

DEVELOPMENT COMMITTEE MEETING MINUTES

Florida A&M University Foundation Board of Directors

Thursday, January 21, 2021 | 4 p.m. – 5 pm.

Teleconference

Committee Members Present

Dir. Lisa LaBoo, *Chair*

Dir. John Crossman, *Vice Chair*

Dir. Angela Adderley

Dir. Elaine Armster

Dir. Gregory Clark

Dir. Hosetta Coleman

Dir. Shawnta Friday-Stroud

Dir. Maurice Gilbert

Dir. Akunna Olumba

Dir. T.J. Rose

Committee Members Not Present

Dir. Marcelia Freeman

Dir. Laurence Humphries

Dir. Carmen Cummings Martin

Dir. G. Scott Uzzell

Dir. Tirrell Whittley

Guests Present

Dir. William Bryant

Dir. Freddie Raines

Mr. David Self, *Associate General Counsel, FAMU*

Mr. David Shufflebarger, *Consultant, Alexander Haas*

Staff Present

Ms. Shelia Fields, *IT Office, FAMU*

Ms. Kristen Florence

Ms. Kimberly Hankerson

Ms. Juanita Johnson

Mrs. Gena Palmberg

Mrs. Audrey Simmons Smith

Mr. Eric Swanigan

Mrs. Brandi Tatum-Fedrick

Ms. Angie Wiggins

I. Call to Order & Roll Call

The meeting was called to order at 4:02 p.m. by Chair Lisa LaBoo. Ms. Angie Wiggins offered the roll call and determined a quorum was present.

II. Conflict of Interest Disclosure

Chair LaBoo requested that Committee members disclose any conflict of interest with items on the agenda; none were disclosed.

III. Approval of Minutes

November 18, 2020, Development Committee Meeting

Director Elaine Armster advised of a correction needed in the section regarding the feedback on quorum challenges. She stated that the discussion was led by Directors Clifton Goins and T.J. Rose, and she supported the two items that had been brought forth regarding frequency. Chair LaBoo stated that a correction is needed regarding the non-disclosure agreement - Director Akunna Olumba mentioned the updated new laws pertaining to disclosure. After the discussion, Director Olumba moved that the minutes be approved with changes. Director Gregory Clark seconded the motion. The motion passed, unanimously.

Chair LaBoo advised that changes will be made this year as to how the Development Committee Meetings are conducted. To ensure that committee members are able to discuss items, they will discuss topics, first, followed by guests if they would like to add comments.

IV. Alexander Haas

Mr. David Shufflebarger, a representative of Alexander Haas, provided an outline and guidance, listed below, as to how the process to assist the FAMU Foundation Board will take place.

- He and Nancy Peterman are the two leads on this engagement.
- He provided background on the firm.
- He provided a two-fold methodology as to moving the FAMU Foundation Board forward:
 - They requested an abundance of a variety of documents for review.
 - They will interview a wide array of folks that support the University: the FAMU Foundation Board; representatives from the University, FAMU National Alumni Association, FAMU Rattler Boosters, and corporate partners and additional volunteers.

In follow up, they will produce a report of findings, recommendations, and a plan. Their recommendations will be based on what they have seen around the country as well as in Florida.

Ms. Kim Hankerson advised that an email will be sent from the chair introducing the request to be interviewed to the Board members. The email will include a Doodle Poll for scheduling up to 45 minutes, individually, with Mr. Shufflebarger. Director Olumba introduced the scheduling platform “Calendly” as a better consideration.

V. Development Committee Accomplishments

Chair LaBoo presented the Development Committee Accomplishments that included the items listed below.

- This is the first time that the FAMU Foundation Board has hired a consultant to implement Best Practices and other strategic initiatives for the Board.
- This is the first time creating a Development Committee Budget: \$505,000. The budget was met, successfully, prior to the target date with \$601,819.
- They created a policy, approved at the Board Meeting in November 2020, where each endowment holder would receive an annual statement.
- Director Tirrell Whittley created a listing of 21 FAMU notable alumni for connections to secure major donations and to make connections with other celebrities for gift giving purposes.
- Director John Crossman created a listing of 118 contacts that he has contacted; met with 36 during his weekly lunches with the Dean of the FAMU College of Law.
- They have fully funded two endowments.
- They created the confidentiality agreement; still in progress.

Director Armster advised that she had a donor to give a \$20,000 check in December. She inquired if the funds were captured in the giving amount. Director Friday-Stroud will verify the numbers and the credit to Director Armster.

VI. Celebrity Hit Squad Report

Director Whittley’s update was included in the listing of the Development Committee Accomplishments.

VII. Whale Hunt Report

Director Crossman stated that this process continues. They have reconvened the lunches that he hosts with the Dean of the College of Law, every Tuesday, 12:30 p.m., Downtown Orlando. Key

leaders are brought in to build relationships as well as circle back with an ask. Director Crossman requested that directors provide names of key leaders to add to their list of invitees.

Ms. Hankerson advised of a major prospect who made a sizeable gift that the prospect and Director Crossman made together to another university to support a real estate student from FAMU. The donor requested a tour of FAMU that was hosted by zoom due to the COVID pandemic. The zoom meeting included time with the University President, Director Shawnta Friday-Stroud, and student presentations. Director Crossman and Ms. Hankerson are continuing to cultivate the relationship with the prospect. Ms. Hankerson offered to host zoom meetings with donors for Board members, in lieu of campus visits during the pandemic. **Director Rose informed the committee of a FAMU grad who would like to give to the University, posthumously. Ms. Hankerson will follow up.**

VIII. Social Media – Volunteer Needed

Chair LaBoo stated that one of her goals for the year was to assist the University in raising money via social media. The social media campaign was able to raise \$11,000 between January – September 2020. Chair LaBoo advised that January and February 2021 are being covered by her. The goal is to have the committee engaged and participating. **She requested that a committee member assist with facilitation of future initiatives. This item will be tabled until the next committee meeting.**

IX. Survey Results

There were six committee members who participated in the survey. Additional details are provided below.

- Everyone who responded would like to remain on the committee.
- The committee members who would like to respond can forward an email to Ms. Hankerson.
- Thursday was the day selected for the committee meetings.

As it relates to all survey results, Chair LaBoo advised that they will re-list the items above and at the next meeting, the six committee participants will be asked to discuss their ideas. The committee will decide what the focus will be on for 2021 and will narrow the list to start preparing outlining goals for 2021.

X. 2021 Goals

- a. Budget**
- b. Subcommittees | Ad Hoc Committees**
- c. Endowments**

The Committee needs to establish goals for 2021. The goal last year was \$505,000; exceeded by getting to the \$600,000 range. Director Friday-Stroud asked if the committee could refer to the “budget” as a “donation goal” versus a “budget.” Chair LaBoo stated that it could be changed to “fundraising goal.”

- **This item will be carried over until the next meeting. The committee members were asked to think about a target for 2021. Chair LaBoo advised to possibly keep it in the same range as before.**
- **Think about how to formulate how this will be put together. The goal was \$505,000:**
 - The goal for Social Media was \$5,000; \$11,952 was raised.
 - The goal for Board Support was \$200,000; \$460, 421 was raised.
 - The goal for Endowments was \$100,000; \$129,446 was raised.

- The \$100,000 goals for the Whale Hunt and the Celebrity Hit Squad will be longer windows for goal attainments.

XI. Final Remarks | Next Steps

The committee was asked to consider if the goals should be combined; do they want categories or individuals; and advise how should the Whale Hunt and Celebrity Hit Squad categories be handed, fold in or separate out? Should those numbers be adjusted?

Chair LaBoo referenced previous talks of having a spreadsheet of the Board's activity, list activity versus names to get a feel for what each Board member is bringing in. Where no activity is shown, a spreadsheet could assist with increasing giving numbers. This is being requested to be able to review historical information and for Board support.

Chair LaBoo advised that the committee is now positioned to put a number together pertaining to endowments, and to follow it up with a training and presentation by her and Ms. Audrey Simmons Smith that outlines endowments and answers questions.

XII. New Business

No items were presented.

XIII. Other Items

Director Angela Adderley inquired about the Ad Hoc Committees. Chair LaBoo responded that an Ad Hoc Committee was created to assist with working on the Board consultant. An additional Ad Hoc Committee was recommended for this committee, but that will be discussed in the future.

The next committee meeting will be held on Thursday, February 11. Chair La Boo stated that once the foundation of what will be done for this year is settled, by March, they could consider meeting every other month versus monthly.

Chair LaBoo made a comment regarding what she views as a large quantity of emails received from staff. Director Friday-Stroud and Ms. Angie Wiggins responded that some of the communication is forwarded to the Board at the request of President Larry Robinson. After discussion, Chair LaBoo stated that this could become an item to present at the Board Retreat so Board members could advise what correspondence they do and do not desire to receive.

XIV. Adjournment

The meeting was adjourned at 5:10 p.m. by Chair Lisa LaBoo.

XV. Minutes Submitted By

Ms. Angie Wiggins prepared the minutes.