



**Board of Trustees
Advancement Committee Meeting
March 16, 2017
11:15 a.m. – 12:00 p.m.
FAIRWINDS Alumni Center
Conference call 800-442-5794, passcode 463796**

AGENDA

- I. CALL TO ORDER** Clarence Brown
Chair, Advancement Committee
- II. ROLL CALL** Karen Monteleone
Director, Board Relations
- III. MEETING MINUTES** Chair Brown
- [Approval of the January 13, 2017, Advancement Committee meeting minutes](#)
- IV. NEW BUSINESS**
- University and Government Relations Fred Kittinger
Senior Associate Vice President for University Relations
 - Communications and Marketing Grant Heston
Vice President for Communications and Marketing
 - UCF Gather (INFO-1)
 - Alumni, Development, and Foundation Mike Morsberger
Vice President for Advancement and CEO, UCF Foundation
 - Naming of the John Euliano Park (ADVC-1)
 - Naming of the Garvy Center for Student-Athlete Nutrition (ADVC-2)

- Naming of the Dr. Phillips Academic Commons
(ADVC-3)

V. OTHER BUSINESS

VI. CLOSING COMMENTS



Board of Trustees
Advancement Committee Meeting
January 13, 2017
UCF *FAIRWINDS* Alumni Center

MINUTES

CALL TO ORDER

Trustee Clarence Brown, chair of the Advancement Committee, called the meeting to order at 10:35 a.m. in the *FAIRWINDS* Alumni Center on the UCF Orlando campus. Committee members Kenneth Bradley, Christopher Clemente, and Joseph Conte were present. Chairman Marchena was also present. A quorum was confirmed.

MINUTES

The minutes from the November 17, 2016, meeting were approved as written.

ADVANCEMENT COMMITTEE UPDATES

University and Government Relations

Dr. Dan Holsenbeck, Senior Vice President for University Relations, provided an update on legislative activities, including a summary of Senate Bill 2 and Senate Bill 4 as they pertain to UCF. Holsenbeck also encouraged all board members to review lobbying policies for UCF staff and trustees.

Communications and Marketing

Grant Heston, Vice President for Communications and Marketing, shared highlights from UCF's Giving Tuesday Campaign that raised more than \$33,000 in 24 hours, with 250 donors. This was a university-wide collaboration between Communications and Marketing, the Advancement division, the colleges and units, and many other campus departments.

Heston showed a video announcing the launch of a 24-7 PBS Kids Channel affiliated with WUCF. This is the first channel lineup change since WUCF started in July 2011.

Alumni, Development, and Foundation

Mike Morsberger presented the IGNITE Campaign Case Statement, which provides a high level summary of the campaign's priorities to alumni, friends and potential supporters. Morsberger closed his report by showing a video that will be part of campaign events across the country.

Chair Brown adjourned the meeting at 11:25 a.m.

ITEM: INFO-1

**University of Central Florida
Board of Trustees
Advancement Committee**

SUBJECT: UCF Gather

DATE: March 16, 2017

PROPOSED COMMITTEE ACTION

For presentation at meeting.

Supporting documentation: Presentation to be shown at committee meeting

Prepared by: UCF Communications and Marketing

Submitted by: Grant Heston, Vice President for Communications and Marketing

ITEM: ADVC-1

**University of Central Florida
Board of Trustees
Advancement Committee**

SUBJECT: Naming of the John Euliano Park

DATE: March 16, 2017

PROPOSED COMMITTEE ACTION

Approve naming the baseball stadium as the John Euliano Park. The naming is requested in recognition of the contributions by John David Euliano to the University of Central Florida.

BACKGROUND INFORMATION

On August 19, 2016, John David Euliano made a charitable commitment of \$1.5 million to help fund the expansion and renovation of the University of Central Florida baseball stadium. Completion of the expansion and renovation is anticipated before the 2018 baseball season.

John Euliano has been a long-time supporter of the university, including most recently serving as Vice Chair of the University of Central Florida Foundation Board of Directors.

In recognition of John Euliano's contributions to the University of Central Florida, the Board of the Directors of the University of Central Florida Foundation recommends the University of Central Florida Board of Trustees name the existing baseball stadium, upon completion of the requisite pledge payments, the John Euliano Park.

Supporting documentation: Attachment A - 9.005 Naming of Buildings and Facilities

Prepared by: Jennifer Cerasa, Associate General Counsel, UCF Foundation

Submitted by: Mike Morsberger, Vice President for Advancement and CEO, UCF Foundation

ATTACHMENT A

9.5 Naming of Buildings and Facilities

The naming of any building, road, bridge, park, recreational complex, other similar facility or educational site, as defined in Board regulation 8.009, (collectively referred to as a “University Facility”) of a state university for individuals or groups who have made significant contributions to the university or the state of Florida is the prerogative and privilege of the State University System of Florida and is vested in the Board of Governors. The Board of Governors hereby delegates such approval authority to each university board of trustees provided that the board of trustees establishes procedures for the naming of such University Facilities to include the following elements:

(a) The naming of any University Facility must be approved by the board of trustees as a noticed, non-consent agenda item.

(b) Non-gift related honorary naming of a University Facility should be reserved for individuals who have made significant contributions to the university or to the state of Florida or to the fields of education, government, science or human betterment and who are of recognized accomplishment and character. Honorary naming of a University Facility is not allowed for any active board member or employee of the Board of Governors or any active employee, student, or trustee of the university.

(c) Gift-related naming of a University Facility requires a donation which makes a significant contribution to the cost of the University Facility, or for an existing facility, significant improvements, both as established by the board of trustees’ policy. The limitations set forth in paragraph (b) are not applicable to gift-related naming of a University Facility.

Authority: Section 7 (d), Art. IX, Fla. Const., History—Formerly 6C-9.005, 11-3-72, Amended 12-17-74, 8-11-85, Amended and Renumbered as 9.005, 3-27-08. Amended 11-21-13.

ITEM: ADVC-2

**University of Central Florida
Board of Trustees
Advancement Committee**

SUBJECT: Naming of the Garvy Center for Student-Athlete Nutrition

DATE: March 16, 2017

PROPOSED COMMITTEE ACTION

Approve naming the center for student-athlete nutrition the Garvy Center for Student-Athlete Nutrition. The naming is requested in recognition of contributions given by Robert J. and Carol Garvy to the University of Central Florida.

BACKGROUND INFORMATION

On December 22, 2016, Robert J. and Carol Garvy made a charitable contribution of \$1million to renovate the current UCF Football Recruiting Lounge, located at the Bright House Networks Stadium. The space will serve as a nutritional headquarters for student athletes.

Robert Garvy serves as Vice Chair of the UCF Board of Trustees and is a member of the UCF Athletics Association Board of Directors.

In recognition of Robert and Carol Garvy's contributions to the University of Central Florida, the Board of the Directors of the University of Central Florida Foundation recommends the University of Central Florida Board of Trustees name the center for student-athlete nutrition in the Bright House Networks Stadium the Garvy Center for Student-Athlete Nutrition.

Supporting documentation: Attachment A - 9.005 Naming of Buildings and Facilities

Prepared by: Jennifer Cerasa, Associate General Counsel, UCF Foundation

Submitted by: Mike Morsberger, Vice President for Advancement and CEO,
UCF Foundation

ATTACHMENT A

9.5 Naming of Buildings and Facilities

The naming of any building, road, bridge, park, recreational complex, other similar facility or educational site, as defined in Board regulation 8.009, (collectively referred to as a “University Facility”) of a state university for individuals or groups who have made significant contributions to the university or the state of Florida is the prerogative and privilege of the State University System of Florida and is vested in the Board of Governors. The Board of Governors hereby delegates such approval authority to each university board of trustees provided that the board of trustees establishes procedures for the naming of such University Facilities to include the following elements:

(a) The naming of any University Facility must be approved by the board of trustees as a noticed, non-consent agenda item.

(b) Non-gift related honorary naming of a University Facility should be reserved for individuals who have made significant contributions to the university or to the state of Florida or to the fields of education, government, science or human betterment and who are of recognized accomplishment and character. Honorary naming of a University Facility is not allowed for any active board member or employee of the Board of Governors or any active employee, student, or trustee of the university.

(c) Gift-related naming of a University Facility requires a donation which makes a significant contribution to the cost of the University Facility, or for an existing facility, significant improvements, both as established by the board of trustees’ policy. The limitations set forth in paragraph (b) are not applicable to gift-related naming of a University Facility.

Authority: Section 7 (d), Art. IX, Fla. Const., History—Formerly 6C-9.005, 11-3-72, Amended 12-17-74, 8-11-85, Amended and Renumbered as 9.005, 3-27-08. Amended 11-21-13.

ITEM: ADVC-3

**University of Central Florida
Board of Trustees
Advancement Committee**

SUBJECT: Naming of the Dr. Phillips Academic Commons

DATE: March 16, 2017

PROPOSED COMMITTEE ACTION

Approve naming of the Dr. Phillips Academic Commons to honor Dr. Phillips. The naming is requested in recognition of the contributions by Dr. Phillips, Inc. to the University of Central Florida.

BACKGROUND INFORMATION

On February 23, 2016, Dr. Phillips, Inc. made a charitable commitment of \$7.5 million, including \$7 million towards construction of the UCF Downtown Campus Academic Building.

The Dr. Phillips commitment helped exceed the \$20 million community support milestone for the downtown campus.

Dr. Phillips has a long-standing partnership with UCF, including contributions to the College of Medicine, the College of Business Administration, and the Dr. P. Phillips School of Real Estate.

In recognition of Dr. Phillips contributions to the University of Central Florida, the university will name the new UCF Downtown Campus Academic Building in honor of Dr. Phillips.

Supporting documentation: Attachment A: 9.005 Naming of Buildings and Facilities

Prepared by: Jennifer Cerasa, Associate General Counsel, UCF Foundation

Submitted by: Mike Morsberger, Vice President for Advancement and CEO,
UCF Foundation

ATTACHMENT A

9.5 Naming of Buildings and Facilities

The naming of any building, road, bridge, park, recreational complex, other similar facility or educational site, as defined in Board regulation 8.009, (collectively referred to as a “University Facility”) of a state university for individuals or groups who have made significant contributions to the university or the state of Florida is the prerogative and privilege of the State University System of Florida and is vested in the Board of Governors. The Board of Governors hereby delegates such approval authority to each university board of trustees provided that the board of trustees establishes procedures for the naming of such University Facilities to include the following elements:

(a) The naming of any University Facility must be approved by the board of trustees as a noticed, non-consent agenda item.

(b) Non-gift related honorary naming of a University Facility should be reserved for individuals who have made significant contributions to the university or to the state of Florida or to the fields of education, government, science or human betterment and who are of recognized accomplishment and character. Honorary naming of a University Facility is not allowed for any active board member or employee of the Board of Governors or any active employee, student, or trustee of the university.

(c) Gift-related naming of a University Facility requires a donation which makes a significant contribution to the cost of the University Facility, or for an existing facility, significant improvements, both as established by the board of trustees’ policy. The limitations set forth in paragraph (b) are not applicable to gift-related naming of a University Facility.

Authority: Section 7 (d), Art. IX, Fla. Const., History—Formerly 6C-9.005, 11-3-72, Amended 12-17-74, 8-11-85, Amended and Renumbered as 9.005, 3-27-08. Amended 11-21-13.