

**EXECUTIVE COMMITTEE
BOARD OF TRUSTEES
UNIVERSITY OF VERMONT AND STATE AGRICULTURAL COLLEGE**

The Executive Committee of the Board of Trustees of the University of Vermont and State Agricultural College held a meeting on Monday, January 11, 2021, at 1:00 p.m. The meeting was held via remote conferencing due to the COVID-19 pandemic.

MEMBERS PRESENT: Chair Ron Lumbra, Vice Chair Cynthia Barnhart, Secretary Curt McCormack, President Suresh Garimella, Frank Cioffi, Carolyn Dwyer, Don McCree and Shap Smith

MEMBERS ABSENT: None

REPRESENTATIVES PRESENT: Foundation Representative President & CEO Shane Jacobson and Faculty Senate Representative Chris Burns

REPRESENTATIVES ABSENT: Staff Council Representative Caleb Gilbert, Graduate Student Senate Representative Avery Rasmussen and Student Government Association Representative Lana Al-Namee

PERSONS ALSO PARTICIPATING: Provost and Senior Vice President Patricia Prelock, Vice President for Legal Affairs & General Counsel and Chief of Staff to the President Sharon Reich Paulsen and Vice President for Finance & Administration Richard Cate.

Chair Ron Lumbra called the meeting to order at 1:01 p.m. He welcomed Faculty Senate Representative Chris Burns to the committee and acknowledged this was the UVM Foundation President and CEO's last meeting and thanked him for his service.

Approval of Minutes

Chair Lumbra entertained a motion to approve the minutes from the December 14, 2020 meeting. The motion was made, seconded and it was voted to approve the minutes as presented.

Chair's remarks

Chair Lumbra reminded trustees that the next full Board meeting is scheduled on February 5, 2021, and previewed that a special meeting is scheduled on January 25, 2021, to introduce new members of the senior administration to the Board. Both meetings will be held virtually.

Chair Lumbra noted that the Board typically bids farewell to the retiring class of trustees at a recognition dinner held in conjunction with the winter meeting. Conversations are under way regarding a proper send-off, given restrictions imposed by the COVID-19 pandemic. The farewell will be held following the conclusion of the legislative election process.

President's remarks

President Suresh Garimella welcomed Faculty Senate Representative Chris Burns and noted he was looking forward to working with him in the coming months. He bid farewell to UVM Foundation President and CEO Shane Jacobson, thanking him for the successful completion of the Move Mountains Campaign and the recent launch of the Student Opportunity, Access and Recruitment (SOARS) Initiative to support scholarships and fellowships at UVM under his leadership.

President Garimella reported that the University is preparing for the start of the spring semester on February 1, 2021. Once again, students will be required to take a pre-arrival test, followed by required weekly testing on campus. He remains optimistic and confident for another successful semester.

Action Items

Chair Lumbra invited Vice President for Finance and Administration Richard Cate to introduce the two contracts on the agenda for the committee's consideration. He noted resolutions would be introduced individually with an opportunity for discussion following. Once both resolutions have been introduced, the committee will vote on them as a consent agenda unless someone requests a separate vote on a particular resolution.

Vice President Cate introduced an extension of an existing 5-year contract with Audio Visual Environments, LLC (AVE), a company the university has engaged for audio visual equipment, content presentation, control and communication equipment. AVE has been instrumental in setting up remote teaching and classroom equipment on campus during the COVID-19 pandemic. They are a Vermont-based company and have offered to renew with no price increase for the contract extension. The administration is requesting a renewal contract beginning May 1, 2021 through December 31, 2021, for an amount not to exceed \$600,000.

The following resolution was presented for approval:

Resolution approving contract renewal with Audio Visual Environments, LLC

BE IT RESOLVED, that the Vice President for Finance and Administration, or his successor or designee, is hereby authorized to enter into a contract renewal with Audio Visual Environments, LLC for audio visual equipment, content presentation, control and communication equipment from May 1, 2021, through December 31, 2021, for an amount not to exceed \$600,000.

Vice President Cate next introduced renewal contracts for digital marketing and resource management services for Continuing and Distance Education (CDE). CDE operates the University's non-degree program offerings and supports the work of the other academic units with their course offerings outside the traditional fall and spring terms. CDE's resident and online courses, programs, certificates, and professional education opportunities attract more than 8,000 students each year.

CDE is engaged with Fuse for their event strategy and execution; HMC Advertising for content marketing; Perfect Day Media for web strategy and development; and Pivoting Marketing for digital advertising and strategy. These contracts were set up as one-year contracts beginning April 13, 2020 through April 12, 2021, with the option of four one-year renewals. CDE is requesting approval from the administration to renew all four contracts through April 12, 2025, with an amount not to exceed \$3,600,000 in aggregate.

The following resolution was presented for approval:

Resolution approving renewal contracts for marketing services

BE IT RESOLVED, that the Vice President for Finance and Administration, or his successor or designee, is hereby authorized to execute renewal contracts with Fuse, HMC Advertising, Perfect Day Media, and Pivot Marketing for digital marketing and resource management services beginning April 13, 2020 through April 12, 2025, with an amount not to exceed \$3,600,000 in aggregate.

Chair Lumbra offered an opportunity for discussion and comments. In follow up to questions asked, Vice President Cate confirmed that the contracts are on demand and that the scope may be adjusted anytime and that there is not a fixed compensation rate per year.

There being no further discussion, a motion was made, seconded and both resolutions were unanimously approved as presented.

Adjournment

There being no further business, the meeting was adjourned at 1:13 p.m.

Respectfully submitted,

Ron Lumbra, Chair