



Leadership Retreat Minutes
UCF Foundation
August 31, 2023 | 10:00 a.m. – 1:00 p.m.
Hybrid Meeting

Members Present:

Brian Butler, *Chair*, Roslyn Burttram, Barry Forbes, James Harhi, Stuart Heaton, Mike Hinn, Provost Michael Johnson, John Mahony, Marc McMurrin, Kevin Miller, Mark Plaumann, Eva Tukdarian.

Members Absent:

Tandrea Bellamy, Jessica Blume, Clint Bullock, Carrie Daanen, Linh Dang, Cathy McCraw-Engelman, Rob Kantor, Laurette Koellner, Chris Marlin, Caryl McAlpin, Tom McNamara, Dianne Owen, Dana Patton, Heather Pigman, Kevin Wydra, Roger Zlotoff.

I. Welcome and Call to Order

Chair Brian Butler called the meeting to order at 10:04 a.m. and provided opening remarks. Chair Butler thanked the Foundation Board executive leaders and introduced the new board members. Chair Butler also introduced President Cartwright.

II. Conflict of Interest Disclosure

No conflicts of interest were declared by committee members.

III. Minutes

No minutes were called to review.

IV. New Business

A. President Cartwright Remarks

Alexander Cartwright, *President*, UCF, provided his remarks and discussed the responsibilities of the Foundation Board in assisting the University in reaching its FY24 objectives.

B. Foundation Board Leadership Retreat Presentation

Barbara Wetzler, *Consultant*, Non-Profit Consulting Service, presented "Unleashing Potential" and discussed the responsibilities of staff and board members for fundraising. Barbara Wetzler prompted an activity called "Share Your Story" to teach staff and board members the importance of storytelling in fundraising. Eva Tukdarian, *Treasurer*, UCF Foundation Board, shared her method of connecting with potential donors in fundraising.

Michael Hinn, *Director*, UCF Foundation Board, shared his story about how having access to education from UCF had a positive impact on his life and the lives of other students.

Barbara Wetzler asked Rod Grabowski, CFRE, *Senior Vice President*, UCF Advancement & Partnerships *Chief Executive Officer*, UCF Foundation, Inc., about his expectations of board members regarding fundraising. Rod shared that it is critical for board members to understand Advancement and Partnership priorities and play a supportive role as advocates for UCF.

Barbara Wetzler asked board members about their reasons for joining the UCF Foundation board. John Mahony, *Director*, Foundation Board, mentioned that he joined because of his connection with UCF and how it has impacted his professional and personal work. Chair Butler shared that he joined the UCF Foundation board because of UCF's support to his community and business in Orlando, FL. Michael Johnson, *Provost*, UCF, shared his belief that UCF has the potential to be ranked as a great university, which is his reason for joining the Foundation Board.

Barbara Wetzler asked staff and board members about their commitments to advancing the goals of UCF. Marc McMurrin, *Director*, Foundation Board, shared his commitment to discussing with the Advancement and Partnership team a strategic case of support related to identifying specific issues and determining the best referrals, to be identified within 45 days. Kevin Miller, *Director*, Foundation Board, shared his commitment to notifying Advancement and Partnership about specific business partners attending his football suite. John Mahony, *Director*, shared his commitment to inviting one prospect within his network to each upcoming football game and aligning with Foundation goals as a new member. He also committed to helping create a joint event in the Spring semester with another organization he is a part of. Chair Butler shared his commitment to connecting with President Cartwright to discuss the potential of the State of Florida opening an African American Museum and strategizing its opening in Orlando, FL. Eva Tukdarian shared her commitment to assisting with revising the upcoming UCF Crossroad series and to have a strategic ask. Provost Johnson shared his commitment to continue making 'Thank You' phone calls to donors and conducting visits. Provost Johnson also expressed interest in having a reception with either President Cartwright or himself. Roslyn Burttram, *Vice Chair*, Foundation Board, shared her commitment to nominate a prospective board member and continue sending 'Thank You' notes. Within 45 days, Roslyn will connect with the College of Nursing about hosting a reception. Stuart Heaton, *Vice Chair*, Foundation Board, shared his commitment to submitting two donor leads to the Advancement and Partnership staff and leading more social events.

He also committed to hosting an open house at his business for select students to gain firsthand experience of how a business functions. Barry Forbes, *Director*, Foundation Board, shared his commitment to compiling a top 10 prospect list and reviewing it with Advancement and Partnership staff to develop strategies for each prospect.

Barry also committed to inviting Foundation staff to events in Brevard County to connect and gain exposure. James Harhi, *Director*, Foundation Board, shared his commitment to participate in writing 'Thank You' notes to first-time donors and connecting with individuals interested in being involved with UCF.

V. Closing Remarks and Announcements

Rod Grabowski provided his closing remarks. Barbara Wetzler provided her closing remarks and concluded her presentation.

Chair Butler provided his closing remarks and reminded attendees about the upcoming UCF Foundation Board Education Investment Deep Dive on Monday, September 11, 2023, as well as the upcoming UCF Foundation Committee Day and Board meeting on October 26th and 27th.

VI. Adjournment

Chair Butler adjourned the meeting at 1:00 p.m.

Approved by Executive Committee on **[October 26, 2023]**.

Respectfully Submitted by:

Dana Patton '93, *Secretary*, UCF Foundation Board of Directors

Prepared by: Ronney Demosthene, *Coordinator, Foundation Board Relations*,
UCF Advancement & Partnerships