

5-4-2012

Athletics Committee, May 4, 2012

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
May 3, 2012

Members of the Committee Present: Mr. William S. Biggs, Dr. Larry L. Biddle, Mr. R. Duke Brown, and Mr. Eugene C. Spivey

Committee Members Not Present: Mr. G. Wayne George

Other Trustees Present: Mr. Gary W. Brown, Mr. Samuel J. Frink, Ms. Natasha M. Hanna, Mr. D. Wyatt Henderson, Mr. Carlos C. Johnson, Mr. William L. Lyles Jr., Dr. Samuel J. Swad and Mr. William E. Turner III

Others Present: Ms. Stacie Bowie, Ms. Jean Ann Brakefield, Mr. Doug Bell, Ms. Lori Church, Dr. Debbie C. Connor, Dr. David A. DeCenzo, Mr. Edgar L. Dyer, Mr. Matt Hogue, Ms. Martha S. Hunn, Dr. Keshav Jagannathan, Mr. Mark Kelley, Dr. Jeffery P. Linder, Mr. Timothy Meacham, Ms. Anne. T. Monk, Mr. Mark Payne, Mr. Mark Roach, Dr. Rob Sheehan, Mr. Hunter Yurachek, Ms. Jennifer Packard 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. Ms. Heather Gale of the Horry Independent and Mr. Randy Akers of coastalfans.com were in attendance.)

Chairman Gene Spivey brought the meeting to order at 9:00 a.m.

Dr. Larry Biddle moved to approve the February 16, 2012 Athletic Committee minutes. Mr. Bill Biggs seconded and the motion carried.

Mr. Hunter Yurachek presented a PowerPoint on gameday activities, noting the continuing initiatives including golf cart shuttle service, pre-game live radio show, Kids FanFest, corporate hospitality tents, free football game programs, Family Zone season ticket option, Adkins Field House hospitality areas, post-game victory bell, and improved premium items.

2012 football initiatives included:

- Outbound Ticket Sales Drive – new ticketing program and 5,000 cold calls by October 1.
- Student Initiatives – student survey, student incentive program, rebrand SCREAM, engage coaches with campus community and improvements to student tailgate area

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- Alumni Initiatives – develop alumni-specific football ticket brochure; live entertainment, enhanced food/beverage, giveaways at all alumni tailgates; and emphasis on Homecoming weekend
- Gameday Initiatives – 54-in-54 (54 gameday enhancements in 54 days for 3 years)
- Campus-wide Initiatives – involve faculty/staff with Friday spirit days, and propose a “Go Teal” rally cry

Dr. Biddle made a motion for the University to loan Athletics \$560,000 to purchase a new video board which Athletics will refund through the sale of sponsorships. Mr. Larry Lyles seconded and the motion carried.

The current video board will be installed on the new softball field and efforts are being made for a \$100,000 gift to move it.

Mark Roach reported that since the founding of the Chanticleer Athletic Foundation almost three years ago, \$7.3 million has been put back into the athletic program.

Mr. Yurachek distributed a report of universities considering new conference realignments.

An update on capital improvements included the student recreation/convocation center’s dedication scheduled for August 23; baseball/softball stadium project plans on going through the bidding process to begin construction in October; and, tennis complex design bids will be held next week.

At commencement, 60 student-athletes will graduate.

We are currently 2nd in the Sasser Cup standing and the Big South Championship.

Football season tickets are doing well with 200 renewals to date. About 100 season tickets have been sold for men’s basketball. At the July Board meeting, trustees will have the opportunity to select their seat in the new arena. The community will begin seat selections in August.

Mr. Spivey moved to go into Executive Session to discuss contractual matters. Upon reconvening, it was noted that no action taken.

Mr. Biggs moved to grant authority to the President to take all actions, including making all necessary budget adjustments, relating to Coastal Carolina University’s athletic conference alignment including, but not limited to, withdrawing from its current conference and accepting an invitation to join a new conference. Dr. Biddle seconded and the motion carried.

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

Respectfully submitted,

Chyrel Stalvey for
Larry. L. Biddle
Secretary/Treasurer