

**Florida Agricultural and Mechanical University
Board of Trustees**



Direct Support Organizations (DSO) Committee Meeting Minutes
Wednesday, December 4, 2019

Trustee Thomas Dortch, Chair

The meeting was called to order by Committee Chair Thomas Dortch. Ms. Angie Wiggins called the roll, and the following Committee members participated: Trustees Kristin Harper, Kelvin Lawson, and Rochard Moricette. Several action and informational items were presented to the DSO Committee.

Approval of September 18, 2019, DSO Committee Meeting Minutes

Trustee Lawson motioned for approval; seconded by Trustee Moricette. The motion passed by a unanimous vote.

Approval of Donation-Based Naming

The new Amphitheater will be named upon receipt of a family donation. A family is making a \$500,000 donation to complete the new Amphitheater (approximately one-fourth of \$2.1M cost to construct the facility). Trustee Moricette motioned for approval; seconded by Trustee Lawson. The motion passed by a unanimous vote.

Vice President Shawnta Friday-Stroud was advised to bring back at an upcoming meeting as an informational item, review of the naming policy (which items would be in perpetuity, etc.). The Committee was urged by Trustee Belvin Perry to consider, like other universities, having a length of time for naming rights. Dr. Friday-Stroud was requested by Trustee Dortch to send the naming policy to the FAMU Board of Trustees for review.

Acceptance of Revised FY 2019-2020 Budget for the FAMU Foundation, Inc.

The Foundation Board approved an increase in its Budget, which includes withdrawing the remainder of available earnings, to provide additional funding in the areas of University support, donor outreach, and development support. Trustee Lawson motioned for approval; seconded by Trustee Harper. The motion passed by a unanimous vote.

Approval of DSO Board Members for the FAMU Foundation, Inc.

This action item was submitted in accordance with FAMU BOT Policy Number 2018-01, IV., 4), d) Provide that the Board shall approve all appointments, including elected board members to any DSO board. At the November 23, 2019, FAMU Foundation Board Meeting, the Board elected three Directors, and the new Faculty Senate Representative was approved by the President of the Faculty Senate.

1. Directors Kenneth Neighbors and G. Scott Uzzell (terms expire as of Dec. 31, 2019; re-elected)
2. Director T.J. Rose (newly elected to the Board)

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3. Director Kenya Washington-Johnson (appointed by the President of the Faculty Senate)

Trustee Lawson motioned for approval; seconded by Trustee Moricette. The motion passed by a unanimous vote.

Dr. Friday-Stroud provided updates on Divisional Activities

1. Fundraising Updates

- Launch mailing, email and digital campaign – partnering with EAB to reach new donors
- Promoted Giving Tuesday on December 3, 2019; \$181 people gave \$33,191.77 (all cash)
- Launch the University’s first ever Day of Giving, April 30 at 12 noon to May 1 at 12 noon in conjunction with the National Alumni Association Day of Giving during their national convention in June
- Launch campus naming initiative starting with rooms in the new CASS Building and in the Residence Hall
- Hosted a Donor Recognition event twice a year (Homecoming and Spring) – Inaugural Event hosted on October 3, 2019
- Planned Giving (\$1M focus)
- Retiree focus – presentation scheduled January 9th to the FAMU Retirees
- Homecoming 2019 – The Experience – (Chaired by Carmen Cummings and Co-Chaired by Bryan Smith, Brandi Tatum-Fedrick, and Shawnta Friday-Stroud) included more than 33 events on campus for students, alumni, and friends, including the celebration of FAMU’s 132 years
- Foundation Director, G. Scott Uzzell, CEO of Converse, served as the Homecoming Convocation Speaker
- Affinity giving groups has contributed over \$702,000 this fiscal year, and six classes and four Sororities/Fraternities are raising money for Homecoming 2020
- Memory Lanes Brick Campaign has raised over \$20,000 to date
- Assistant Vice President Carmen Cummings coordinated the away game community service activities with First Lady Sharon Robinson, Coach Willie Simmons, and the football team
- The 2nd Athletics Big Push Weekend raised over \$30,000
- FAMU Rising Fundraising Tour
 - Orlando – November 20, 2019 (Director John Crossman) – raised approximately \$50,000
 - Charlotte – March/April 2020 (Director Lorin Crenshaw, Glenn Ford, Justin Smith)
 - Atlanta – May 20, 2020
 - Plans are underway for Tampa, Houston, and Chicago

Trustee Dortch advised that Alumnus Will Packer is ready to get involved and do some big things for Homecoming. Trustee Dortch will coordinate a call next month and will provide dates for a meeting with Mr. Packer in Atlanta, GA.

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Trustee Moricette inquired about the cost and media outlets for the Brick Campaign (mass emails and social media). He requested that Dr. Friday-Stroud forward details to him to send to young alums.

2. DSO Updates

A. FAMU Foundation, Inc.

- The FAMU Foundation Fall Board Retreat and Meeting was held on November 20-23, 2019, in Orlando, Florida
- The Investment Portfolio balance at July 31, 2019, is \$125.1M
- The Endowment value at July 31, 2019, is \$94.8M
- The Annual Foundation Audit was completed with no recommendations
- The FAMU Foundation Spring Board Meeting will be held May 20-21, 2020, in Atlanta, GA

B. FAMU National Alumni Association (NAA)

- NAA hosted the Athletics Fundraiser Breakfast, on November 23, 2019, in Orlando, FL, and reported raising over \$63,000 during the event
- NAA National Convention will be held in Tallahassee, FL on June 4-7, 2020
- NAA Polk County Chapter is launching a Field House Renovation Fundraiser that they want to complete by June

C. Florida A&M University Rattler Boosters, Inc.

- Automated Accounting Records and Monthly Reporting.
- Annual Audit Completed with no Recommendations
- Life Membership Totals - 123 with 23 Subscribing
- Endowment over \$90,000; pushing to get to the \$100,000 mark
- The FAMU Rattler Boosters representative participated in the November 9, 2019, Athletics Big Push two-hour web-a-thon.

There being no further business, the meeting was adjourned by the DSO Committee Chair, Thomas Dortch, Jr.