**Spring Conference Call**

April 16, 2015 , 1 p.m.

**Attendance**

* **Present**: Bo Beaulieu, Andy Grayson, Jackie Burns, Cathleen Enright, Rose Fagler, Greg Strader, Gail Sasnett-Stauffer, Mallory Dimmitt, Regina Thomas, Jeanna Mastrodicasa, Darrell Smith, Hannah Carter, Michael Dukes
* **Absent**: Ron Hamel, Dreamal Worthen, John Hoblick
* **PIE**: Ricky Telg, Laura Bernheim, Erica Odera, Sandra Anderson, Joy Rumble

**Old Business**

* Review of Ricky’s March 25, 2015 letter
  + First Scientific Advisory Council meeting on April 20
  + Taking public opinion surveys national (water, food, TBD)
  + More strategic and selective of funding opportunities (possible study funded by American Farm Bureau: focus groups or survey about people’s perceptions of farming and GMOs, what messages farmers can share)

**New Business**

* Advisory board member changes
  + New board members: Cathleen Enright, Mallory Dimmitt
  + New executive committee members: Bo Beaulieu (chair), Regina Thomas, Darrell Smith
    - Motion: Jeanna; Second: Gail
    - Approved (unanimous)
* Bylaws revision
  + Article IV, Section II, Item III in bylaws about removal of advisory board members to:
    - The Board Chairperson may remove a member from the Board if a member does not participate in board meetings or calls during one year. The Chairperson will work in partnership with PIE Center faculty and staff with securing a replacement.
      * Motion: Rose; Second: Gail
      * Approved (unanimous)
* Board member lengths of service
  + Based on members’ wishes and the board’s sustainability, Ricky suggests:
    - Three-year term (would end after October 2016 meeting): Bo Beaulieu, Michael Dukes, Rose Fagler, John Hoblick, Gail Sasnett-Stauffer, Greg Strader, Regina Thomas
    - Two-year term plus two-year renewal (would end after October 2017 meeting): Jackie Burns, Hannah Carter, Mallory Dimmitt, Cathy Enright, Ron Hamel, Darrell Smith

**Discussion**

* Florida Trend, Agri-Marketing magazine informational advertising or column
  + Florida Gator Nation, UF Explore, Florida Institute of Research
  + Digital presence as well (Florida Trend email updates)
  + Facebook ads, social media, LinkedIn
  + Instead of paid advertising, improve relations with magazines to get free coverage
  + The Gainesville Sun
* Lunch & Learn sometime later this year?
  + Relate to research, discussions
  + Around the state promotes the name
  + How do you bring in the next generation of agriculturalists?
* PIE Center evaluation (Sebastian Galindo)
  + Focusing on impacts
  + Will focus first on identifying important ag/natural resources issues, followed by an internal review.

**October 2 Meeting**

* Meeting location: Florida Museum of Natural History
* Hotel: Hilton
* 50-year anniversary of Gatorade, Oct. 1-3, Cade Museum
* Potential topic: Panel discussion of media about how to add interest of PIE Center to the state through social media?