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Athletics Committee, November 19, 2007

Coastal Carolina University

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**Minutes
Coastal Carolina University
Board of Trustees**

**Athletics Committee Meeting
via Conference Call
November 19, 2007**

Members of the

Committee Present: Mr. William S. Biggs and Mr. Eugene C. Spivey

Committee Members

Not Present: Mr. R. Duke Brown and Mr. Charles J. Hodge

Other Board

Members Present: Mr. William H. Alford

Others Present:

Dr. Debbie Conner, Mr. Warren D. Koegel, and Ms. Melissa Todd

Mr. Biggs called the meeting to order at 10:00 a.m.

Mr. Koegel presented team updates as follows:

1. Football finished 5-6. Mr. Koegel relayed Coach Bennett's comments following the Charleston Southern game, "Moose, they played as good as they have in a long time. If the team had played this good all year long, they would have had a chance to be 10-1." The young team will need to improve during the off season to be prepared for their first game against Penn State next year. The team is starting to realize what hard work does. Mr. Biggs asked for the date of the Penn State game. Mr. Koegel said it will be 12:00 noon on Saturday, August 30, 2008 at Happy Valley. The football team will charter a plane to leave on Friday. Community members have expressed an interest in chartering a plane. Plans are to hold a Friday night function for Coastal people with possibly Joe Paterno in attendance. More information will follow.
2. Men's soccer finished first in the regular season but lost in the semifinals. Head Coach Shaun Docking and senior Mkhokheli Dube were named Big South Men's Soccer Coach of the Year and Player of the Year. In addition, Kevin Van Den Berg was voted Scholar-Athlete of the Year. Van Den Berg is in the Wall Scholar Program. Men's soccer swept all the awards but ended up losing to Radford in the semifinals leading to the NCAA playoffs.
3. Women's soccer finished first in the conference but lost in the finals. The game went into double overtime with a tied score. The shoot out was lost to High Point, 5-3 score. Penalty kicks are what determined the game.

Athletics Committee

November 19, 2007

4. Volleyball finished fourth this season. The team was very young with only one senior. Volleyball lost in semifinals to Liberty. However, the team is expected to improve in the next few years as the freshmen and sophomores get better.
5. Women's Cross Country has a young lady from Uganda on the team, Diana Jepchirchir. Jepchirchir came to the USA with plans to attend the University of New Orleans. However, the University of New Orleans dropped their program when Hurricane Katrina hit and then Jepchirchir decided to attend CCU. She is running in the NCAA championships today at 11:00 a.m. in Indiana. A great story is in today's local paper regarding Jepchirchir.
6. Men's basketball is off to a 2-1 start. The team lost to Cincinnati. A Cincinnati player scored 38 points with nine of the shots being three-pointers. Senior Jack Leisure has scored 34, 33, and 15. Leisure's average is 27.4 points per game. Freshmen, Anthony Breeze, from Greenville scored 25 against Cincinnati. Cliff Ellis has already signed four freshmen for next year with each having the capability of playing at Clemson or South Carolina. Coach Ellis will only recruit players who can play at the level of these schools.
7. Women's basketball is off to a 3-0 start. This is a great start for them. The team went down to Florida and beat Stetson.
8. Former golf athlete, Dustin Johnson finished first in the PGA Q-School First Stage event by 8 shots. Johnson finished third in the second round. Johnson will be in the finals November 28 – December 3 trying to qualify for the PGA Tour. The event will be on the golf channel. Mr. Koegel commented that this is amazing since not too many college students get through this rigorous program. Johnson is definitely playing well and his progress should be monitored.
9. Joseph Ngwenya, from the men's soccer program, scored the tying goal yesterday in the major league soccer championships. Ngwenya's team, Houston Dynamos, beat the New England team. Alums are doing a pretty good job.

Mr. Koegel stated that copies of the graduation rate report will be disbursed at the December meeting and noted that the rates are cohort. The federal and NCAA report are results of a six-year track of athletes beginning with 2000-01. CCU is graduating 52% of athletes who come to school here. If an athlete transfers out, credit is not given for that person. The regular student body is 10% lower than student-athletes at 42%. The other report is the student-athlete graduation success report and that rate is 95%. This means if a student comes to CCU and if they transfer to another school, we get credit for their graduation. 95% of every athlete that walks in our doors is graduating. The report is broken down by all students, student-athletes, ethnic groups, and by sports.

The athletic budget package previously submitted to the committee is broken down into three areas: scholarships, salaries, and operating budgets. Operational budgets for sports are determined on the size of the team, how far teams have to travel, recruiting budgets, etc. An updated budget report will be distributed at the December meeting. The budget will be discussed in more detail at the meeting. Mr. Koegel will not attend the December meeting due to obligations to the NCAA Football Committee. Mr. Mark Roach will attend in his absence.

Conversation then turned to the upcoming retreat. Mr. Biggs and Mr. Koegel have discussed holding the retreat January 17-18. Messrs. Alford and Koegel suggested meeting in Conway as

Athletics Committee

November 19, 2007

it is difficult for coaches to travel outside of the area due to sports being in season or possible recruiting. In addition, coaches will only be assigned half an hour each during the meetings.

Meetings have been taking place with head coaches and athletic support groups to prepare dollar figures for what is needed to take the athletic program to the next level. Athletics wants all sports to be represented in championship levels. However, facilities are needed. Schools in our own conference such as Liberty, Winthrop, Asheville, and High Point are improving their facilities.

Mr. Koegel asked if everyone approved of the dates for the retreat. Mr. Biggs added that he is okay with the dates and recommended holding meetings on campus as a convenience for coaches and to have Dr. Nicholson attend the meeting regarding fundraising issues. Mr. Alford added that he knows of a location in Conway that should be available if it is decided to get away from distractions on campus. Mr. Biggs felt that any location is fine as long as coaches aren't missed.

Mr. Koegel made committee members aware of a possible astro turf donation for the baseball program by the Ripkin Center. Also, another cable TV channel may be added to cover college sports. Discussions have been taking place with CST and HTC. However, it takes money to make improvements. The four big sports to fund are: football, baseball, men's and women's basketball. Golf is pretty much on their way because Chip Smith, TPC, is building a facility for them and the structure for men's golf is solid. However, men's golf still needs more operating money.

A key item for the retreat will be to determine dollar figures on how much is needed to build an end zone building, expand Brooks Stadium, and add a baseball hitting facility. What do we need for raising money and how much is needed? Mr. Spivey added that it will be helpful to hold the retreat close to campus so that actual sites can be visited to get a better understanding of athletic facilities. Mr. Biggs suggested Brook Hospitality Suite could be used and Billy Alford suggested Quail Creek. Mr. Koegel agreed with Brooks Stadium and added that PowerPoint and designs will be available but to actually walk around and visualize will be better. Mr. Billy Alford needed to leave early due to the death of Mr. Spud Spadoni. Mr. Alford announced his concerns for the retreat being:

- Assessment of where athletic facilities are today.
- What do we need as far as facilities to build the program for the future?
- How do we get there through fundraising and look at public/private partnerships (i.e. the arena or whatever else).

Mr. Alford added that the retreat agenda will be great but the key is how are we going to get there and the bottom line is funding. Mr. Spivey echoed Mr. Alford in saying committee members need to spend time brainstorming Plan B for the arena. The \$50 million arena isn't going to happen. Mr. Spivey asked if a 3,500 seat arena for \$22 million would be more in line. A realistic Plan B for where CCU plays basketball, holds convocations and graduations needs to be developed. Mr. Spivey further added that committee members are aware that the field house and batting facility are attainable for \$12-13 million. The arena starting range is \$25-\$30 million. The committee needs to come up with a serious figure for Plan B. Ask the questions of what can be eliminated and build the arena for maybe \$40 million. Will it be workable at that

Athletics Committee
November 19, 2007

amount? Mr. Alford said other universities are doing public/private partnerships in all kind of arenas and that two other key people involved in this process, other than Dr. DeCenzo, Dr. Eddie Dyer and Mr. Will Garland, are Dr. Nicholson and Mr. Robert Rabon along with his committee.

Mr. Koegel added that the previous arena group is trying to regroup and have asked Mr. Buddy Sasser to be a member of their board. This group needs to communicate with the University if they expect CCU to play in the arena. Community members have expressed an interest to in putting money into the arena project. This has been discussed with Dr. DeCenzo and Dr. Dyer and the determination needs to be made of who is doing what. Senator Cleary also made mention to Mr. Koegel that he will be meeting with a group about the arena. Discussion of moving the arena to the Atlantic Center has also been made. Mr. Alford added that this may not be in our best interest.

Mr. Koegel then added items to be discussed at the retreat need to include questions such as baseball building a good facility now but later needing an additional \$5 million to complete the facility the way originally planned. CCU has good fundraisers on staff and now the leg work needs to be done. Mr. Koegel gave an example of setting up contacts in Anderson and having him show the plans and passions for athletics. Local contacts need to continue. Mr. Chris Johnson has made contacts in the Spartanburg/Greenville area along with Mr. Charlie Hodge. The Atkins brothers originally gave us money expecting to give more later. However, the timing has to be right with making this contact. The Atkins brothers brought Blake Kline to us with the \$250,000 donation. Mr. Koegel ended this subject by stating that Dr. Nicholson and his staff need to get meetings setup with donors.

Mr. Alford left at this point.

Mr. Koegel will call Messrs. Hodge and Brown to update them on today's meeting since they were unable to join the conference call.

Mr. Biggs asked Mr. Koegel to fax a list of all coaches and athletic staff to him. Mr. Koegel added that he will also fax a list of radio stations to him.

Mr. Spivey requested budget information regarding how much money was borrowed to build the football stadium and how much money is taken from The Chanticleer Club and ticket sales to pay back the debt. Mr. Spivey further commented that it would be interesting to know what kind of debt the athletic department has. How much is the responsibility of the athletic department or how much is done on behalf of the athletic department? It would be interesting to see where gifts such as the recent \$250,000 donation go. Does it go to the Foundation for athletics, does it go to the general fund for athletic operations, or is there capital within the department?

Mr. Koegel responded that all donations end up in the Foundation for the University. For example, a football capital improvement fund was setup. The donation came into The Chanticleer Club and the money was transferred into the Foundation. Every dollar that comes in to name an office goes into the capital improvement fund and isn't used to pay bills. The Foundation then contacts Mr. Koegel for permission to transfer the money out of the capital improvement accounts. A problem that occurred was the Foundation had money that had been

Athletics Committee

November 19, 2007

put there a while ago that wasn't transferred out. The people when registering the money put it in The Chanticleer Club and didn't register it as capital improvement so the money had to be retransferred. The money sat there and didn't transfer out. There is no athletic foundation.

Mr. Koegel continued that the only money athletics is responsible to pay the University back is for scoreboards. There are two more years to pay the amount of \$84,000. All advertisement revenue is applied towards the amount owed. Mr. Koegel gave an example of McDonald's and Naturally Fresh. He also informed the committee that athletics have met with Wachovia and want them to increase their donation and extend it from three to five years.

Mr. Spivey questioned if the \$250,000 pledge will be applied towards the field house project. Mr. Koegel responded that is correct, the money for the total project goes towards the field house.

Mr. Koegel added that Dr. Nicholson would have to explain the Foundation transfer process. When money comes to The Chanticleer Club the balance is reviewed with board meetings held. If money needs to be transferred from The Chanticleer Club, the board must approve the process. Mr. Koegel must approve transfers for restricted accounts. For example, money may need to be transferred from a restricted account to David Bennett's Grid Iron Club for new video editing equipment or Coach Gary Gilmore may raise extra money for cosmetic improvements that goes into a restricted account. Most field improvements have been done by funds raised by Mr. Mark Roach, coaches and Mr. Koegel.

Mr. Koegel continued that sponsorship money goes to cover the operating budget. For example, all advertising panels underneath the football stadium were paid off in two years. \$1,500 per panel at 64 panels is approximately \$90,000 profit just by putting signs underneath the concourse. Sponsorship money when Mr. Koegel arrived was about \$60,000 and is now \$420,000. Our goal for next year is to get up to \$500,000 in cash, not just cash trade outs. There is money tied into radio advertising and scoreboard advertising. We're looking at improvements such as a replay machine and projecting games on the video board next year. There are a lot of expenses but money will be raised to cover the expenses.

Mr. Biggs asked if the next committee meeting will be held Thursday before the board meeting. Warren Koegel responded that it will be and explained again that he will be in Chattanooga attending NCAA meetings and that Mr. Roach will represent him in the meetings. Mr. Koegel may be able to join the meeting via conference call.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Melissa Todd for
Tommy M. Stringer
Secretary/Treasurer