

**FLORIDA POLYTECHNIC UNIVERSITY
STRATEGIC PLANNING COMMITTEE – VIA CONFERENCE CALL
MEETING MINUTES**

**Florida Poly South/Polk State College Joint Use Facility - LTB
3433 Winter Lake Road
Lakeland, Florida 33803
June 2, 2014 at 3:00 p.m.**

1. Call to Order and Roll Call

Chair Bob Stork called the meeting to order at 3:00 p.m. Gina DeIulio called the roll: Chair Bob Stork, Trustee Bill Brown, Trustee Scott Hammack, Trustee Frank Martin and Trustee Don Wilson were present (Quorum).

Staff: Gina DeIulio, Crystal Lauderdale, and Sean Malott.

2. Approval of Minutes

Trustee Wilson made a motion to approve the minutes from March 17, 2014. Trustee Hammack seconded the motion, a vote was taken and the motion passed unanimously.

3. Public Comment

There were no requests received for public comment.

4. Approval of the Proposed FY 2014-15 Marketing and Communications Budget

Crystal Lauderdale presented an overview of the proposed FY 2014-15 Marketing and Communications budget and answered questions related to the budget. The department is requesting approval for a FY15 budget of \$2,146,319.00. This represents a 1.2% decrease over last year's budget of \$2,171,622.

Trustee Martin made a motion to recommend approval of the proposed FY 2014-15 Operating Budget for Marketing and Communications to the Board of Trustees. Trustee Hammack seconded the motion, a vote was taken and the motion passed unanimously.

5. Updates

a. Business Partnerships

Sean Malott gave an update on the business partnerships. He advised that Florida Polytechnic now has 54 industry partners.

Sean Malott advised they are currently looking for sponsorship opportunities to help support the opening weekend event to be held on August 15th & 16th. Maggie Mariucci advised that the sponsorship opportunities range from \$5,000 to \$100,000.

b. Integrated Marketing Year-End Review

Crystal Lauderdale gave an overview of the integrated marketing year-end review. She went over the increase in public awareness for Florida Polytechnic.

Chair Stork requested that the current industry partners be awarded with something that they can give out to their businesses for committing time and funds to Florida Polytechnic. Trustee Wilson suggested creating a seal or logo that states “Florida Poly Business Partner” so the industry partners can put in on their website.

6. Next Meetings

The next Strategic Planning Committee meeting is scheduled for Tuesday, June 10, 2014 at 9:00 a.m. directly followed by the Board of Trustees meeting to be held at the Florida Poly South/Polk State Joint Use Facility).

7. Closing Remarks & Adjournment

With no further business to discuss, the Strategic Planning Committee meeting adjourned at 3:42 p.m.