

6-8-2009

Board of Trustees Minutes, June 8, 2009

Coastal Carolina University

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**Minutes
Coastal Carolina University
Board of Trustees**

**Edward M. Singleton Building, Dawsey Conference Room
Teleconference
June 8, 2009**

Presiding: Mr. William H. Alford

Board Members Present:

Mr. William S. Biggs
Mr. Gary W. Brown
Mr. Joseph L. Carter
Mr. Samuel H. Frink
Mr. J. Wayne George
Ms. Natasha M. Hanna
Mr. D. Wyatt Henderson
Mr. William L. Lyles Jr.
Mr. Daniel W. R. Moore Sr.
Dr. Oran P. Smith
Mr. Eugene C. Spivey

Mr. Charles J. Hodge
Dr. Samuel J. Swad
Mr. Robert G. Templeton

Others Present:

Mr. Josh M. Chesson
Dr. David A. DeCenzo
Dr. Edgar L. Dyer
Ms. Mary E. Eaddy
Mr. Wilbur L. Garland
Mr. Matthew L. Hogue
Dr. Rob Sheehan
Ms. Jennifer A. Packard
Ms. V. Chyrel Stalvey

Board Members Not Present:

Mr. Larry Biddle
Mr. Robert D. Brown

(In accordance with the requirements of the South Carolina Freedom of Information Act, the news media were notified of the time, location, and agenda for the meeting. Monique Newton with The Sun News was in attendance.)

Chairman Alford brought the teleconference meeting to order at 4:05 p.m. and asked Dr. DeCenzo to conduct the meeting when he had to leave the conference.

Condolences were extended to Mr. Frink at the recent death of his mother. It was also noted that Col. Bill Baxley's wife, Beverly, had passed away this morning.

During the discussion of the proposed logo, Ms. Eaddy noted that the Coastal Carolina University seal will remain in tact. **After discussion and review of the proposed and updated Coastal Carolina University logos, Mr. Spivey moved to accept the logo with the emphasis on "Coastal Carolina" when stacked or elongated. Mr. Carter seconded and the motion passed.**

At this point, Mr. Alford left the meeting.

**Board of Trustees Meeting
June 8, 2009**

Dr. DeCenzo noted the uncertainty of the interpretation of the Procurement Code §11-35-450 as to whether or not approval for furnishings for the President, as well as the Vice Presidents, is required by the Board of Trustees. So, the University is requesting approval for furniture for Dr. DeCenzo's and Ms. Mary Eaddy's office.

Mr. Carter moved to approve the following amounts: President's office (one conference table and ten side chairs) for \$2,520.00 and Marketing's office (one conference table and eight side chairs) for \$2,205.00. Mr. Spivey seconded and the motion passed.

Drs. DeCenzo and Dyer expressed appreciation to Ms. Eaddy and her staff on the research conducted for a tagline for the University. At this point, it is felt that two taglines may be needed—one to use for recruiting and another with more seriousness of purpose for the institution. At this point, a decision on taglines will be put on hold. In the fall, a committee will be formed with faculty to develop a tagline for the institution.

We will proceed with the Brand Roll-Out on Tuesday, June 23 at 5:30 p.m. in the Kline Hospitality Suite. Ms. Eaddy reported that Tyler Thigpen and Chauncey and other celebrities will be in attendance. Mr. Hogue stated that the new, updated logo will be unveiled, and new print ads and television spots will be previewed. Two faculty members will be featured in the first series of ads. These spots will be introduced in various markets throughout the state in July to attract students to campus. Promotions in the Myrtle Beach area alone, the state's largest vacation destination, will have the impact of a market the size of Las Vegas.

Mr. Carter moved to go into Executive Session to discuss a potential contractual matter and Mr. Spivey seconded. Upon reconvening, it was noted that no action was taken.

As there was no further business, Mr. Spivey moved to adjourn and Mr. Lyles seconded.

Respectfully submitted,

Chyrel Stalvey for
Secretary/Treasurer