Board of Trustees
Advancement Committee Meeting
February 19, 2020
President's Board Room, Millican Hall

MINUTES

CALL TO ORDER

Trustee Danny Gaekwad, Chair of the Advancement Committee, called the meeting to order at
10:02 a.m. and stated that the meeting was covered by the Florida Sunshine Law and the public and
press were invited to attend. Committee members Trustee Kyler Gray, Trustee Alex Martins and
Board Chair Beverly Seay were present. Chair Gaekwad participated by phone. Trustee Joseph Conte
and Trustee David Walsh were not present. A quorum was confirmed.

MINUTES

The minutes from the November 22, 2019 meeting were unanimously approved as written.

NEW BUSINESS

Chair Gaekwad asked the Committee to share their thoughts regarding the Advancement
Committee's charter and any suggestions for revision or amendment. Trustee Martins shared that he
felt the charter covered the intent of the Committee. Chair Seay noted that she also felt the charter
was appropriate.

Chair Gaekwad asked UCF General Counsel, Scott Cole, to comment on whether adding timelines
for staff driven deliverables to the Committee into the charter was advisable. Scott Cole noted that
these timelines were addressed in separate Board of Trustees documentation. Chair Gaekwad
reiterated the importance of timely and accurate information being provided to the Committee.

Chair Gaekwad introduced Karen Cochran, Sr. Associate Vice President for Advancement. Karen
Cochran provided an overview of the UCF IGNITE Campaign. Hina Behal, Sr. Director of Financial
Reporting for Advancement, provided additional information on collection of pledges and campaign
disbursements.

Discussion occurred regarding unrestricted giving and what these funds mean to the University and
UCF Advancement.

Chair Gaekwad requested benchmarking data comparing the UCF IGNITE Campaign against peer and SUS institutions be prepared. Karen Cochran confirmed that this information would be provided to Trustee Gaekwad for review. Chair Seay noted the importance that any benchmarking information provided be presented with consistent counting guidelines across the data set.

Karen Cochran provided information on the vetting and due diligence process for external namings and invited the Committee to provide input. Margaret Cole, AVP for Direct Support Organizations, provided additional information regarding the utilization of external resources to assist with vetting external naming opportunities. Discussion regarding the vetting and due diligence process for external names occurred.

Discussion occurred regarding UCF's use of best practices in vetting external naming opportunities.

Trustee Martins suggested the University and UCF Advancement consider developing a list of business types from which gifts and sponsorships would not be sought.

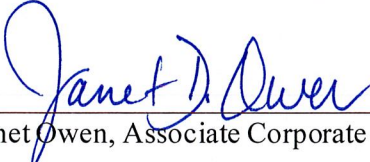A discussion on crisis management and communication occurred.

Chair Gaekwad shared his displeasure with the process for the RoofClaim.com stadium naming opportunity, specifically the timeline for review and Trustee briefing by staff. Chair Gaekwad stated that the Advancement Committee is charged with the responsibility to review and vet all naming opportunities that seek Board of Trustees' approval prior to the discussion moving to the full Board of Trustees and that the process must be honored. He also shared that as Chair of the Advancement Committee, he would not entertain any future requests for naming opportunities to be reviewed without proper and robust materials being presented to the Advancement Committee in a timely manner.

Chair Seay reiterated that members of the Board of Trustees should not be contacted regarding external naming opportunities until the opportunity has been reviewed by the Advancement Committee.

ADJOURNMENT

Chair Gaekwad adjourned the meeting at 11:13 a.m.

Reviewed by: __Danny Gaekwad__ Digitally signed by Danny Gaekwad Date: 2020.11.16 15:33:32 -05'00' Date: __11/16/2020__
Danny Gaekwad Chair, Advancement Committee

Submitted by: __Janet D Owen__ Date: __11/16/2020__
Janet Owen, Associate Corporate Secretary