**Sunbelt 2015 – Meeting 5/1/2015:  Pulling together the leadership team for the first time**

Attendees:

Julie McConnell  
Gary England  
Chad Carr  
Tracy Bryant  
Scott Jackson  
Scott Taylor  
Mark Mauldin  
Judith Ludlow  
Ricki McWilliams  
Karla Shelnutt  
Sarah Prodromou  
Tim Wilson

\*Reviewed and Introduced Leadership/roles/responsibilities

SUNBELT OVERVIEW

4 days total

1st day: putting final touches on display. Mid-July major set up will occur

                  4 areas inside, 1 area outside

                  CALS – outside

                  Orange juice, peanuts, lemonade inside; live teaching

Theme and interactive exhibits

\*\*Need to get graphics info to Tracy ASAP \*\*  Deadline July 1st

Exhibit from last year won gold award – great job!  Photos will be sent to committee

Water Display: Purchased 4 years ago, went to DC, focused on water in state of FL – used display with focus on water in 2013, everyone was impressed with quality of display and professionalism it brought.

UF/IFAS SUNBELT HISTORY: Started with folding chairs and tables, 20 exhibits all over building…has grown, but determined that less is more.  Can better interact with people and have better traffic flow with fewer displays (starting in 2013 with clamshell) – transitioned to very nice, professional exhibit that really raised the bar. Asked the Dean to move water display permanently to Moultrie, changing graphics as themes change.  Last year it wasn’t available to stay permanently, but will start permanent this year.

OUR BUILDING AT SUNBELT IN MOULTRIE, GA: 40’ x 60’ building – 4 displays, one in each of four corners, with one in center as traffic flow division, plus two giveaway displays (one on each side of building).  Front porch 40’x20’ with roof – CALS display and one other display outside (probably 4H display).  Components will be interactive so people can stop, have a talk, and learn something.  Center display is traffic flow divider, will also have graphics…doesn’t need people manning it, but a static display with bold graphics, conveying message easily. Won’t have video display, but possibly a PowerPoint presentation circulating on it.

\*\*Display must be moved from Ocala to Moultrie – take a semi-truck, packing in shipping crates, unload, then assemble. Facilities Ops personnel will help reassemble, late July is the target.  Once set up, can start putting on graphics as they’re completed.

Strategy: In the past, people from Gainesville show up Monday, set up and be ready by Tuesday (scramble).  This year, we’ll again do earlier prep in July, so that Monday night, all that is needed it setting up plants, sweep, straighten, ready to go.  Assembly will take a couple of days, so that group will spend night up there (in July).  Team Leaders, don’t worry too much about assembly because Facilities will be a big help, and should be completed in 2 days.

Travel Authorizations Are Required: Approved by Scott Taylor. TA’s processed by Hastings office.

Display – clarification on moving it from North Florida Fair.  Structure of water display won’t go to NFF, same section will be used as last year.  Challenges:  Graphics transferable to other units?  Think about how to make that approach work.  Tracy help think about: graphics for Sunbelt display, think in terms of items that are reusable – too expensive to create entire new background and new graphics each year…ideas of things that are most cost effective.

DEADLINES for display graphics to Tracy: depends on what will need to be redone.  Handouts, cable posters, floor graphics, etc.  Estimate: beginning of July would be good starting point.  Water display worked so well because all content was written and edited by same group of people – tone from section to another flowed very well…would need time to work the text on the cable posters.

Text versus photo on cable panels?  Depends on sizing and shape…if photo size work and high quality images, great, for text it would have to be formatted.  Really just depends.

Backdrops that go on skeleton: Photo or colored background with our logo?  Tracy: photo of something generic for each topic is the best.

THEME??  Overarching: Ag Awareness, Feeding the New World, Feeding the World of the Future, Science of Living, Food and Fiber

Photo backdrop: Landscape?  Something that can be used year to year

Background graphics for each of the display units?  Tracy & Ruth will go to Ocala next week to review the size and materials, refresh memory.  Most backdrops will be remade.  Will give update on backgrounds.  Orange trees might be able to stay. July 1st is a workable deadline – display background, handouts, signs and posters at tables…deadline includes everything.  Request forms – have a single contact for each area rather than an entire committee

LEADERS:  Meet with your groups and resources to get information ready for Tracy with graphics – you have two months!  Meeting next month, please have 80% complete, wrap it up beginning of June

Theme for specific units?  Or just overarching theme? Answer: overarching theme, and you can develop your specific theme under the main theme.  Then Tracy will design the content to match it all together – can go to Tracy and Ruth for ideas for interactivity in the display, or what you can use as handouts.

Displays: North Florida Fair and Sunbelt are two separate events and displays, will be organized independently of one another.  Tracy can help with NFF displays, but different project, different funding.

FUTURE MEETINGS – can we commit to meeting each month?

May 29th – 12:30CST, 1:30EST

June 26th - 12:30CST, 1:30EST

August 14th - 12:30CST, 1:30EST

September 11th - 12:30CST, 1:30EST

October 2nd - 12:30CST, 1:30EST Final pre-event

Event Set Up: October 19th

Sunbelt Expo: October 20th-22nd

October 30th - 12:30CST, 1:30EST Post even evaluation meeting

North Florida Fair: November 5th-15th

FINAL THOUGHTS:

DISPLAY: Don’t bring pull up banners or other display boards, trying to keep space simple and clean, we bring a lot of landscaping plants

Call to action:  Please work on concepts for display graphics to discuss next meeting – 15’x12’ for four corner units.  Scott Jackson is available to talk to one on one about ideas, or join with Tracy.

Northwest District already has FCS committee with ideas!