

10-22-2010

Athletics Committee, October 22, 2010

Coastal Carolina University

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**Minutes
Coastal Carolina University
Board of Trustees**

**Athletics Committee Meeting
E. Craig Wall Sr. College of Business Administration, Wall Board Room
October 22, 2010**

Members of the Committee Present: Mr. Larry L. Biddle, Mr. William S. Biggs, Mr. R. Duke Brown, Mr. Mike Pruitt, Mr. Charles J. Hodge, Mr. Eugene C. Spivey and Mr. John Vrooman

Others Present: Dr. David A. DeCenzo, Mr. Jeff P. Linder, Mr. Mark R. Payne, Mr. Mark A. Roach, Dr. Michael Ruse, Mr. Hunter Yurachek and Ms. Chyrel Stalvey

(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.)

Mr. Charlie Hodge called the meeting to order at 8:25 a.m.

Mr. Mike Pruitt moved to approve the July 16, 2010, Athletics Committee minutes and Mr. Duke Brown seconded. The motion passed.

Mr. Hodge would like for the Board of Trustees to recognize Dustin Johnson for his accomplishments at a future date.

Mark Payne, new Associate Athletic Director, was introduced and presented an external relations report and highlighted that expectations are to have \$450,000 in corporate cash for athletics this year. Projected ticket revenue for football is \$315,000. There has been 99% seating capacity at the first two home football games and students are embracing their new seats. Total external revenue projections are \$835,000. Next year the goal is \$1.2 million and the following year is \$1.5 million.

Other external initiatives include:

- Hire a proactive, aggressive ticket manager to spearhead outbound phone calls to increase football, basketball and baseball sales;
- Make 100 cold calls per week regarding sponsorships;
- Create a customer service component to all marketing plans;
- Improve on student interaction at games awareness of all athletics' contests; and,
- Stay on the cutting edge of viral marketing to introduce younger fans to the University.

A ticket return policy is being developed for unused tickets. Mr. Hodge suggested corporate sponsors for the University's mentoring program to purchase tickets for the mentees. Dr. DeCenzo stated that the problem is transportation for the mentees and the sponsorship should

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include the cost of a bus and a driver. Athletics was asked to develop a plan and bring it back to the committee.

Mr. Mark Roach reported that the Chanticleer Athletic Foundation has received \$1.165 million in pledges since July. The community is excited about Athletics at Coastal Carolina.

Mr. Spivey believes that it is time to explore the option of changing the mascot.

Mr. Yurachek reviewed the football budget. The operating budget expenses for 2009-2010 was \$719,900 and this year the budget is \$706,065. Nationally, that puts us in the top 15 in FCS. He believes that this is the right amount of resources for the football program to be successful and firmly believes that Coach Bennett is the right man to lead the program.

A future football schedule was reviewed. Plans are for Coastal Carolina to play the University of South Carolina in 2015 and the Citadel and Clemson in 2014. Next year, we play at the University of Georgia.

Athletics is in the process of Cycle 3 NCAA recertification with particular emphasis placed on gender equity and diversity.

After implementation of the Class Attendance Policy, reports show that the policy is working.

The hitting facility project is a little behind because the color of the roof received was incorrect. Athletic training room renovations will began after football and will be ready for next fall. The Convocation Center is a little ahead of schedule.

Jim Curry, Assistant Athletic Director for Compliance, resigned and Lauren Ashman was hired yesterday.

A fall sports update was presented. The Charleston Basketball Classic will take place on November 18-21 in Charleston, S.C. Coastal Carolina will play Georgetown and tickets are now on sale. Our baseball team will play an exhibition game with the Texas Rangers on March 29th.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Samuel H. Frink
Secretary/Treasurer