

MINUTES OF THE ADVANCEMENT COUNCIL FALL MEETING

Friday, September 15, 2023 | 1:30-3:30pm | UF Innovate, The Hub

Members in Attendance: Chair Peter Chaires, Membership/Nominating Committee Chair Kenneth Parker, Executive Director Cody Helmer, Secretary Heather Yoder, Reggie Brown, Isaac Chandler, Patricia Dewar, Tim Garman, Will Harrell, Tom Hart, Joe Joyce, Mike Joyner, Mike Lester, Larry Mack, Melissa Putnam, Kim Sams, Wayne Smith, Debbie Swindle, Robert Williams, and John Woeste.

Member Prospect Guests: John Hooker.

Guests: 4-H Board members Muthusami Kumaran and Stacey Ellison. UF/IFAS Advancement staff members Julie Conn, Haley Felton, Caylin Hilton, John Ramfjord, and Sara Olson.

Other Activities of the Council: Prior to the official business meeting, Advancement Council members participated in a lunch with Dr. Scott Angle and the Florida 4-H Foundation Board of Directors. Dr. Angle led a Town Hall for guests to ask questions about IFAS and his role as interim provost.

Call to Order..... **Peter Chaires**
Council Chair

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

Welcome **Peter Chaires**

Chaires welcomed everyone and introduced guests. John Hooker introduced himself as the Associate Vice President in the Office of Advancement at Santa Fe College.

Minutes of Previous Meeting..... **Heather Yoder**
Secretary

Chaires called for reading and approval of minutes from March 23 Council meeting.

Motion was made and seconded to waive the reading of the minutes and approve. Motion passed unanimously.

COMMITTEE REPORTS

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

On the topic of strategic planning and next steps, Chaires commented that members want to be active on the Council. There will be opportunities to be involved with establishing priorities at the presidential level. Helmer added that Dr. Angle is in a good spot for IFAS as interim provost, but we have to be patient as there is likely a three to five month timeframe for the president to roll out new priorities. He appreciates the Council’s continued feedback and engagement in shaping what IFAS priorities might look like in light of what is coming for the agriculture and natural resources industries. Joyce asked if we know when the next campaign would start, and Cody shared we are probably two to three years out depending on the president’s priorities. Smith asked about the Vice President of UF Advancement position, and Cody gave the update that there have been two failed

searches. Helmer mentioned the possibility of setting up quarterly zoom meetings with Dr. Angle and the Council that would last 45 minutes to an hour as a way to inform and provide feedback on IFAS priorities.

Chaires mentioned there are vacancies on committees and encourages members to reach out to committee chairs if interested in joining a committee.

Membership/Nominating Committee Report..... *Kenneth Parker*
Committee Chair

Parker reported the Advancement Council currently has 26 active members. There is one member prospect in attendance: John Hooker. The Council discussed individuals who would be good to add to the prospective member list: Jim Handley, Matt Pearce, Ben Bolusky, Kevin Morgan, Will Leonard, Jack Vogel. They mentioned specific needs to have representation from dairy and forestry fields.

Parker shared that five individuals were at the end of their three year term. Patricia Dewar and Debbie Swindle would like to continue as active members for another term. Tom Hart, Michael Kenney and Wayne Smith would like to transition to emeritus members. Parker asked for a motion to approve these term transitions. Mike Joyner moved and Will Harrell seconded. Motion passed unanimously.

Communication/Education Committee Report *Kim Sams*
Committee Member

Sams discussed the “How it Happened” campaign, which highlights stories behind impactful gifts made during the Go Greater capital campaign. Kim encouraged the group to help broadcast these stories better, and Advancement staff will alert the Council as new stories are published each month. Members are encouraged to follow IFAS accounts on social media and share stories with their network.

Conn provided update on corporate stewardship plans, which the committee provided feedback on at the last meeting. The Advancement office is working on next steps to roll out a stewardship process focused on corporate entities, which could include an impact report, certificate, and window cling.

Sams encouraged members to invite “friends” to the 2024 Flavors of Florida event on March 21. John Hooker brought up the restaurant connection with the FL Restaurant and Lodging Association. Hilton reminded the group that the Council historically identified this event as an opportunity to be involved and connect more people with IFAS. Helmer encouraged the group to invite prospective donors to this event, which can be a consideration when reviewing prospects later in the meeting.

Sams brought up a few options for the spring meeting location and speaker panel: Wilmot Gardens, Ordway Swisher Biological Station, Horse Teaching Unit classroom, Alachua County Extension Office in Newberry, and the Beef Teaching Unit north classroom. Joyner suggested meeting at top funding priority locations. Sams suggested having a student panel presentation. Yoder will check in on meeting space availability.

IFAS Advancement Updates..... *Cody Helmer*

Helmer introduced new Assistant Director of Development Haley Felton and reviewed the current org chart for the office. Brown remarked the team has come a long way over the years.

Helmer then talked about the “How it Happened” communication campaign and highlighted this was initiated by feedback from the Council during a strategic planning session. He reviewed the tentative blog schedule for the coming months.

Helmer then talked about the Campaign “Next” and referenced the People, Places and Programs within the Campaign Next document printed in folders. The Coastal Collaborations piece was pointed out. Smith said he wouldn’t sell it short, and Williams commented there has been major refocus in coastal work from the EPA.

The development officers discussed current projects they are working on. Ramfjord is developing a framework for relaunching the CALS Dean’s Circle. He also discussed the CALS Day of Service Rise Against Hunger initiative and opportunity for external funding. Ramfjord shared CALS parent appeal notecard, focused on engaging CALS parents with their students by sending them the tear-off postcard. Notecard passed around room and received positive feedback.

Conn shared details about the 2024 Italy trip, which would have an environmental horticulture focus. Information was mailed to Advancement Council members and other individuals who may have an interest.

Hilton provided updates on 4-H Camp Cherry Lake cabins and brought attention to the document in folders outlining \$3.5M campaign. The campaign is aimed at building five new cabins estimated at \$700k each holding 24-28 beds each and replace 14 primitive cabins and 2 bathhouses. \$251k in private dollars secured. Increasing 4-H program capacity at local and state level through personnel and partnerships key to expand reach; new partnership with Apple launching to deliver coding and digital creativity curriculum in six counties.

Development officers discussed new gift commitments and anticipated gifts (omitted from minutes for confidentiality).

Helmer transitioned to “prospect screening” agenda item and presented list of prospects that development officers have in their portfolios and could use insight or connections with. The group worked their way through the list providing insight or offering to follow up with individuals/staff after the meeting. Once list was completed, members also added names to the list with individuals they thought should be on the team’s radar. Advancement staff will follow up on these notes in the coming months. Details omitted for confidentiality.

Helmer briefed Council members on Dinner of Distinction event, which followed at 6:00 p.m. that evening. Helmer and Yoder reviewed biographical information for VIP guests. He also covered upcoming events and next steps.

Closing Remarks and Adjournment..... Peter Chaires

Seeing no further business, Chaires adjourned meeting at 3:10 p.m.

Reported and respectfully submitted by:


Heather Yoder, Secretary
