

5-6-2016

Athletics Committee, May 6, 2016

Coastal Carolina University

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**Minutes
Coastal Carolina University
Board of Trustees**

**Athletics Committee Meeting
E. Craig Wall Jr. Board Room
May 6, 2016**

Members of the Committee Present: Mr. Carlos C. Johnson, Mr. Marion B. Lee, Mr. Charles E. Lewis, Mr. William L. Lyles Jr., Mr. George E. Mullen, Mr. Eugene C. Spivey, and Mr. H. Delan Stevens

Other Trustees Present: Mr. Fred F. DuBard III, Mr. Samuel J. Frink, Ms. Natasha M. Hanna, Mr. D. Wyatt Henderson, Mr. Daniel W. R. Moore Sr., and Mr. William E. Turner III

Others Present: Mr. Cody Achter, Ms. Sandra A. Baldrige-Adrian, Ms. Carolyn S. Bender, Ms. Stacie A. Bowie, Dr. Brian Bunton, Dr. J. Ralph Byington, Ms. Nedy Campbell, Mr. Josh Chesson, Ms. Lori Church, Dr. Debbie C. Conner, Dr. David A. DeCenzo, Mr. Edgar L. Dyer, Mr. Rhett Graham, Mr. Matthew L. Hogue, Ms. Martha S. Hunn, Mr. Christopher A. Johnson, Mr. Timothy E. Meacham, Ms. Jennifer Packard, Mr. William M. Plate Jr., Mr. Mike Pruitt (teleconferenced), Mr. Mark A. Roach, Ms. V. Chyrel Stalvey, and Ms. Kathy T. Watts

(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. Claire Byun and Ryan Young of The Sun News were in attendance.)

Chairman Gene Spivey brought the meeting to order at 8:37 a.m.

Will Turner moved to approve the February 18, 2016, Athletics Committee minutes. Marion Lee seconded, and the motion passed.

Director of Athletics Matt Hogue reported on the following:

- Football player Nicholas Clark has been accepted into the NCAA Career in Sports Forum for June. He is one of 200 student-athletes selected from 4,000 applications across all three NCAA divisions.
- Athletics recently participated in the Celebration of Inquiry where Athletics presented three sessions. Two sessions were held to review the move to the Sun Belt Conference; the room was full both times. Another session was “What it’s like to be a student-athlete” which

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was presented by several of our athletes. Dr. Greg Geer, Chairman of the Intercollegiate Athletics Committee, helped coordinate these sessions.

- Big South Sasser Cup standings are very close and will be decided from baseball and softball results later this month.
- A bid is being finalized to host the NCAA baseball regional. Currently, the program ranks among the Top 16 in the simulated RPI ratings which places us in strong position to receive as host site which will be played June 3-6.
- New options have been added to our football ticket sales. To engage interest in the Sun Belt Conference move, we have a two-year price lock on season tickets which guarantees fans the same price for 2016 and 2017. All regular options for season and individual tickets also remain available.
- There was a 12% increase in baseball attendance this year. Appreciation goes to our marketing staff, especially Alex Souza (a CCU alumnus), who has done a superb job with our gameday promotions and atmosphere. We rank 39th nationally for attendance and 2nd in Sunbelt behind Lafayette.
- Beach volleyball completed its first season and recently completed participation in the Atlantic Sun Tournament, our affiliate conference for beach volleyball.
- Sun Belt Conference preparations are going smoothly. We are incorporated into all team schedules and will play the first Sun Belt games in soccer and volleyball this fall.

Sports Update:

Women's lacrosse is in the Big South Tournament and will play in the semi-final later today. Men's and women's outdoor track will be competing in the Big South Championships on May 10-13. The softball tournament will be May 11-14. The Big South baseball tournament is May 24-28.

There is a letter of intent from an athletic apparel company with a significant increase in cost savings.

An RFP for a travel management company has been issued that has the ability to save money.

Since September, Athletics and University Communication have been working with the Honorable Liston Barfield to develop a plan to increase attendance. Nine to ten ambassadors in outlying areas have signed on to work a grassroots effort by attending different area functions/festivals encouraging attendance and purchasing tickets.

Fifty-five student-athletes will graduate this weekend. Because football players are brought in for summer school, some will have completed a master's degree during their time of eligibility for play.

Executive Director of the Chanticleer Athletic Foundation (CAF) Chris Johnson stated that the total fundraising YTD through April 30 is \$2,418,107. This represents a 59% increase over the same time period for FY15. CAF membership donations have increased 58% from the same time period last year. Serious discussions are underway for leadership gifts for the proposed football stadium expansion. On May 11, the CAF Board of Directors will nominate a new slate of officers and elect new directors to the board during our annual retreat.

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Everyone was in agreement to go into Executive Session to review contractual issues with the transition into the Sun Belt Conference. No action was taken.

Spivey emphasized that the Board of Trustees is fully committed to moving forward with the transition to the Sun Belt Conference.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Chyrel Stalvey
Recorder