

7-18-2013

## Athletics Committee, July 18, 2013

Coastal Carolina University

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**Minutes  
Coastal Carolina University  
Board of Trustees**

**Athletics Committee Meeting  
Wall Board Room  
July 18, 2013**

- Members of the Committee Present:** Dr. Larry L. Biddle, Mr. William S. Biggs, Mr. Carlos C. Johnson, Mr. Marion B. Lee, Mr. George E. Mullen and Mr. Eugene C. Spivey
- Other Trustees Present:** Mr. Samuel J. Frink, Ms. Natasha M. Hanna, Mr. D. Wyatt Henderson, Mr. Charles E. Lewis, Mr. William L. Lyles Jr., Dr. Oran P. Smith, Mr. Samuel J. Swad, Mr. Robert G. Templeton and Mr. William E. Turner III
- Others Present:** Ms. Carolyn Bender, Ms. Stacie A. Bowie, Dr. J. Ralph Byington, Dr. David A. DeCenzo, Mr. Edgar L. Dyer, Ms. Martha S. Hunn, Dr. Keshav Jagannathan, Dr. Jeffery P. Linder, Dr. Steven J. Madden, Mr. Timothy E. Meacham, Mr. Kevin P. Olivett, Ms. Jennifer Packard, Mr. William W. Plate Jr., Mr. Mark A. Roach, Ms. Sharon A. Sluys, Ms. Chyrel Stalvey, Mr. Gregory W. Thornburg and Mr. Hunter Yurachek

(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. Spivey brought the meeting to order at 1:00 p.m.

**Larry Biddle moved to approve the Athletic Committee minutes of May 9, 2013, and Bill Biggs seconded. The motion carried.**

Hunter Yurachek reviewed the athletic mission statement (Developing Champions for Life), vision, philosophy, and guiding principles (educate, invest, create, develop, commitment to integrity, financial stability, gender equity and diversity, unity and embrace our community) for the new trustees. The student-athletic 2012-2013 achievements were then reviewed.

**Academic Success:**

- 228 student athletes posted a 3.0+ GPA
- Student athlete cumulative GPA was 3.01
- 13 of 18 teams have a cumulative GPA of 3.0+
- 61 student-athletes graduated --13 with honors

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- 2 Academic All-Americans (Creel, Henderson)
- 3 Big South Scholar Athlete Award Winners (Creel, Henderson, Lily Yednock)

#### Athletic Success:

- 8 Big South Championships – 1 Divisional Championship
- 12 of 18 teams finished either 1<sup>st</sup> or 2<sup>nd</sup> in Big South
- Runner-Up in Sasser Cup (1<sup>st</sup> Men's Cup/2<sup>nd</sup> Women's Cup)
- 9 of 18 teams competing in NCAA postseason championship events
- Finished 79<sup>th</sup> in Learfield Director's Cup out of 346 schools

#### Community Success:

- 2,000+ hours of community service (Miracle League, United Way Reading Day, mentors, tutors, etc.)
- 7,246 lbs. food collected
- \$2,500 donated to Pee Dee Elementary School
- \$2,000 donated to BackPack Buddies program

#### Other Points of Interest:

- Opening of the HTC Center
- Big South Basketball Championships held at CCU
- Charter buses integration
- Installation of video board at Brooks Stadium
- Revenue increase

Kevin Olivett, Associate Athletic Director for Marketing, stated that in addition to print and television, the new @Chants 365 initiative will be proactive to engage fans by connecting, engaging, monetizing (money component to push ticket sales), and rewarding. We are the first of the FCS programs to have @Chants365Room. The room encourages visitors and will track social media. CCU students will be rewarded for attending athletic events and for engaging and promoting athletics via social media. The launch date is August 1 for students.

#### Football Season Update:

- Season ticket sales currently 1,249 (+49 to date from 2012 - 2,631 total)
  - a. Sales focus (personal calls – 5000+; personal e-mails – 18,000; email newsletter – 85,000; and, local events (Pelicans, Festivals, Business After Hours, Orientations, Open House)
- Second Year 54 in 54 began this week and will include Social Media Rewards program, theme days for group sales focus and side changes with the bench backs on the west side.
- Facilities Update
  - a. Baseball –Softball: February/March 2014 and December 2013 for substantial completion
  - b. Tennis Complex: documents have gone to Columbia, September will go out for bids and construction to begin in October, completion summer 2014
  - c. Practice Fields: adjacent tennis complex will be on full field +, completion fall 2014

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- d. Brooks Stadium Turf: looking to winter installation
- Football Game Day Update: 1,439 ticket sold; 631 season tickets; 50% of patrons wait until the last two weeks before games begin to purchase; hosted Conway chambers after hours; CCU will have 1,000 tickets to the USC game; \$375,000 to play USC

The new women's basketball staff is creating great energy.

The new football helmet with extra gel and padding was passed around. Bill Biggs suggested refurbishing the old ones and auctioning them off.

Mark Roach, Executive Director of the Chanticleer Athletic Foundation (CAF) reported that the Board of Trustees had asked the Foundation for \$4.2 M for baseball/softball. The lighting funds have been received, the berms company has agreed to bring in dirt and the boardwalk is currently being worked on. The suite levels for basketball and football have sold out. Instead of giving out hats this year, the CAF will give flags to fly on game day.

The CAF Gala will be held on August 16 at the Marriott Grand Dunes. Elise Testone will be the guest performer.

Spivey suggested some sort of recognition for Liston Barfield at the USC game.

As there was no further business, Biddle moved to adjourn and Biggs seconded. The meeting recessed.

Respectfully submitted,

Chyrel Stalvey for  
Larry. L. Biddle  
Secretary/Treasurer