

HARBOR BRANCH OCEANOGRAPHIC INSTITUTE

FOUNDATION

OPERATIONS REPORT April 11, 2019

The following information provides an overview of operational activities in the Foundation offices since the last report of January 2019.

GENERAL & ADMINISTRATIVE

Kissman, Dutton, and Permenter accomplished regular and ongoing operating activities.

LITIGATION

Judge Lawrence M. Mirman was assigned to the case in January 2019 following the recusal of Judge Sherwood Bauer, Jr. Judge Mirman is being appointed Chief Judge, and therefore will be rotating off our case effective July 1, 2019. The new judge will be Judge Elizabeth Metzger. Further updates will be provided at the April Board Meeting. Kissman has been in regular contact with the attorneys, responding to questions and requests for information.

BOARD OF DIRECTORS

In addition to logistical planning and pulling together background information for our April Board of Directors meeting, we have also planned and supported meetings of the following Committees:

Grants Committee	March 27, 2019
Nominating Committee	April 9, 2019
Finance Committee	April 18, 2019

Please see the Meeting Minutes for these meetings in the Board Portal.

FINANCIAL

Investments

Please see the financial reports from The Atlantic Consulting Group in the Finance Committee folders on the Board Portal.

Operations

There are no major variances between budgets and actuals to date since the proposed FY19 Mid-Year Budget Revisions were approved at the January Board of Directors meeting.

The FY20 Proposed Budgets were prepared, discussed with Treasurer Raines, and reviewed by the Finance Committee at its April 18, 2019 meeting.

SPECIALTY LICENSE PLATES

Here is an overview of marketing dollars use to date this fiscal year.

Tax Collector Outreach

Cyndi Permenter and Katha Kissman visited the Martin County Tax Collector to view the existing ½ wall display and agreed to provide banners in the three other Martin County Tax Collector offices.

We will have a new ½ wall display in the newest St. Lucie County Tax Collector's office at Tradition.

We will continue to reach out to the top 40 Counties for our four plate sales as well as focus on coastline counties to place the re-designed Rack Cards and/or Retractable Banners.

In addition, we have scheduled driver license renewal inserts in the mailings of the following counties:

County	Inserts	Mailing	
Brevard	24,000	December 2018	completed
Levy	3,000	March 2019	completed
Seminole	24,000	April 2019	underway
Indian River	9,000	June 2019	
Hernando	12,000	June 2019	
Indian River	7,200	August 2019	

We currently have our full Wall Display in the main St. Lucie County Tax Collector's Office, a full Wall Display in one of the Orange County Tax Collector's Office, and a half Wall Display in the Martin County Tax Collector's office.

Ads

Print Ads have appeared in:

- Vero at 100 (Special Issue)
- Indian River Magazine (Quarterly)
- City Guide of Sebastian and Vero Beach (4 issues)
- Vero's Voice Magazine (six months)
- Stuart Magazine (9 months)
- TC Palm

Radio ads and six on-air SLP interviews by Rhett Palmer with Katha Kissman and HBOI PIs who have SLP projects continue.

Katha Kissman was also interviewed by PlanetVero Radio and TV 1370, 107.9FM and 101.7FM and 88.9 FM / NPR for the Treasure Coast.

TV ads will appear in the July 2019 Shark Week via Comcast.

Social Media

We continue to update our Facebook page on a regular basis. We currently have 6,007 likes.

We had re-contracted for a year of service with Dianne Zukowsky, DZ Advertising (Greenville, SC) for a comprehensive digital online advertising program on social media. Effective March 1, 2019, DZ Advertising merged with BootCut Media to become Flare Media. BootCut serves clients like The UPS Store, The University of South Carolina and Bassmaster, across multiple verticals, with offices in Greenville, SC, Cleveland, OH, and Fort Lauderdale, FL.

Print Materials and Branded Swag

We began by increasing our efforts to distribute swag on hand, especially as they were heavily branded with FAU Harbor Branch rather than the Foundation.

Updated Materials and Branded Swag included:

- SLP Rack Cards
- SLP Bookmarks
- How to **Love Your Lagoon** Bookmarks
- Re-usable Shopping Bags - 4 plates on one
- Coffee Mugs – individual plates
- Key Tags - PFW
- Tattoos -- PFW
- T-Shirts – all 4 plates on one

Community Outreach

Since the last report, we provided swag for the Indian River STEAM Fest on March 30, 2019 and the Oxbow Eco-Center Earth Day Festival on April 13, 2019.

We also regularly provide materials and branded swag to the HBOI Ocean Discovery Visitor's Center and to HBOI Staff who have visitors or who are presenting off site.

We sponsored the Education Foundation of Indian River County at the \$1,000 level for the 2019 Indian River Regional Science & Engineering Fair on January 26, 2019 and the St. Lucie County Tax Collector's Donate Life Florida event on April 7, 2019 at the \$2,500 level.

We will continue to look for other opportunities as we have remaining budget for this fiscal year. Any funds not spent on marketing will remain in plate pools as available for SLP grant awards.

SPECIALTY LICENSE PLATE MONITORING AND GRANT MAKING

The SLP RFP for **Aquaculture** and **Save Our Seas** was released on January 25, 2019. SOIs were received on February 15, 2019 with full proposals received on March 8, 2019. Proposals are currently being scored by the external reviewers. The SLP Review Committee is scheduled to meet on April 19, 2019 to discuss proposed projects and make final award decisions.

As previously noted, we continue to monitor progress of the following active awards for all plates:

Plate & Funding Year	SOS Project	PI	Co-PIs	Award Amount
SOS FY19	Indian River Lagoon Observatory (IRLO): Ecosystem Function of a Nationally Important Estuary in Transition	Dennis Hanisak, PhD	None	\$431,670
SOS FY19	Florida Deep-water Marine Biodiversity: Digitization of Submersible Videotapes for Research, Education, and Conservation	John Reed, M.Sc.	Shirley Pomponi, PhD Amy Wright, PhD Dennis Hanisak, PhD	\$35,000
SOS FY19	Improving Monitoring and Understanding of Phytoplankton and Harmful Algal Blooms in the Southern Indian River Lagoon	Jim Sullivan, PhD	Dennis Hanisak, PhD Malcolm McFarland, PhD	\$34,903
SOS FY19	Determining New Sediment Metrics for Seagrass Restoration Monitoring	Dennis Hanisak, PhD	Jordan Beckler, PhD	\$35,000

SOS FY19	Water Quality and Biological Responses of Florida Bay to Freshwater Discharges from Everglades	Mingshun Jiang, PhD	Brian Lapointe, PhD	\$35,000
SOS FY19	Characterizing Polyaromatic Hydrocarbons in the Indian River Lagoon	Amy Wright, PhD	Esther Guzmán, PhD	\$35,000
SOS FY19	Differential Gene and Proteain Expression on Triple Negative Breast Cancer Cells Treated with a Marine Natural Compound	Esther Guzmán, PhD	Amy Wright, PhD	\$16,671
AQUA FY19	Advancement of Land-based Integrated Multitrophic Aquaculture	Paul Wills, PhD	Bing Ouyang, PhD Annie Dagleish, PhD Dennis Hanisak, PhD Susan Laramore, PhD Peter McCarthy, PhD Mingshun Jiang, PhD Shirley Pomponi, PhD	\$230,000
AQUA FY19	Determining the Market and Nutritional Value for Sea Vegetable Aquaculture	Megan Davis, PhD	Dennis Hanisak, PhD Paul Wills, PhD	\$14,282
PWD CY19	Photo-Identification – Update and Expansion of Publications and Scientific Data Dissemination	Marilyn Mazzoil	Brandy Nelson Adam Schaefer, PhD Elizabeth Titcomb	\$321,111
PWD CY19	Wild Dolphin Stranding Response, Care and Research	Steve Burton, MS	Adam Schaefer, MPH Annie Page-Karjian, PhD	\$300,000
PWD CY19	Dolphins as Sentinels for Harmful Algal Bloom Toxins in the Indian River Lagoon: An Interdisciplinary Study	Jim Sullivan, PhD	Adam Schaefer, MPH Malcolm McFarland, PhD	\$105,709
PWD CY19	Real-time Assessment and Management of the Risk of Infectious Disease in Florida Wild Dolphins	Greg O’Corry-Crowe, PhD	Steve Burton, MS Annie Page-Karjian, PhD Tatiana Ferrer	\$151,000
PFW CY19	Florida Whale Stranding Response, Care and Research*	Steve Burton, MS	Adam Schaefer, MPH Annie Page-Karjian, PhD	\$0
PFW CY19	Exploring Florida Whale Health in a Rapidly Changing Environment	Annie Page-Karjian, PhD	Adam Schaefer, MPH Steve Burton, MS Nick Dickens, PhD Jordan Beckler, PhD Wendy Marks, CVT Mingshun Jiang, PhD	\$167,202
PFW CY19	Using Emerging Technologies for Population and Behavioral Ecology Assessment of Florida Whales	Greg O’Corry-Crowe, PhD	Steve Burton, MS Laurent Cherubin, PhD Annie Page-Karjian, PhD	\$123,091

*Note: There were no additional funds granted to Florida Whale Stranding Response, Care and Research due to the amount of unspent funds in the project at December 31, 2018. Instead, the period of performance was extended until December 31, 2019 so that the funds could be spent.

GRANTS ADMINISTRATION

As a reminder, the current Active Grants Portfolio includes:

New Faculty Hires & Start Up Grant Support -- Paid out to date: \$4,963,998

Original grant of **\$5,481,051** toward support for 8 new Faculty hires (salary and start up packages over 7 years, phased). All slots now hired. Projected to conclude by 6.30.20

- Dr. Laurent Cherubin, Physical Oceanographer (2013)
- Dr. Mingshun Jiang, Physical Oceanographer (2013)
- Dr. Marty Riche, Aquaculture Nutritionist (2014) – no longer employed 2/2018

- Dr. Guojun Wang, Biosynthesis (2015)
- Dr. Mike Twardowski, Marine Technologist (2015)
- Dr. James Sullivan, Biological Oceanographer (2015)
- Dr. Matt Ajemian, Fish Biologist (2016)
- Dr. Nick Dickens, Bioinformatics (2016)

Faculty Incentive Awards Grant Support -- Paid out to date: \$1,029,928

Original grant of **\$1,465,000** designated on a per year basis plus an additional up to \$400,000* Float over the lifetime of the grant period if needed (7 years). *Partial redistribution of \$200,000 from the *Float to contribute to fund a FY19 Bridge Funds Pool (see below). Balance of \$114,369 to remain as Incentive Float. Projected to conclude by 6.30.19

Promoting Faculty Recruitment, Retention and Research Excellence – Paid out to date: \$233,655

One year grant of **\$520,000** to build on the successful conclusion of the three-year Ensuring Faculty Excellence grant which concluded June 30, 2018. This grant will support the recruitment and retention of top scientific talent conducting research at the Institute.

The Florida Center for Coastal and Human Health -- Paid out to date: \$196,248

Original grant of **\$650,000** to support the first year of this major project to establish the Florida Center for Coastal and Human Health which will provide integrated research of the biological, physical, chemical, genomic, transcriptomic and toxicity characteristics of Harmful Algal Bloom events in the Indian River Lagoon ecosystem.

Bridge Funds Pool -- Paid out to date: \$0.00

Grant of **\$200,000** to provide temporary (up to 12 months) support to retain faculty and their essential personnel during continuing efforts to obtain full extramural funding or during the transition of faculty back into research after having an administrative role.

Love Your Lagoon Grants -- Awarded to date: \$730,818

Grant of **\$109,500** for the 2019 Indian River Lagoon Graduate Research Fellows Program. To be completed 5/8/20. These funds are over and above the ongoing annual support of the Indian River Lagoon Symposium that was \$6,351.36 for this year.

Special Initiative

In addition, the Foundation has provided discretionary support on the credit card issued to Dr. Jim Sullivan:

DATE	ACTIVITY	FUNDING
9/27/18	FAU faculty member retreat to share current projects, technology, and promote new interactions – Catered by TooJay’s	\$381.23
10/10/18	Dinner with Ocean Science Lecture speaker Duane DeFreese, Executive Director of the IRL Council, Dennis Hanisak, and Jim Sullivan	51.33
10/15/18	Harbor Branch Oceanographic Institute FAU faculty members retreat to share current projects, technology, and promote new interactions	18.00
11/14/18	Introduction dinner with Jim Sullivan, John McConnell, past HBOIF board member, Cara Perry, Assistant VP of Communication FAU Northern Campuses	69.78
11/30/18	Pre-meeting before Harris Corp meeting attended by Jim Sullivan, Bing Ouyang, Mike Twardowski, Jason Hallstrom, Fraser Dalglish	91.36
12/10/18	Catering of Three Minute Thesis Competition	400.00
2/13/19	Lunch with Jim Sullivan, Patrick Boles, and guest	29.42

	<i>Paid out to date:</i>	<i>\$1,041.12</i>
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LEGISLATIVE

On April 2, 2019, Katha Kissman reported to the Board about possible diversion of funds to the Protect Wild Dolphins and Protect Florida Whales plates. Thanks to our lobbyists, Metz, Husband and Daughton, she further reported on April 9, 2019 that the proposed amendments would not be going forward. While it appears that the direct threat to our two plates has been averted for this legislative session, MHD will continue to actively monitor until session closes May 3.

HBOIF REAL ESTATE HOLDINGS

See Finance Committee Report.

2019 LOVE YOUR LAGOON

Videos

As a reminder, we updated all past honoree videos and rotated them on our Facebook page prior to our event held February 1, 2019 at the Quail Valley River Club. We have also created a new video of Senator Negron and will include on our Facebook page. All are on our account at YouTube.

- 2012 Honoree: Nathaniel Reed: <https://www.youtube.com/watch?v=CQEcuTIJ5sA>
- 2013 Honoree: Bud Adams: <https://www.youtube.com/watch?v=7Qm7kulXmZY>
- 2014 Honoree: Alma Lee Loy: <https://www.youtube.com/watch?v=OEg8CUZAsIM>
- 2015 Honoree: Mark Perry: <https://www.youtube.com/watch?v=6YHDTOzlwko>
- 2016 Honoree: Dr. Mary Rice: <https://www.youtube.com/watch?v=jEqBSM7O1hY>
- 2017 Honoree: Diane Barile: <https://www.youtube.com/watch?v=u93cgdzp0Bw>
- 2018 Honorees: The HBOI Principal Investigators: <https://youtu.be/FvIUJX51F6E>
- 2019 Honoree: Senator Joe Negron: <https://youtu.be/H7gAmaTP7mE>

Sponsors

Our sponsors for the 2019 Love Your Lagoon event were as follows. One last special thanks to our Board Members for their 100% sponsorship.

2019 LOVE YOUR LAGOON SPONSORS

Mangrove Sponsors

Mr. Joseph Z. Duke, III and Mrs. Jennifer Johnson Duke
Mr. Michael O'Reilly and Mrs. Marie O'Reilly

Seagrass Sponsors

Parker
Ms. Marjorie Raines and Mr. Harold Baker

Dolphin Sponsors

Evans Properties, Inc.
John N. McConnell, Jr. and Marilyn P. McConnell
William J. Stewart, Esq. and Mrs. Laurie Kaneb Stewart and
the Law Firm of Rossway Swan Tierney Barry Lacey & Oliver, P.L.
Mr. Michael Toner and Mrs. Carol Toner

Manatee Sponsors

AT&T
Mr. Michael Brown, Sr. and Mrs. Mimi Brown
Florida Power & Light

Mr. Wyatt Koch
Mr. Michael Minton and Mrs. Misty Minton and
the Law Firm of Dean, Mead, Minton & Zwemer
Mr. Ed Michelson and The Atlanta Consulting Group
Wells Fargo

Seahorse Sponsors

Adams Ranch
Mr. C. Amos Bussmann and Sea Technology Magazine
DZ Advertising
Dr. Joseph Ferro and Mrs. Olivia Ferro
Ms. Katha Kissman
Kmetz, Elwell, Graham & Associates, PLLC
Dr. Ed Lippisch and Mrs. Jacqui Thurlow-Lippisch
Martin County Community Foundation
Martin Health Systems
Metz, Husband & Daughton, P.A.
The Mikita Foundation
Oceans, Reefs & Aquariums – ORA
Mr. John Papa and Mrs. Barbara Papa
Dale Sorensen Real Estate
Ms. Isabelle Tapley
Vero Insurance
Windsor
Wyland Foundation

Historical Net Proceeds for Love Your Lagoon.

2012 Love Your Lagoon (on Campus)

- \$11,836 used to fund the IRL Symposium, February 10-11, 2012
- \$22,340 used to fund Indian River Lagoon Research and Education in 2012-2013
- \$34,176 CONTRIBUTION TO FAU HARBOR BRANCH

2013 Love Your Lagoon (on Campus)

- \$ 9,294 used to fund the Indian River Lagoon Symposium, February 7-8, 2013
- \$37,364 used to fund: A) Indian River Lagoon Research and Education in 2013; B) Our Global Estuaries Workshop, October 21-23, 2013
- \$46,658 CONTRIBUTION TO FAU HARBOR BRANCH

2014 Love Your Lagoon (on Campus)

- \$ 8,366 used to fund *Luncheon on the Lagoon*, January 23, 2014 with a pro bono keynote presentation by the 2012 Love Your Lagoon honoree Nathaniel Reed
- \$10,017 used to fund the Indian River Lagoon Symposium, February 6-7, 2014
- \$80,995 used to fund the seven 2014-15 Indian River Lagoon Graduate Research Fellows
- \$99,378 CONTRIBUTION TO FAU HARBOR BRANCH

2015 Love Your Lagoon (on Campus)

- \$ 10,259 used to fund the Indian River Lagoon Symposium, February 5-6, 2015
- \$100,237* used for the purpose of developing of a land-based seagrass nursery facility at HBOI.
- \$110,496 CONTRIBUTION TO FAU HARBOR BRANCH

(*Please note: the actual 2015 funding reflected a check to HBOI in the amount of \$91,889.34 due to \$8,348.00 residuals which had been held by HBOI from the 2012, 2013, 2014, and 2015 Indian River Lagoon Symposiums.)

2016 Love Your Lagoon (on Campus)

- \$ 10,000 to fund the Indian River Lagoon Symposium, February 11-12, 2016
- \$111,350 to fund the 2016 Indian River Lagoon Graduate Fellow program
- \$121,350 CONTRIBUTION TO FAU HARBOR BRANCH

2017 Love Your Lagoon (on Campus)

- \$4,016.02 for the 2017 Indian River Lagoon Symposium held February 9-10, 2017
- \$89,826.00 to fund the 2017 Indian River Lagoon Graduate Fellow program
\$93,842 CONTRIBUTION TO FAU HARBOR BRANCH

2018 Love Your Lagoon (at Quail)

- \$6,366.92 for the 2018 Indian River Lagoon Symposium held February 9-10, 2017
- \$102,700 to fund the 2018 Indian River Lagoon Graduate Fellow program
\$109,066.92 CONTRIBUTION TO FAU HARBOR BRANCH

2019 Love Your Lagoon (at Quail)

- \$6,351.36 for the 2019 Indian River Lagoon Symposium held February 7-8, 2019
- \$109,500 to fund the 2019 Indian River Lagoon Graduate Fellow program
\$115,851.36 CONTRIBUTION TO FAU HARBOR BRANCH

TOTAL: \$730,818.28

PUBLIC RELATIONS AND OUTREACH

Board Members have been provided updates on Recent Media involving both HBOI and HBOIF on a real-time basis.

eNewsletter

Since July 20, 2017 we have sent 58 eNewsletters to almost 4,000 email addresses in our database. These have gone out every 1-4 weeks. To date we have had over 37,000 opens of our eNewsletters.

Parabel Field Trip

On March 26, 2019, Katha Kissman arranged for a Harbor Branch field trip for Dr. Paul Wills, Dr. Susan Laramore, Dr. Bing Ouyang, and Dr. Megan Davis to visit Parabel (<http://www.parabel.com/>). This biotechnology hydroponics company located in nearby Fellsmere is focusing on sustainable food and feed. It is hoped that this introduction will lead to possible collaborations between HBOI and Parabel.

Dinner for Margaret Leinen

On April 1, 2019 Dr. Margaret Leinen, Director Scripps Institution of Oceanography Vice Chancellor of Marine Science, University of California-San Diego, gave a lecture on campus: ***Oceanography in the next decade: where will new ways to study the ocean lead us?*** That evening the Foundation arranged an offsite dinner for selected Board Members and HBOI scientists and personnel for Dr. Leinen.

Jefferson Leadership Project

Following up on the December 3, 10-11 am for a video conference call between HBOI representatives and members of the Jefferson Project leadership team, the Foundation has facilitated the Jefferson Project team members to visit Harbor Branch on April 15, 2019. Jefferson Project website: <http://jeffersonproject.rpi.edu>. For an initial high level overview of the project; the navigation tabs *About, In The Lab, On The Lake, Collaborators, News and Progress* for specifics. The Agenda will include overview presentations by both HBOI and the Jefferson Project, followed by in-depth conversations with specific project teams at HBOI. It is hoped that this introduction will lead to possible collaborations between HBOI and those involved with the Jefferson Project.

Other

In addition to staff attendance at various events additional activities since the January Operations Report have included:

2/12/2019	County Commission Meeting on behalf of IR Chamber (Kissman)
2/25/19	IR Chamber Board Meeting (Kissman)
2/28/2019	Indian River Impact 100 Reveal (Kissman)
3/7/2019	AFP Food For Thought (Kissman)
3/7/2019	IRSC Entrepreneur of the Year Award Dinner for Mike Brown (Kissman, Dutton, Permenter)

3/11/2019	Meeting -- Clay Purdy (Kissman)
3/13/19	HBOI Tour for former HBOI employee Leonard Whitlock and Bill Stewart (Kissman, Dutton, Permenter)
3/13/19	Development Director Introduction Meeting (O'Reilly, Kissman, Sullivan, Amanda Nicheson)
3/14/2019	Meeting -- Jeff Pickering, Indian River Community Foundation (Kissman)
3/18/19	Master's Thesis Defense-Brandon McHenry (Kissman)
3/18/2019	Indian River County Chamber Board Meeting (Kissman)
3/20/19	AFP Meeting (Kissman)
4/1/3019	Margaret Leinen Lecture (Kissman, Dutton, Permenter)
4/2/19	United Way Presentation (Kissman)
4/3/19	Master's Thesis Defense-Amelia Grace Roskar (Kissman)
4/7/19	St. Lucie County Tax Collector Celebrity Luncheon (Dutton, Permenter, Sullivan, Brandy Nelson, Kristen Davis)