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Institutional Advancement Committee, December 14, 2007

Coastal Carolina University

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**Minutes
Coastal Carolina University
Board of Trustees**

**Institutional Advancement Committee Meeting
Wall Board Room
December 14, 2007**

Members of the Committee Present: Mr. Gary W. Brown and Mr. Carl Falk (joined by teleconference at 8:30 a.m.)

Committee Member

Not Present: Mr. Daniel W. R. Moore Sr.

Other Board

Members Present: Mr. Tommy M. Stringer

Others Present: Dr. David A. DeCenzo, Dr. Debbie K. Conner, Ms. Rose Marie Ely, Dr. Danny Nicholson, Mr. J. Scott Joyner, Mr. Mark Roach, Ms. Nila Hutchinson, and Ms. Chyrel Stalvey

Mr. Moore was out of town and Mr. Brown conducted the meeting. Mr. Brown called the meeting to order at 8:00 a.m.

The minutes for October 11 and November 27, 2007 could not be approved because a quorum was not present.

Dr. Nicholson reported that through November 30, the 2008 campaign total is \$1,294,070.

The fieldhouse is a priority and Advancement needs to raise \$6.2M in private gifts before taking the project back to Columbia. Almost \$4M has been raised at this point. A \$500,000 gift is being finalized. Most of the good naming opportunities in the fieldhouse have already been taken so we need to get creative.

Messrs. Joyner, Koegel, Ransdell, and Roach have discussed lifetime seats or personal seat licenses to take care of the capital needs for the fieldhouse and stadium. The details should be worked out by the end of January for purchasing about 1,000 seats. It will be a lifetime right and purchaser's names will be put on the seat. Seat holders will continue to purchase tickets each year and belong to the Chanticleer Club. This package will first be offered to the TEAL section. Grandfathering to family members is under review. Clemson and USC are using similar plans.

Mr. Brown asked about selling parking spaces for football games. Mr. Roach said that there is a waiting list for the parking spaces and he would like to keep the parking spaces separate from the tickets.

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Dr. DeCenzo noted that there are some donors who have already made significant contributions who will not be asked to pay additional money for permanent seats.

Dr. Nicholson reported that pre-campaign planning and an internal assessment for a new capital campaign will take place in January. A major donor list is being prepared.

Messrs. Carl Falk, Wilson Lowery, and the DeCenzos have been instrumental in developing a south end—Pawleys Island, Murrells Inlet, and Georgetown--board of visitors. A good number of retired executives from around the country have homes in this area. Their expertise and resources will be invaluable. About 30 people have been identified for this group.

Mrs. Wilson Lowery is a botanist and has identified the plants and flowers in DeBordieu. With the help of Coastal resources, the information has been compiled into a booklet. Visitors to DeBordieu may purchase the booklet and the monies will be used for a scholarship fund. Coastal is advertised on the back of the booklet.

Dr. DeCenzo had a successful visit to Austin, TX and there are planned visits to Miami (January), Atlanta (February), and Charlotte (March) to meet with alumni and prospects. The Adkins brothers have agreed to host an event in Charlotte. Other future visits will include Washington/Baltimore, Raleigh/ Durham, and New York City. As the deans travel, appointments will be set up for them as well.

At Mr. Moore's request, a vendor list has been compiled with the names of companies that Coastal has had business with and also every business contractor/storefront with a business license in the county. Tomorrow the trustees will be asked to review the list and note if they have a relationship with any of them.

Discussions have been held to address cultivating public/private partnerships to help with the \$130M capital needs for Coastal. Dr. DeCenzo feels that we need a director of public partnerships who will gather all the parties together to bring closure to the agreement.

Tentative dates for the off-board meeting months are the second Fridays of each month for Alumni Affairs and the Institutional Advancement Committees at 11 a.m. and 1:00 p.m. with lunch in between on January 11, March 14, and May 9.

An Advancement report matrix on the cost of raising money is being developed and the information should be ready for the January 11 meeting.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Chyrel Stalvey for
Tommy M. Stringer
Secretary/Treasurer