



DRAFT
Revenue Diversity & New Markets Committee Meeting

Tuesday, October 10, 2023
3:00 p.m.

MINUTES

MEMBERS PRESENT: John Gill, Joe Battista, Wendy Ford and Tanisha Gary

MEMBERS ABSENT: Mark Brewer

STAFF PRESENT: Pam Nabors, Tadar Muhammad, Leo Alvarez, Marcela DeFaria, Fabi Diaz, and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	<p>Welcome Mr. Gill, Committee Chair, called meeting to order at 3:06 p.m.</p>	
2	<p>Roll Call / Establishment of Quorum Ms. Kasal reported a quorum present.</p>	
3	<p>Public Comment None offered.</p>	
4	<p>Action Item <u>Approval of Minutes</u></p> <ul style="list-style-type: none"> Reviewed draft minutes from 3/30/23 Revenue Diversity and New Markets Committee Meeting (attachment). 	<p>A motion was made by Ms. Gary to approve the minutes from the 3/30/23 meeting. Mr. Battista seconded; motion passed unanimously.</p>
5	<p>Information / Discussion / Action Items</p> <p><u>Revenue Diversity & New Markets Committee Charter</u></p> <ul style="list-style-type: none"> Reviewed Charter (attachment) and aside from changing company name in “Goals” section, 2nd paragraph, from “DEO” (<i>Department of Economic Opportunity</i>) to “FloridaCommerce,” the Committee concurred no substantive changes needed at this time. <p><u>FY 2022-2023 Year-End Results</u></p> <ul style="list-style-type: none"> Reviewed FY 2022-2023 year-end results by fundraising sources: public, private, referral programs and general donations (attachment). <p><u>New Fiscal Year Goals and Strategies</u></p> <ul style="list-style-type: none"> Reviewed FY 2023-2024 for 1st quarter fundraising updates secured vs. in progress (attachment). Reviewed FY 2023-2024 goals, key performance metrics and outcomes. Also reviewed and discussed revenue generating strategies (attachment). 	

	<p><u>Committee Input:</u></p> <ul style="list-style-type: none"> • Recategorize “Restricted vs. Unrestricted” to: “Designated vs. General” • On “Fundraising Updates” add a column showing activity level: applied, deadline, under review, awarded, declined • Develop a Prospecting list – provide to full board for networking opportunities; they might already have a connection or can provide insight. • Develop packaging and craft messaging around career pathway partnerships with businesses, education and government entities. 	
7	<p>Other Business</p> <ul style="list-style-type: none"> • None offered. 	
8	<p>Adjournment There being no other business, the meeting was adjourned at 4:14 p.m.</p>	

Respectfully submitted,

Kaz Kasal
Executive Coordinator