

Minutes of the Human Resources and University Relations Committee
University of Kentucky Board of Trustees
Friday, June 21, 2019

The Human Resources and University Relations Committee of the University of Kentucky Board of Trustees met on Friday, June 21, 2019 in the Lewis Honors College.

A. Meeting Opened

Cammie Grant, Chair of the Human Resources and University Relations Committee, called the meeting to order at 8:04 a.m.

Chair Grant asked Shakiyla Davis, staff assistant for University Relations, to call the roll.

B. Roll Call

The following members of the Board of Trustees answered the call of the roll: Cammie Grant, Lee Blonder, Angela Edwards, Bob Grossman, David Hawpe, Dave Melanson, Sandy Shuffett, and Rachel Webb.

Other Board Members present included: Jennifer Yue Barber, Claude A. Berry III, James H. Booth, Edward Britt Brockman, MD, Kimberly McCann, Michael A. Christian, Elizabeth McCoy, Derrick Ramsey, Robert Vance, and Barbara Young.

C. Approval of Minutes

A motion was made by Trustee Edwards to approve the minutes from the April 30, 2019 Committee meeting. The motion was seconded by Trustee Melanson. Motion carried and minutes were approved as written.

D. Kentucky Can Capital Campaign Update

Chair Grant introduced Mr. Brent Pieper, Associate Vice President for Campaign and Major Gifts.

Mr. Pieper provided an overview of the effort behind the Campaign. To date, the Campaign has 204 volunteers, 22 campaign committees, 121 campaign meetings, and several campaign commitments. Last fiscal year, the Campaign surpassed \$200 million in new gifts and pledges. Mr. Pieper projects that the Campaign will have gifts and pledges of over \$200 million again. In addition to the new gifts and pledges, Campaign staff have increased the number of regional events and presidential dinners. Cities visited include: Atlanta, Georgia; Chicago, Illinois; Naples, Florida; West Palm Beach, Florida; Los Angeles, California; San Francisco, California; Raleigh, North Carolina; and Louisville, Kentucky.

Mr. Pieper shared a few stories and testimonies from donors, recipients, and alumni. He mentioned a testimony from a donor who chose to support the Campaign to increase students'

access to higher education. He then shared a testimony from a recipient of campaign funds that will greatly reduce her college debt and allow her to attend the University of Kentucky. Finally, he spoke about Dr. Story Musgrave's and Mr. James Hardyman's visits. Dr. Musgrave is a University of Kentucky alumnus. As an astronaut, he went to space six times serving as the physician for each mission. Dr. Musgrave spoke at the Gatton Student Center and left a lasting impression upon many local high school students. Mr. Hardyman is a University of Kentucky alumnus. During his career, he led a Fortune 500 company. He spoke to a group of prospective donors during a regional event held in Naples, Florida about the importance of momentum.

Mr. Pieper mentioned several achievements since the last Board of Trustee meeting:

- A \$5,000,000 deferred commitment from a faculty member
- A \$5,000,000 gift to the University's distillery program
- One million dollars in donations on UK's Annual Giving Day

Mr. Pieper thanked the Board of Trustees, deans, and UK administrators for their attendance and support at the Campaign events and presidential dinners.

Mr. Pieper provided an updated timeline of the campaign:

October/November 2019:

- Campaign Regional Events
- 22 Committees Continue to Meet
- On-Going Major Gift Solicitations

April 2020:

- Faculty and Staff Campaign Kick-Off

Mr. Pieper announced that Philanthropy has recruited John Perry as the Associate Vice President for Philanthropy for UK HealthCare. Mr. Perry most recently served as Chief Development Officer at the Joslin Diabetes Center affiliated with Harvard Medical School. He brings 30 years of experience in higher education to the University.

Chair Grant opened the floor for questions.

Chair Grant thanked Mr. Pieper for his update. She then asked Tom Harris, Vice President for University Relations to introduce the next guest.

E. University Partnerships

Mr. Harris introduced Mayor Linda Gorton. Mayor Gorton served on the Lexington Fayette County Council longer than any other member ever. Currently, she is serving her first term as Mayor of Lexington, Kentucky. She is a proud graduate of the University of Kentucky's College of Nursing and since graduating has served the Commonwealth as a practicing nurse and a civic leader. Mayor Gorton has always been intentional in establishing a partnership with the University. At the beginning of her term, her inauguration was held in the Gatton Student Center. Since then,

she has met with the President and many members of the President's Council to build on the relationship between the University and the city. The University shares many issues with the city including: economic development, agriculture and land, infrastructure, and the opioid crisis.

The Board of Trustees greeted Mayor Gorton with a round of applause.

Mayor Gorton thanked the Board of Trustees for inviting her to present. She recognized two of her staff members in attendance: Mr. Tyler Scott, Chief of Staff, and Mr. Chris Edwards, Video Specialist.

Mayor Gorton mentioned that the University and city are actively "walking hand in hand into the future". She noted, "what is good for UK is good for our city. What is good for our city is generally good for UK. It is a tremendously important partnership". She explained that it was important to have ongoing discussions about the University's and city's priorities and that both the University and the city have a shared goal to attract the best.

Mayor Gorton discussed the city's growth. According to the most recent census, the Lexington-Fayette population consists of 325,000 citizens. The city has steadily grown by approximately 30,000 citizens each census decade. Mayor Gorton cited key economic indicators:

- As the city's largest employer, UK employs about eight percent of the community's workers, contributing \$32.4 million in payroll taxes in 2018.
- In the past five years, UK has paid more than \$2.1 billion to Lexington vendors.
- In 2018, UK brought in \$333 million in external grants and contracts.
- The land swap between UK and the city announced in 2017 is moving forward. As part of the historic swap, Lexington is taking over 250 acres of land in and near UK's Coldstream Research Park for economic development, and the University is moving toward control over several streets and roads around campus.

She stated, "taken together, that adds up to a huge economic impact for our city and our economy".

Going forward, Mayor Gorton noted that she believes the partnership with the city and UK will focus on being a national leader in high-tech agriculture, working collaboratively with Dean Nancy Cox, College of Agriculture, Food and Environment, Commissioner Ryan Quarles, Kentucky Department of Agriculture, and President and CEO Mark Lyons, Alltech. She explained that Lexington is attractive to the high-tech agriculture industry because of the University of Kentucky and "its world-class research portfolio and high caliber of talent it produces".

Mayor Gorton discussed how the economy is shaped by the education level of Lexington's workforce. "Lexington has one of the most highly educated workforces in the nation; 42 percent of adults have a bachelor's degree or higher in Fayette County. Nationally, Lexington rates 14th in education attainment among cities above 300,000 people." Mayor Gorton stated, "That makes us very attractive to employers who bring good jobs to town".

Mayor Gorton discussed the impact the University of Kentucky has on its students. UK not only produces more than 5,000 graduates a year but includes many diverse candidates for the workforce. Mayor Gorton mentioned UK's veteran-friendly atmosphere being an important factor in attracting veterans residing at local military bases. She noted that veterans bring many skills that are desirable.

Mayor Gorton described the city's relationship with UK HealthCare in continuing to address the opioid epidemic. She stated, "it's affecting our entire community and it knows no bounds; every demographic is affected." In 2017, Fayette County ranked second in the state for the number of deaths related to overdoses. One of several programs aimed at addressing the opioid epidemic includes the Kentucky Harm Reduction Coalition's NARCAN (naloxone HCl) kit training. This training is offered at public health facilities across the Commonwealth. The Lexington-Fayette County Health Department is the primary training facility within the city. NARCAN kit training equips citizens 18 years and older with the tools necessary to administer naloxone to save the life of those who may be suffering from an opioid overdose. Mayor Gorton noted her staff, Ms. Andrea James, is solely devoted to the challenges associated with opioids. She also highlighted the University of Kentucky's \$87 million grant aimed at reducing opioid deaths by 40 percent in 16 counties.

Mayor Gorton thanked the University of Kentucky Trustees for being partners with the city.

Chair Grant thanked Mayor Gorton and opened the floor for questions.

Trustee Lee Blonder asked if Mayor Gorton refers to benchmark or aspiration cities to guide her in improving Lexington.

Mayor Gorton replied that Lexington does not have many benchmark cities. This is due to Lexington's unique features including: a tight urban growth boundary, merged city-county government, and a non-partisan government. She mentioned cities that share some of Lexington's unique features include:

- Portland, Oregon - examined for its growth similarities.
- Charleston, South Carolina - examined for its methods on historical preservation.
- Select Florida and Maryland cities - examined for their farmland preservation techniques.

Trustee Bob Grossman stated that the LexTran partnership with University of Kentucky has been successful in providing alternative transportation to citizens. He stated that he hopes to see continued growth in alternative transportation strategies. Trustee Grossman asked if Mayor Gorton could provide an update on the Town Branch project.

Mayor Gorton stated that LexTran and alternative transportation continues to be important in Lexington, especially as the city grows. She mentioned that she would like to see more citizens choose to ride LexTran despite having immediate access to a vehicle. More riders will help LexTran develop more neighborhood routes that will improve accessibility to a bus stop through Lexington neighborhoods.

Mayor Gorton noted that the Town Branch Commons Trail is important to the transportation issue. The Trail will start at Third Street and end at the Town Branch Park; the Trail will be 2.2 miles long. This dedicated bicycle and pedestrian trail will include several art features representing the town branch. The project will be completed once preliminary projects that affect the Town Branch are finished. Funding for the project will include a mixture of private, state, and local revenues.

Mr. Tom Harris asked if Mayor Gorton could speak about scooters in Lexington.

Mayor Gorton announced that the Lexington-Fayette Urban County Council has decided to implement ordinances to regulate scooters before they come to Lexington; this will ensure scooters are properly managed. She mentioned that there are test runs being done in the city to ensure citizens can ride safely.

Trustee Rachel Webb mentioned that students working with public officials is beneficial to their experience and interaction with the Lexington community. She thanked Mayor Gorton for her past contribution as a Council member in educating students on public administration.

Mayor Gorton thanked Trustee Webb and said that she enjoys serving the city of Lexington.

Chair Grant thanked Mayor Gorton for her presentation.

F. Branding Update

Mr. Tom Harris provided an update on the branding initiatives being carried out by the Marketing and Brand Strategy Department. *Wildly Possible* will launch as the expression of the brand promise. Brand activities will occur to bring awareness to the expression. The Department has begun bringing awareness to the expression through the use of branded bags for the iPad initiative.

Chair Grant asked if there was any further business to come before the Committee; seeing none, she asked for a motion to adjourn. A motion was made by Trustee Grossman to adjourn and seconded by Trustee Shuffett.

The meeting adjourned at 8:50am

Respectfully submitted,



Shakiyla Davis