

**University of Florida
Board of Trustees
Government Relations Committee Minutes
September 8, 2005**

Present: Carlos Alfonso, Chairman
David Brown
Courtney Cunningham
Joe Goldberg
Joelen Merkel
Dianna Morgan
Cynthia O'Connell
Kim Tanzer

- I. Chairman Carlos Alfonso called the meeting to order at 4:10 p.m.
- II. Minutes of the June meeting were approved.
- III. Discussion Items
 - Vice President Jane Adams presented information regarding legislative initiatives for the 2006 session, noting that it is early in the process and the issues have not yet been prioritized. She listed the following items as issues of interest for the next session:
 - Tuition Devolution – Enactment of language vetoed by the Governor following the 2005 session
 - Water Data Center – Creation of a center at the University of Florida for the collection and analysis of water data
 - Matching Gifts – State matching dollars for contributions
 - Budget Initiatives Approved by BOG
 - PECO List – State funds for facilities
 - Salary Increase – Inclusion of university faculty and staff in state employee pay raises
 - Trustee Morgan asked that the legislative priorities list also include funding for providing Bright Futures Scholarships during summer sessions and Chairman Alfonso noted the importance of supporting Shands interest in extending sovereign immunity to the healthcare system.
 - Chairman Fernandez asked that the Government Relations staff continue to make the devolution of in-state, undergraduate tuition a priority for the next year.

- Vice President Adams also briefed the Committee members on President Machen's summer visits to legislators in Jacksonville, St. Augustine, Orlando, and Naples. She also informed the Committee of plans for a meeting of the Government Relations Advisory Committee in Gainesville on November 4.

IV. Old Business

- Trustee O'Connell asked about the status of identifying a government relations firm to represent the University of Florida in Washington, D.C. Vice President Adams advised her that an Invitation to Negotiate would be issued and she anticipated that a firm would be identified by late October.

V. New Business

- At this time, the Government Relations Committee was joined by other members of the Board of Trustees for a presentation on the university's new branding campaign. Andy Fletcher, CEO of Fletcher Martin, and Associate Vice President Joe Hice briefed Trustees on the philosophy behind the campaign, "The University of Florida: Foundation for the Gator Nation" and showed the television spot, print ads and banners.
- Chairman Fernandez commended the creative team on their efforts and Trustee O'Connell asked the board to allow the effort time to roll out. Trustee Tanzer said the faculty believes it is essential that the campaign focus on the academic excellence of the University and cautioned that top ten status cannot be achieved by the branding campaign alone.

VI. Meeting Adjourned at 5:12 p.m.

Respectfully submitted by,

Jane Adams
Vice President, University Relations