

UFHSA Development Committee Meeting

October 27, 2022

Time Convened: 3:34 p.m.

Time Adjourned: 4:12 p.m.

Via Conference Call

Minutes – adopted Feb. 13, 2023

Committee Members Present via conference call: Don Slesnick (Committee Chair), Joe Joyner, Doug Wiles

Committee Members Absent: Alan Lastinger, Tom Willis, John Fraser

Others Present: Linda Dixon, Jessica Long

1. Discussion

Committee Chair Don Slesnick welcomed everyone in attendance and called the Committee conference call to order at 3:34 p.m. He opened a discussion about the priorities and role of the Development Committee. He introduced Jessica Long as the UF Development Officer assigned to support UFHSA. He noted possible opportunities for UFHSA development could include financial support from board members and events that raise money such as those that involve an admission ticket or underwriting partnerships with event sponsors. He stated that the board needs an outreach program with themes and target supporters.

Linda noted that the UFHSA annual budget always has a budget expense line for fundraising activities because it takes money to make money. She also described an early idea for creating donor plaques on a replica postal box in the lobby of the Governor's House that could be promoted like an "adopt-a-brick" program.

Jessica has been compiling data about giving to UFHSA and developing a list of potential donors. She stated that we need to identify what funds would go toward such as the History Festival or housing project. Don asked for her to share these reports, and she agreed to share the general findings but cannot disclose details about donors. She observed that the board has not seen itself as having a fundraising function so we would need to develop this culture among board members.

Joe agreed that donor development has not been discussed since he came on the board. Members furthered discussed the opportunity to engage the board in setting the tone for development activities. There will be a Development Committee agenda item on the November board meeting agenda.

Doug agreed that we need to identify projects and goals, and gauge the interest of the board. He suggested developing a questionnaire that could be provided to the members anonymously.

Don brought up the PISA program and asked what our funding commitment is to that program. Linda described what is in the UFHSA budget and what that pays for. Jessica noted that she invited Clearly Larkin to speak at an upcoming “Evenings at Whitney” to strengthen the ties between the PISA program and St. Augustine community.

There was further discussion about what gap fundraising efforts need to cover in the UFHSA mission. Linda observed that the state funding and DSO revenue from leases and events provides funding to cover the basic mission, but we cannot expand our programs without additional external funds. Examples include the Coquina Warehouse renovation and repurposing to provide faculty and student short-term housing. The PISA program is seeking funds for an onsite PISA lab manager. Although fundraising for that recurring expense may not be practical, funds may be raised to supplant other one-time expenses in the current budget thereby freeing-up funds for recurring expenses. Don asked about our pursuit of grants and noted that they often require matching funds. Jessica noted that legislative requests fare better when there is some demonstrated private financial support. Don stated that he liked the Coquina Warehouse project as a priority. Linda agreed to send the project summary to the committee members.

In conclusion, the committee agreed that their Nov. Board meeting report would include 3 components:

1. Open the discussion of board member contributions and suggest a questionnaire be utilized to anonymously gather board member opinions about that approach.
2. Propose an initial fundraising campaign around the postal box recognition plaques. Jessica will suggest a range and level of donations appropriate for such a program.
3. Jessica will speak to the general findings of her research about current UFHSA development trends and opportunities.

2. Adjourn Committee Meeting

There being no further discussion, Committee Chair Slesnick adjourned at the meeting at 4:12 p.m.