

5-8-2014

Athletics Committee, May 8, 2014

Coastal Carolina University

Follow this and additional works at: <https://digitalcommons.coastal.edu/board-committees>

Recommended Citation

Coastal Carolina University, "Athletics Committee, May 8, 2014" (2014). *Board of Trustees Committee Minutes*. 590.
<https://digitalcommons.coastal.edu/board-committees/590>

This Article is brought to you for free and open access by the Board of Trustees at CCU Digital Commons. It has been accepted for inclusion in Board of Trustees Committee Minutes by an authorized administrator of CCU Digital Commons. For more information, please contact commons@coastal.edu.

**Minutes
Coastal Carolina University
Board of Trustees**

**Athletics Committee Meeting
Wall Board Room
May 8, 2014**

**Members of the
Committee Present:**

Mr. William S. Biggs, Mr. Carlos C. Johnson, Mr. Marion B. Lee,
and Mr. Eugene C. Spivey

**Committee Member
Not in Attendance:**

Mr. George E. Mullen

**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. Robert G. Templeton, and Mr. William E. Turner
III

Others Present:

Ms. Sandra A. Baldrige, Ms. Stacie A. Bowie, Dr. J. Ralph Byington,
Ms. Lori Church, Ms. Amanda E. Craddock, Dr. Debbie Conner, Dr.
David A. DeCenzo, Mr. Fred F. “Trip” DuBard III, Mr. Edgar L. Dyer,
Mr. Matt Hogue, Ms. Martha S. Hunn,
Mr. Michael S. Jacobs, Mr. Christopher A. Johnson, Dr. Jeffrey T. Linder,
Mr. Timothy E. Meacham, Ms. Jennifer A. Packard,
Mr. William M. “Bill” Plate Jr., Ms. Sharon A. Sluys, Ms. V. Chyrel
Stalvey, Mr. Gregory W. Thompson, and Mr. Gregory T. Thornburg

(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. Heather Gale of the Horry Independent and Vicki Grooms of the Sun News were in attendance.)

Chairman Gene Spivey brought the meeting to order at 2:05 p.m.

Bill Biggs moved to approve the February 13, 2014 committee minutes, and Carlos Johnson seconded. The motion passed.

Matt Hogue reported that during Alan Connie’s 28 years with Coastal, he has won 33 Big South Coach of the Year awards and 27 Big South Champions—13 in cross country and seven each in outdoor track and field and indoor track.

Saturday, 38 athletes will graduate and there will be another 14 in August. Student-athlete Meghan Laflin won the Ronald D. Lackey Service Award. A record seven Big South Conference student-athletes have been awarded the George A. Christenberry Award for academic excellence this year. We

Athletics Committee
May 8, 2014

are ranked 84 in the Learfield Director's Cup standings; tied with Clemson at 36 for the Capital One Cup; and, currently in the lead for the Big South Sasser Cup.

Coastal Carolina hosted the Big South Basketball Tournament for the second time, and there is one more year in the contract. We hope to continue after that as well. Coastal won the men's basketball tournament this year.

Although ticket allocations are very strong for football, many tickets are not used on game day. Strategies are being developed to redeem these tickets when not used. We are now in the process of renewing football season tickets. Along with the renewal notice, there will be a DVD of highlights of last season.

Michael Jacobs said variable pricing may be used when selling individual tickets. Tickets for games expected to have low attendance will be priced lower than well attended ones. Fans need to be enticed to come out to the games.

In Dr. Dustin F. Thorn's Recreation Sports Management class, students are making sales calls as part of the curriculum. Students will receive invaluable hands-on sales experience and have a vested interest in CCU athletics.

A student rewards system in place, but more education is needed to entice students to games. Next year an award will be given at the end of the year for participants. Various members of athletics and the Coastal Athletic Foundation staff are been busy telling the CCU story to on-campus and local groups.

The softball complex now has a certificate of occupancy, and the women's softball tournament starts there today.

Chris Johnson, Executive Director of the Coastal Athletic Foundation, reported that they are focusing on capital projects and have committed \$2M for the baseball/softball complex. The total commitment will exceed \$8M in private funds.

Everyone was reminded of the Athletic Gala on August 22th.

DeCenzo would love to see every business within 10 mile radius of campus hanging a CCU flag and make this a CCU town. We need to find a way to take flags to them.

Wyatt Henderson moved to present a resolution of appreciation to Coach Cliff Ellis and the men's basketball team at the Board meeting tomorrow. Bill Biggs seconded, and the motion passed.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Chyrel Stalvey