

DEVELOPMENT COMMITTEE MEETING MINUTES

Florida A&M University Foundation Board of Directors

Spring 2019 FAMU Foundation Board Meeting

Thursday, May 16, 2019 * 1:45 p.m. – 3:00 p.m.

Hyatt Regency Birmingham – The Wynfrey Hotel * Birmingham, AL



Committee Members Present

Dir. Lisa LaBoo, *Chair*

Dir. Chan Bryant Abney

Dir. Elaine Armster

Dir. Gregory Clark

Dir. Hosetta Coleman[†]

Dir. Wanda Ford

Dir. Marcelia Freeman

Dir. Shawnta Friday-Stroud

Dir. Jemal Gibson

Dir. Thomas Jones, Jr.

Dir. Carmen Cummings Martin

Dir. Tirrell Whittley

Committee Members Not Present

Dir. John Crossman, *Vice Chair*

Dir. Taylor Hall

Dir. Erica Hill

Dir. Laurence Humphries

Dir. G. Scott Uzzell

Guests Present

Dir. Alfreda Blackshear

Dir. William Bryant

Provost Maurice Edington

Dir. Clifton Goins, IV

Dir. John Green

Dir. Monica Williams Harris

Dir. Lanetra King

Atty. Harold Knowles

Ms. Ronica Mathis

Dir. Akunna Olumba

Dir. Larry Robinson

Dir. Phyllis Taite

Mr. Ronald Thompkins

Dir. Twuanna Munroe Ward

Staff Present

Kristen Florence

Regina Gardner

Kimberly Hankerson

Juanita Johnson

Quiana Lowe

Gena Palmberg

Audrey Simmons-Smith

Renita Smith

Eric Swanigan

Brandi Tatum

Angie Wiggins

Call to Order & Roll Call

The meeting was called to order at 1:54 p.m. by Chair Lisa LaBoo. Ms. Renita Smith offered the roll call and determined a quorum was present.

[†] Telephonically

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

November 15, 2018, Development Committee Meeting

Director Elaine Armster motioned for approval of the minutes; Director Tirrell Whittlely seconded the motion. The minutes were approved, unanimously.

Previous Action Items & Fundraising Updates

Fundraising Report

Dr. Shawnta Friday-Stroud reported that as of May 10, 2019, over \$9.5M has been raised, broken down as follows:

New Cash	\$3,740,108.16
Pledge Collections	\$5,369,510.77
Pledges	\$480,212.41

Dr. Friday-Stroud shared a Fundraising Performance Snapshot, showing giving over the past six years, as well as the current and previous pledge fulfillment rates.

	FY 17/18	FY 18/19
Pledge Fulfillment	13%	1118%

University Advancement’s Organizational Structure

Dr. Friday-Stroud provided an updated organizational chart for the Division of University Advancement, detailing all organizational structure changes. Due to time constraints, this item was tabled to be discussed at the General Board Meeting.

Board Toolkit

Ms. Kimberly Hankerson, AVP of Major and Principal Giving, presented the Board Toolkit. This document includes governing documents, University highlights, the role of the Board, strategic plans and details about compliance with the Florida Sunshine Law. Noting that the toolkit will be updated, Board members were invited to provide suggestions.

There was extensive discussion surrounding the details of the Florida Sunshine Law. Further discussion was tabled for continuation at the General Board Meeting where University Attorney David Self would be present to clarify and answer any questions.

Fundraising Updates & New Business

Dr. Friday-Stroud also noted current and upcoming fundraising initiatives, to include:

- | | |
|--|---------------------------------|
| FAMU Rising | Athletics \$1M BIB Push Weekend |
| Give Back Homecoming Challenge | Memory Lanes Brick Campaign |
| Parents & Grandparents Giving Campaign | FAMU Retirees Giving |
| Charitable Planned Giving | Corporate Donation Proposals |
| Matching Gifts Campaign | |

It was requested of staff to show the alignment between each of the reported activities and the strategic plan. There was also discussion around strengthening the branding of *FAMU Rising*, better equipping Board members to articulate its impact on the University. It was also requested that the fundraising update be provided prior to meetings to allow more time for review. Dr. Friday-Stroud advised that Advancement will aim to send an abbreviated update one week prior to the meeting, with the full update to be reported during the meeting.

Lastly, Dr. Friday-Stroud detailed the life cycle of a gift. Mr. Ronald Thompkins, the Foundation's auditor, added by detailing changes in accounting when reporting pledges. It was suggested that the Foundation change its corporate status to allow for GASB tax reporting. This discussion, however, was tabled to be continued in the Audit Committee Meeting. There was also discussion about the tracking of pledges. Dr. Friday-Stroud advised that staff would work with the Foundation's vendor to develop a way to automate this process.

Due to time constraints, neither the Strategic Plan Update nor the giving requirement for Board members were discussed. Review of the consultant's report was also postponed until the full report could be provided.

Action Items

1. Detail alignment between each fundraising initiative and the University's Strategic Plan.
2. Explore ways to automate the process of tracking a pledge.
3. Share latest fundraising totals earlier at least one week prior to scheduled meetings.

Adjournment

The meeting adjourned at 3:08 p.m. by Chair Lisa LaBoo.

Minutes Prepared By

Ms. Renita Smith