

DEVELOPMENT COMMITTEE MEETING MINUTES

Florida A&M University Foundation Board of Directors

Thursday, March 12, 2020 | 4 p.m. – 5 p.m.

Teleconference



Committee Members Present

Dir. Lisa LaBoo, *Chair*

Dir. John Crossman, *Vice Chair*

Dir. Elaine Armster

Dir. Alfreda Blackshear

Dir. Gregory Clark

Dir. Hosetta Coleman

Dir. Marcelia Freeman

Dir. Shawnta Friday-Stroud

Dir. Thomas Jones

Dir. Carmen Cummings Martin

Dir. Tirrell Whittley

Committee Members Not Present

Dir. Clifton Goins, IV

Dir. Taylor Hall

Dir. Laurence Humphries

Dir. Akunna Olumba

Dir. T. J. Rose

Dir. G. Scott Uzzell

Guests Present

Dir. Chan Bryant Abney

Dir. Jemal Gibson

Dir. Lenetra King

Dir. Alan Robertson

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

Staff Present

Ms. Kristen Florence

Ms. Kimberly Hankerson

Ms. Juanita Johnson

Mrs. Audrey Simmons Smith

Mrs. Brandi Tatum-Fedrick

Ms. Angie Wiggins

Call to Order & Roll Call

The meeting was called to order at 4:02 p.m. by Chair Lisa LaBoo. Ms. Audrey Simmons Smith offered the roll call and determined that a quorum was not present.

Conflict of Interest Disclosure

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

Approval of Minutes

The minutes of the January 9, 2020 and February 13, 2020 Development Committee meetings were reviewed. No quorum was available for approval of the minutes.

Discussion Items

A. USF Foundation Best Practices

Chair LaBoo provided an update on her meeting with USF. She stated that USF charges an administrative fee and the fees are only used for the foundation for operations and not commingled with any other entities within the university. Their donors receive an annual endowment report. USF and the Foundation board developed the policies regarding the development of how they count dollars in their capital campaign. Chair LaBoo also shared that USF has had very few lawsuits and when there were lawsuits the university paid for them.

Director Shawnta Friday-Stroud provided additional background regarding Council for Advancement in Support of Education (CASE). As it related to CASE, the Foundation reports the same way as USF and what is required to report to the IRS. University Advancement's financial management and reporting are aligned with CASE.

Chair LaBoo also recommended that the FAMU Foundation consider hiring Robert Sweeney Philanthropy LLC at an estimated cost of \$25,000 as a consultant to perform an assessment on the fundraising potential and to help the Foundation move forward. Director Gregory Clark made a motion to research hiring the consultant through the procurement process; seconded by Vice John Crossman. No quorum was available to approve the motion and it was determined that a motion was not needed to move forward. There was consensus from the members on the call that moving forward with a fundraising consultant was the direction the committee wanted to go. Director Tirrell Whittle agreed to work with Chair LaBoo to develop the scope of a potential fundraising consultant to properly move through the RFP process of the University.

B. Whale Hunt

Vice Chair Crossman reported that he and Ms. Kimberly Hankerson are working together and have targeted prospects for big opportunities.

Vice Chair Crossman also reported that a previous donor who responded very positively is interested in being a guest lecturer at the University, potentially in the School of Business and Industry. He stated that there are strong prospects with the capacity to give six and seven figure gifts. Staff should leverage these relationships and invite them to campus. There are others who have expressed an interest in donating. Contact is being made as to how to move forward.

C. Celebrity Hit Squad

Director Whittle reported that the Celebrity Hit Squad has been active, and shared that he is working with an alum to cultivate and solicit high profile alums, celebs, and athletes to include them in the grand opening of the amphitheater during Homecoming. He also stated that he is developing a Google Document to track these individuals to progress towards solicitation.

Vice Chair Crossman advised that there is potential to host prospects in Orlando at the University Club. He shared that there is a former athlete who would be a perfect candidate on the celebrity side, that can also connect directly to the law school.

D. Social Media/Philanthropy

Chair LaBoo reported that on February 28, the social media post was titled, a Million Dollar Scholar. The results were as follows:

- Facebook – 34 reaches | 2 link clicks
- Instagram – Million Dollar Scholar | 2,152 reached | 25 shares
- Donation Graphic – 639 reach | 1 website click | 2 shares

- Twitter – 1,317 views | 5 website clicks | 3 retweets (Re-tweet from President Larry Robinson, FAMU1887 twitter and Mid-Tennessee NAA Chapter)
- Email Recipients: 39,046
- Opens: 5.935
- FAMU Rising webpage click: 28
- Amount raised: \$380
- Total Raised-to-Date: \$550

Adjournment

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

Minutes Prepared By

Mrs. Audrey Simmons Smith

DRAFT