helmer pointed out that everyone wanted to see in the document a little bit of SHARE history and background, Committee breakout, and information on members, which will be valuable in recruiting new members.

Chaires said one of the other things accomplished was a revised mission statement, which gets right to the heart of what we are here to do and how we can be helpful.

Chaires said the next thing to discuss is about diversity and the need of diversifying the SHARE Council. He stated that we are probably all hearing this, and a lot of the organizations that we work for, particularly if there's a public emphasis, either University, State or Federal, and it's a difficult one to get our arms around as far as what is it? How do you define it well? He asked for feedback because members are involved in many other organizations as to what we might be looking for. He said we traditionally see diversity within the Council on diversity of crops, by industry, segments, and things of that nature. We have always tried to have a good male/female mix, but how can we diversify in nationality, skills, cultures, and backgrounds?

After some discussion, Helmer pointed out that we are not under institutional pressure to do anything, or to move forward and make changes. He said we should represent the general populace as much as possible, i.e., we probably do not represent South Florida well. He mentioned we should also think about including more women in this group.

Helmer mentioned that Heather Yoder will be polling when to have our next meeting, which may be in November or December. He mentioned the need to move forward on the rebranding issue, and eventually the name of the Council. Christy Chiarelli did an excellent job on that last meeting and it would be nice to see if she is available to do that again. He also mentioned that he has contacts with other universities through NAADA and will look at what they have in volunteer councils.

Helmer stated that with the ending of the current capital campaign there is the push for the next one. He would like to get a jump on what that campaign would look like for IFAS, as a team and a unit. He would like to have some ideas and concepts to talk with Dr. Angle and the Deans about that make sense for the long-term and reflect directly on what is needed by the industry. He mentioned that we will have a new president coming on board who may want to push for a campaign sooner or delay it a little bit. He thinks we need to have some concepts in hand that we can present to the president early in his or her career here at UF, and make sure that all of our SVP and IFAS leadership is on board.

Helmer stated that water, and how water affects the industry across the board, is a priority and one of the main pieces to Florida agriculture that makes us unique. Also, Emerging Enterprises, Youth and AI are important priorities. There was much discussion about what to fund raise for as far as water is concerned...septic tanks, wells, urban runoff, etc. Hilton mentioned that there's a lot of extension work addressing urban development and saving water, so maybe not focus on fixing something in agriculture, but addressing issues that come from urban development.

Sams spoke about the importance of focusing on youth. Helmer stated that Dr. Turner's big thing is recruiting STEM students and students who have won science awards at high schools and having them look at the University of Florida first as opposed to going elsewhere.

Helmer mentioned development of a campus in West Palm Beach, largely oriented toward the College of Business, College of Engineering, and maybe the College of Medicine. After much discussion, the group agreed not to put the WPB campus on their priority list as a Council.

Helmer gave a report on the McCarty Hall Classroom Renovations. He said \$2,756 was raised on our last Giving Day, which brings us to a total of \$21,046 raised through SHARE Council efforts. We have two classrooms currently under renovation with funding from the UF Provost. This was in part because he saw the support of donors and stakeholder through funds already raised.

Chaires stated this was identified as a as a priority by the Council some time back, and was very encouraged about the potential gifts. He stated the Council could help by getting the word out to the right people. He showed a pdf called “Renovate a Classroom” that shows the need and how people can help. There was discussion about how to get the word out, such as emailing, student videos, and bringing before Legislature. Helmer said he would discuss with Mary Ann Hooks.

UF/IFAS Advancement Updates.....Cody Helmer

Helmer gave an update on Advancement team. He showed the Organizational Chart and went through each staff member and their responsibilities. He mentioned that the Advancement Office is moving to Mowry Road in the Shared Service Center building. It takes us away from the administrators and our leadership, but in the long run, as our team grows, having the extra space is going to be a lot better. He said employees are doing a little bit of flex, so it's three to four days in the office and one day from home and traveling.

Helmer said new gift commitments included the \$10 million anonymous gift, which is not committed, but a trust that will one day support scholarships for 4-Hers coming into the College of Agricultural Life Sciences, and would also support the Extension Internship Program. The donors are not ready to document it, but we know it is coming. We have been working with this couple for years, and this is big.

Davies said Gerri Leigh Pratt is gifting a Quarter horse called Krymsun Kruzer valued at \$750,000. He will be boarded at the Horse Teaching Unit. The public can sign up their mares for breeding to him, which is another revenue for us, and we will also be breeding our current mares to him, so we can start putting them through the sale also. He won world titles in Western pleasure, hunters or saddle, trail and halter. Five or six world titles in multiple areas. He is about eighteen years old.

Helmer said we also received a commitment from the 1923 Fund to purchase additional properties adjoining the Ordway Swisher unit.

Upcoming gifts to support the Range Cattle REC at Ona, Extension (Master Gardeners), and a Wildlife Ecology and Conservation researcher were also discussed.

Other current Projects and Priorities include the Horse Teaching Unit stalls; and Local Legacies (a rebrand of “Road to 67”) as discussed by Davies.

Hilton talked about 4-H Camps. She shared that with some support from our friends at Farm Bureau, Congressman Al Lawson and Dr. Angle, we secured \$1.25 million in federal funding for 4-H Camp Cherry Lake. Florida 4-H Foundation committed \$500,000 of some unused investment earnings to create a multi-purpose building to host classes and start moving toward that vision of utilizing our camp. We are looking at how we develop Camps Cherry Lake at Madison, Timpoochee at Niceville, and Cloverleaf in the Lake Placid area as major centers for outdoor and environmental education outreach and agricultural education outreach.

Helmer pointed out that we got approval on a naming opportunity for the student residence at TREC. Dr. Pauline Lawrence and her husband, Elton Davis, have been supportive of getting that project underway. Dr. Lawrence is one of the first black graduates to come through IFAS and one of the first who was a resident at any of the research centers. It was mentioned that dorms at all of the RECs are in need of renovation funding.

Dinner of Distinction Overview and Strategy

Helmer reviewed the details for the Dinner of Distinction that evening and discussed the guest bios, making note of individuals who would appreciate interactions with members of the SHARE Council.

Closing Remarks and Adjournment..... Peter Chaires

Seeing no further business, Chaires adjourned the meeting at 2:53 p.m.

Reported and respectfully submitted by:



Pamela Matchett, Acting Secretary