

# CITRUS RESEARCH AND DEVELOPMENT FOUNDATION, INC.

## Minutes of the Finance and Audit Committee Meeting April 24, 2018

A meeting of the Finance and Audit Committee of the Citrus Research and Development Foundation, Inc. was held on Tuesday, April 24, 2018 at the Southwest Florida Research and Education Center, UF-IFAS, 2685 State Road 29 North, Immokalee, Florida. The meeting was properly noticed and recorded. The meeting was called to order at 9:00 am by Chairman Ned Hancock. Roll was called and a quorum was present. Committee members participating were: Mr. Larry Black; Mr. Ned Hancock; and Dr. Jeanna Mastrodicasa. Mr. Joe Davis, Jr. and Mr. Charlie Lykes did not participate. Others participating were Dr. John Arthington, Mr. Rob Atchley, Mr. Ricke Kress and Mr. Jerry Newlin. Others attending the meeting included Ms. Brandy Brown, and Ms. Audrey Nowicki.

Mr. Black moved to accept the minutes of the March 20, 2018 meeting. The motion was seconded by Dr. Mastrodicasa, and with no discussion, passed unanimously.

Chair Ned Hancock reviewed the March 31, 2018 financial summary and notes. Mr. Black made a recommendation to add the previous year-to-date totals on the Statement of Financial Position.

Mr. Hancock reminded the committee of the mandate by the Legislature in granting FY 2018-19 funding of a successful communications program that reaches out to all growers and stakeholders.

Mr. Hancock shared a proposal from the Florida Department of Citrus suggesting it was a starting idea for consideration.

Suggestions that came forth from the Communications Subcommittee meeting that occurred April 4<sup>th</sup> included:

- Website re-design/enhancement
- Video clips by Program Managers and Researchers to provide research progress updates
- Continued articles in Citrus Industry magazine as well as CRDF newsletter
- Meetings held at various grower regions
- Weekly or monthly email blast to stakeholders, with quarterly podcast
- Continuing presence at Citrus Expo, Florida Citrus Show, Annual Grower Meeting
- Need for a Public Relations representative
- Keep Tallahassee informed of all efforts as well

Mr. Newlin stated that CRDF's plan and actions should be laid out and shared with representatives in Tallahassee, showing the larger themes that the Foundation is already doing such as web enhancement, holding CRDF Board meetings around the state and actively reaching out to regional grower organizations.

Dr. Mastrodicasa suggested an RFP with three (3) deliverables: development of a strategic communications plan which includes messaging and potential publications, a market analysis to

provide clarity about the audience of this communication, and a revamped website that uses a content management system. Someone must be tasked with management of the overall communications plan, making sure it is addressing all complaints.

Mr. Kress suggested polling growers during the afternoon board meeting as to how they would like to receive communications.

Dr. Arthington shared that a periodic informational text or email blast driving stakeholders directly to web pages of specific interest or podcasts has proven successful with stakeholders in his area. This is accomplished by staff with guidance from UF Communications.

It was agreed that an individual must be tasked with fulfilling the communication needs. Mr. Kress stated it is important to first have an assessment of the communications needs. The biggest challenge is knowing the various groups requesting information and how they want to receive it.

Dr. Mastrodicasa indicated she could provide initial language for someone to develop a plan, or an RFP that could be expanded to include CRDF's needs for a web designer or marketing group.

Mr. Kress suggested reaching out to FDOC or the brands since current staff lacks this experience.

Dr. Arthington updated the committee on the status of the draft FY 2018-19 Budget.

With no further business, the meeting adjourned at 10:00 am.

Minutes submitted by Brandy Brown.