



MINUTES

Meeting of the Board
of Directors
September 24, 2018
Gilchrist Club,
Trenton, Florida

Members in Attendance:

Mr. Richard A. Corbett, Chair; Mr. Jack Curlett, Vice Chair; Mrs. Kathy Barco, Treasurer; Mr. Ignacio Borbolla; Mr. Preston Farris; Mr. Bruce Popham; Mr. Tucker Frederickson; Mr. Seth McKeel; Mr. Jerry Pate; Mr. John Pope; Mrs. Donna Rawson; Mrs. Laura Russell; Mr. Stephen W. Swindal (by phone).

Members not in Attendance:

Mr. Paul Avery; Mr. Doug Cone; Mrs. Daphne Wood; Mr. Carlos Alfonso, 2nd Vice Chair; Mrs. Connie Parker, Secretary; Dr. Tracy Baker; Mr. Steve Crisafulli; Mr. Eric Sutton, FWC Executive Director.

Guests & Advisors in Attendance:

Mr. Doc Kokol, FWC Liaison to the Foundation; Mr. John Lacy, Financial Advisor.

Staff in Attendance:

Mr. Andrew Walker; Mrs. Breanne Strepina; Mrs. Erin Smart; Mrs. Michelle Ashton.

- I. Call to Order** – Mr. Richard A. Corbett, Chair
Chairman Corbett called the meeting to order at 9:23 a.m. with a roll call establishing quorum. Board Chair Corbett welcomed and thanked all for attending. He gave a brief overview of priority matters in Florida demanding action, including decline in youth hunting, red tide, and non-native invasive species.
- II. Consent Agenda**
Minutes: The minutes of the June 6, 2018 Board teleconference were presented. Mr. Bruce Popham made a motion for approval with one small correction, seconded by Mr. Jerry Pate.
Motion carried unanimously.
- III. CEO's Report** – Mr. Andrew Walker
Mr. Walker introduced staff, including Ms. Michelle Ashton, the Digital Marketing & Membership Manager, who was attending her first meeting since joining the Foundation in June 2018. Chairman Corbett welcomed staff and

thanked Ms. Ashton for attending. Chairman Corbett acknowledged Mr. Will Bradford's critical role at the Foundation and complimented him on his attention to detail.

Mr. Walker presented the Board with a two-year update on the Strategic Business Plan, with a summary of the Foundation's principal FY19 goals (attached to these minutes). The Foundation is continuing to focus on the following strategic priorities for the next 12 months:

- *Articulate Our Conservation Themes & Priorities*
- *Increase our Visibility/Reorient our Communications*
- *Diversify and increase Conservation Philanthropy*
- *Build a Diverse, Stable Financial Base*
- *Bring New Funders & Partners to the Table*
- *Develop New Model for Grant Making*
- *Build and Endowment for the Foundation*

BlueGreen 2018: At present, Mr. Walker anticipates the goal of 300+ guests and \$400,000+ in net revenue will be met, exceeding Blue Green 2017 revenue of \$235,000 by \$165,000.

Mr. Walker also provided a brief update on each of the Foundation's five strategic initiatives:

- I. Kids & Nature: Mr. Walker reported on the Foundation's ongoing efforts and presented the next steps for progress at each of the following youth centers -- Everglades Youth Conservation Camp, Suncoast Youth Conservation Camp, Tenoroc Youth Conservation Camp. He also spoke about our efforts to pave the road to the EYCC and Palm Beach Shooting Sports Park and to identify funding for the latter's clubhouse.
- II. Restoring Our Reefs (& Protecting Fisheries): Mr. Walker gave an overview of the Foundation's efforts to identify promising technologies for controlling red tide in local waters; the Governor is investing \$2.2 million in the first two of these three technologies. Board Member Bruce Popham then gave a presentation on the fast-moving disease killing at least 25 of the Florida Reef Tract's 45 species of stony corals. Mr. Walker told the Board the Foundation will be partnering with FWC, the Keys Marine Sanctuary, the National Marine Sanctuaries Foundation, NOAA and others to develop a comprehensive, multi-year fund raising proposal for researching the disease, whose origin and vector remain unknown. The Board discussed several other ideas for helping with coral rescue and restoration and red tide.
- III. Conserving Florida Wildlife: The U. S. Fish & Wildlife Service, as part of a general curtailment of endangered species breeding programs, has canceled its \$250,000/year of funding for captive breeding of the endangered Florida Grasshopper Sparrow, despite the promising start to

that effort. The Foundation is raising funds to help fill the gap temporarily at White Oak while Florida Audubon is doing the same for the program in Palm Beach County.

- IV. Combatting Invasives: Mr. Walker gave a brief update on our \$90,000 lionfish control grant from the National Fish and Wildlife Foundation and NOAA. Later in FY2019 we'll begin exploring ways of enhancing control efforts for pythons.

Legal matters: Mr. Walker gave an update on the Florida Sportsmen's Land Trust concerns and trade mark registration of all Foundation logos, including "I DO."

Mr. Ignacio Borbolla made a motion for approval of the FY19 Goals as presented, seconded by Mr. Stephen W. Swindal. Motion carried unanimously.

- IV. **Governance** – Mrs. Donna Rawson
Committee Chair Mrs. Rawson notified the Board of Mr. Rodney Barreto's request to step down for twelve months. Motion for approval made by Mr. Ignacio Borbolla, motion carried unanimously.
Committee Chair Mrs. Rawson presented the new Fish & Wildlife Foundation of Florida, Inc. Code of Ethics (attached to these minutes). Mr. Jerry Pate made a motion for approval, seconded by Mr. Borbolla. Motion carried unanimously.

Vice Chair Jack Curlett will reach his term limit with the completion of his 3rd term on December 31st. Mr. Curlett was presented with an award to acknowledge and show appreciation for his service on the Board. He will continue to serve as an advisor for the next 12 months.

The Bylaws are due for an update, Mrs. Rawson noted, and will be presented at one of our next Board meetings.

- V. **Finance & Audit** – Mrs. Kathy Barco & Mr. John Lacy
At Chairman Corbett's request, Mrs. Barco and Mr. Lacy gave the new Board members in attendance a brief overview of Foundation finances. Mr. Lacy discussed the different revenue streams held by the Foundation and how day-to-day financial activity must be assessed to create appropriate investing strategies. Mrs. Kathy Barco explained the difference between restricted and unrestricted monies and the importance of the Foundation receiving unrestricted gifts. Mrs. Barco also presented the financial highlights for FY18, which included an operating surplus of nearly \$360,000.

- VI. **Government Affairs** – Mr. Seth McKeel
Mr. McKeel said our principal priority in the coming state legislative session is reauthorization of our "citizens support organization" status. FWC legislative affairs director Jessica Crawford is working with House and Senate staff in gathering the information needed for the legislature. There was further discussion of the Florida Sportsmen's Land Trust and correspondence with the

Florida Department of Highway Safety and Motor Vehicles.

- VII. BlueGreen 2018** – Mr. Preston Farris & Mr. Stephen W. Swindal
BlueGreen 2018 Co-Chair Mr. Farris made the update on BlueGreen. He confirmed the venue to be Armature Works in Tampa, and Bass Pro Shops Founder and CEO John L. Morris will be the guest of honor and keynote speaker. Mr. Farris said also attending and speaking will be Canadian wildlife biologist and author Shane Mahoney. Upon speaking with his co-chairs, Mr. Farris has requested the location of BlueGreen 2019 be moved to a new location, potentially Palm Beach.

Chairman Corbett encouraged each Board member who has not already done so to sponsor the event by purchasing a table. In response, Mr. Pate, Mr. Curlett and Mrs. Rawson each pledged \$5,000. Ms. Russell pledged an in-kind donation of the main course for dinner, if arrangements with the caterer can be worked out. Chairman Corbett then pledged to match 1:1 all additional sponsorships raised in the final four weeks.

- VIII. Marketing Report** – Ms. Michelle Ashton
Ms. Ashton reported on the new website launch in August and several new social media platforms and initial public response. She presented the BlueGreen 2018 publicity plan and also reported on the Foundation's new electronic newsletter. Chairman Corbett thanked Ms. Ashton.

- IX. Open Session**
Chairman Corbett opened the floor for discussion. The Board discussed different ideas for Bluegreen and FWC involvement with the community.

- X. "Wildlife Foundation of FL" (Deer) & "Protect FL Springs" Tag Grant Applications**
Mr. Walker began by reporting to the Board the "Wildlife Foundation of FL" (deer) tag has \$250,000 available and the "Protect FL Springs" (scuba diver) tag has \$230,000 available to award. He gave a brief update on the two advisory committees. The Board members discussed the comments and recommendations of the advisory committees and discussed each application. The Board complimented the staff on the uniformity and presentation of the grant proposals, which was largely the work of Ms. Erin Smart.

Mr. Preston Farris asked about progress on previously awarded grants. Mr. Bradford mentioned the Foundation keeps a file of all annual reports, which all grantees are required to submit. One of the Foundation's goals as a grantmaker, Mr. Walker said, is to develop a deeper understanding of each grantee's strengths and weaknesses, to better advise the Board in its decision-making. Mrs. Russell asked that the original project proposal be included when a grantee seeks funding for additional years of a previously Foundation-funded project.

APPROVED, 12.11.18

After considerable Board discussion,

Deer Tag Grants – Mrs. Kathy Barco made a motion to fund all proposals recommended by the deer tag advisory committee, seconded by Mr. Ignacio Borbolla. Motion carried unanimously.

Protect FL Springs - Mr. Preston Farrior made a motion to fund all proposals recommended by the springs advisory committee, except proposals 8 and 9. Seconded by Mrs. Russell. Motion passed unanimously.

XI. Upcoming Events and Meetings

BlueGreen 2018, October 27,2018, Armature Works, Tampa.

The next Board Teleconference will be Tuesday, December 11th

There being no further business, Chairman Corbett adjourned the meeting at 2 p.m.

Mr. Richard A. Corbett, Board Chair

Date

Mr. Andrew Walker, CEO

Date