



Center for Public Issues Education  
IN AGRICULTURE AND NATURAL RESOURCES  
UF|IFAS

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## PIE Center Advisory Board

### Fall 2013 Meeting Minutes

Gainesville, Fla.

#### Attendance

- Present: Bo Beaulieu, Hannah Carter, Rose Fagler, Ray Gilmer, Ron Hamel, John Hayes, Jeanna Mastrodicasa, Gail Sasnett-Stauffer, Darrell Smith, Greg Strader, Dreamal Worthen
- Absent: Michael Dukes, John Hoblick, Regina Thomas, Nick Wiley
  - Technical difficulties prevented a successful conference call option for members to participate.

#### Consent agenda

- Jeanna introduced as board chairwoman
- PIE Center reports
  - Director's report
    - Bo – What are the overall themes of the PIE Center?
    - Tracy – Our strategic plan is to do public opinion, policy and communications research, as well as to disseminate research findings and conduct outreach. It's really broad. We need to do some work on what we do to put it in more focus.
    - Ray – Coming into this new and fresh, I'm looking for those overall strategic pillars and then clustering those activities within that focus so that everything is measurable. Might make it easier to understand what projects to take on. Your limited energy needs to focus on moving the needle. It's the result of those activities.
    - Dreamal – Add language relating to Florida, with regards to state funding.
  - Media/outreach reports
    - Ray – Opportunity to identify leaders in natural resources for email/media (ask Advisory Board members for names?)
    - Ron – Relationships with mass media
    - Jeanna – Heading in the right direction
    - Rose – Face-to-face meetings with stakeholders and leaders to stay on top of emerging issues
  - Grants report
- Bylaws
  - John Hayes – Consider removing term limits, in case of a star board member you don't want to lose.
    - Add attendance/participation/term limits to responsibilities section
  - What does 'assist with fundraising' mean?
    - Tracy – Less important now because of state funding

- Bo – Board members could serve as a conduit for funding opportunities or partnerships. Should be less active in raising funds, but keep the PIE Center in mind when we see RFPs.
  - Notice for meetings will be given six months ahead, with information being disseminated at least 3 weeks in advance.
  - Bo – Add two executive committee members, do not have secretary/treasurer (one industry, one academic)
    - Executive committee – Chair, chair-elect, two others to provide guidance and a faster response.
    - Board’s role between board and IFAS – Providing feedback to SVP is important to show how well is the center meeting its goals. Will provide an annual letter to SVP.
  - Meet more frequently? Closer level of interaction?
    - John Hayes – form subcommittees in order to meet more frequently in a year or so
  - Proxy votes? (Ron opposed, discourages participation)
    - Ray – have to attend and be involved to remain in good standing
  - Provisions for electronic attendance/votes
    - Gail – form subcommittee to examine and recraft bylaws. We’re not ready to adapt them now.
      - **Formation of AD HOC COMMITTEE — motion by Gail Sasnett, second from Bo Beaulieu. Vote is unanimously in favor.**
        - Members of the committee — Gail Sasnett, Bo Beaulieu, Jeanna Mastrodicasa, Rose Fagler
        - Members will ratify bylaws over the phone by the end of the year.
- Finances
  - Ray — Interested in seeing how much money was spent by project
  - Bo – See whole budget, not just operating
- **Acceptance of CONSENT AGENDA reports and calendars, acceptance of budget on condition of getting more information, decision to revisit bylaws — motion by Ron Hamel, second from Dreamal Worthen. Vote is unanimously in favor.**
- Other board expectations
  - At least a quarterly conference call
  - Special meetings when needed
  - Understanding that while the full board cannot meet face-to-face, it can still give strong direction for PIE Center faculty and staff to carry forward. Executive committee can meet more frequently.
  - Board agrees to annual meeting, quarterly conference calls, additional calls when needs arise.

## New business

- Evaluation/needs assessment
  - Results – in general, positive and satisfied. Every evaluation is a learning opportunity.
    - John Hayes — More than half the audience is academic – need to segregate results between academic, non-academics.
    - Few respondents from southern part of the state – farther away from campus, more disconnect; heavy population we’re missing?
- Planning for future
  - Strategic plan – THE priority
  - National Public Policy Evaluation Center
    - John Hayes– Here at UF we’re blessed with an awful lot of centers. And we’ve got a center within a center, and it made me think about branding issues. One of the priorities for the coming year as PIE Center is increasing its staff and faculty, that brand recognition is an important next step. I think it might be time to discuss whether that brand continues to exist.
      - Lex – Integrate the centers, but don’t want to lose the public policy piece

- Bo – Time to meld these two centers. Center for Public Policy and Issues Education? There’s so much overlap, we’ve got two centers that should function in a much more incorporated manner. I was really struggling with how all these projects fit in with the key idea
    - Ray — We need to be the masters of our own fate and not jump after whatever comes our way because it’s going to dilute our brand.
    - John Hayes — Keep the name and just merge.
  - Opportunities and networks
    - Tallahassee
      - Rose – I want the legislature looking at the PIE Center with regards to policy. It would be outstanding. The Gator Nation is everywhere...we need to make sure that we’re up there and in their sights. If they’re leaning on the PIE Center as experts, that’s jackpot, because they take that information to their stakeholders across the state
      - Dreamal – Focus on fostering a collaborative nature with the state.
    - UF and IFAS
      - Hannah – Consider using IFAS Regional Advisory Councils as forum for increasing communication. We have constituency groups already formed and coming together, how can we utilize them?
      - Jeanna – UF alumni networks
    - Ray – DC. If we can tackle a topic that has a broad interest beyond state borders, let’s take it to Washington. I’d love to be able to do that.
- Election of officers
  - **Nomination of BO BEAULIEU to serve as chairman-elect — motion by Hannah Carter, second from Ray Gilmer. Vote is unanimously in favor.**
  - Executive Committee
    - **Nomination of MICHAEL DUKES to represent academia — motion by Dreamal Worthen, second from John Hayes. Vote is unanimously in favor.**
    - **Nomination of RON HAMEL to represent local and state industry — motion by Ray Gilmer, second from Bo Beaulieu. Vote is unanimously in favor.**
    - **Nomination of RAY GILMER to represent national industry — motion by Ron Hamel, second from Hannah Carter. Vote is unanimously in favor.**

#### **Comments from Jack Payne, Senior Vice President of Agriculture and Natural Resources, University of Florida**

- “I am thrilled to see the PIE Center have an Advisory Board. It’s a huge step up for establishing the center across the state to bring truth as we know it, science, to policy decision and also to inform the public about science-based information and enlighten people in the voting booth.”
- “Every state has a land-grant university, but nobody else has a PIE Center.”