**Annual Fall Meeting**

Oct. 10, 2014

Gainesville, Fla.

**Attendance**

* **PRESENT:** Doug Archer, Bo Beaulieu, Rose Fagler, Ray Gilmer, Andy Grayson, Ron Hamel, Jeanna Mastrodicasa, Darryl Smith, Greg Strader, Regina Thomas
* **ABSENT:** Hannah Carter, Michael Dukes, Dreamal Worthen
* **PIE:** Ricky Telg, Sonia Coleman, Laura Bernheim, Angie Lindsey, Joy Rumble, Nicole Dodds, Erica Odera, Sandra Anderson, Keegan Gay

**Consent Agenda**

* Approve consent agenda:
  + Motion: Greg; Second, Darryl
  + Approve (unanimous)

**PIE Center Evaluation**

Sebastian Galindo, Ph.D., led a discussion on the PIE Center evaluation that he conducted in 2014. He noted that comments focused on the importance of “relevancy and application.” He noted that the next evaluations should focus on strategies of the PIE Center, not about how satisfied people are with a particular technology. Other comments:

* Are we dealing with the right issues? How do we engage our stakeholders, our public in discussions? What are the most difficult or challenging issues facing Florida’s ANR?
* What is Florida going to look like in the next 50 years and how do these issues shape policy and get us there?

**Strategic plan**

Considerable time was dedicated to the draft of the PIE Center Strategic Plan. Advisory Board members analyzed the vision and mission statements and the goals and objectives. Board members made several suggestions in each area. The new mission and vision statements and objectives were approved.

**Identify priorities in research and educaiton**

Board members discussed research and outreach/education priorities. Topics discussed included the following:

* Research
  + Immigration and labor
    - Farm Credit research: labor/immigration was one of the top issues
    - Broaden it. Not just about labor. Look at workforce. What are the needs of agribusiness, how are universities meeting the needs? Brain drain? Loss of ag graduates.
    - Need to look at cost of food, economics, instead of citizenship.
    - Skilled vs. educated workers
  + Water
    - Any kind of resource that can address water issues that can be transferrable to California, Arizona, etc.
  + Land
    - Value of ag lands and how they contribute/consumer water. Also specific to regions (Everglades, springs, rivers…)
    - Public perceptions of land use amendment up for vote
  + Labor, water, environment
    - Are we looking to influence the general public with those issues or are we looking to make statements. I don’t know if you can really focus down in the strategic plan
  + Looking at future, alternatives
    - Cessation planning (next generation), bioenergy, local/regional food systems, adaptation to climate changes, healthcare reform and affect on agriculture
  + Stay out of the weeds, stay high level. Broad issues, big impacts
* Outreach and extension
  + Get to the newspapers, newswires
  + Facebook reaches more people than all other media
  + If you want validity and preeminence, stick to the journals and things that are important.
  + Summit
    - Possibly assist with a program for the five-year anniversary of the Deepwater Horizon oil spill
* Education
  + Doris Duke Conservation Scholars: UF participates. Objective is to engage undergrads from underrepresented communities, conservation as a career
  + FFVA, Florida Growers, industry groups
  + Among colleges
  + Bring in visiting scholar for a full semester to have different perspective, new flavor

**Bylaws revision**

Board member John Hoblick asked if the bylaws could be amended in order to remove a board member who does not participate regularly. Ricky and Jeanna will review the bylaws and make a recommendation to the board prior to the April conference call.

**Board member resignation**

Ray Gilmer told the board that he would be taking a new position at a college in Washington, DC, and would not be representing an agriculture organization. He said he would stay on the board until a replacement was found.