

8-11-2016

Athletics Committee, August 11, 2016

Coastal Carolina University

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Minutes
Coastal Carolina University
Board of Trustees

Athletics Committee Meeting
E. Craig Wall Jr. Board Room
August 11, 2016

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

Committee Members Not Present: Mr. Marion B. Lee

Other Trustees Present: Mr. William S. Biggs, Mr. Fred F. DuBard III, Mr. Samuel H. Frink, Ms. Natasha M. Hanna, Mr. D. Wyatt Henderson, Dr. Oran P. Smith, Dr. Samuel J. Swad, and Mr. William E. Turner III

Others Present: Ms. Sandra A. Baldrige-Adrian, Ms. Stacie A. Bowie, Dr. Brian Bunton, Dr. J. Ralph Byington, Ms. Nedy Campbell, Mr. Josh M. Chesson, Dr. Debbie C. Conner, Dr. David A. DeCenzo, Mr. Edgar L. Dyer, Mr. Matthew L. Hogue, Ms. Martha S. Hunn, Mr. Christopher A. Johnson, Ms. Beverly J. Landrum, Mr. Timothy E. Meacham, Mr. Travis E. Overton, Ms. Jennifer Packard, Mr. William M. Plate Jr., Mr. Mike Pruitt (teleconferenced), Dr. Barbara A. Ritter, Mr. Mark A. Roach, Ms. V. Chyrel Stalvey, and Mr. John Vrooman

(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. Christian Boschult of The Sun News was in attendance.)

Chairman Eugene C. Spivey brought the meeting to order at 3:55 p.m.

Due to time constraints, the committee agenda was abbreviated.

Gene Spivey made a motion to approve the May 5, 2016 Athletics Committee minutes, and Delan Stevens seconded. The motion carried.

DeCenzo reported that ten days ago, the Clemson University Board of Trustees approved the following resolution.

***RESOLUTION TO CONGRATULATE THE
COASTAL CAROLINA UNIVERSITY BASEBALL TEAM***

Whereas, the Coastal Carolina baseball team had a stellar 2016 regular season, won their conference championship and conference tournament, and won their regional and super regional tournaments in spectacular fashion, advancing to the College World Series; and

Whereas Coastal Carolina won the championship series of the College World Series becoming the collegiate baseball national champions for 2016; and

Whereas Coastal Carolina baseball head coach Gary Gilmore was named collegiate baseball's National Coach of the Year;

Now therefore be it resolved that the Clemson University Board of Trustees wishes to congratulate the Coastal Carolina University baseball team, Coach Gilmore and his coaching staff, the University, and the entire Coastal Carolina family for an outstanding season and for becoming the collegiate baseball national champions for 2016.

Be it further resolved that a copy of this resolution be presented to Coach Gary Gilmore.

Director of Athletics Matt Hogue presented a sports updates. Stamford University felt that the media reporting of the Baseball College World Series was a textbook way of handling the media. They want to study how CCU handled it and asked CCU to send them information and every post-game interview with ESPN.

Current rankings for CCU:

- Learfield Directors' Cup Division 1 is 89th - highest ranking by a Sunbelt school
- Capital One Cup is 8th – our highest ranking

CBS College Notebook website reporting for CCU:

- 575% increase in June from last year
- 753% increase in unique visitors compared to 2015
- Page views number was two times higher than previous high
- Highest non-holiday month

The change in conference makes an opportunity for on-line naming rights to change content and produce other concepts which could be well over \$100,000.

CBS Sports Digital Clients overall CCU report ranking:

- Page view - 7th
- Uniques - 19th
- Mobile page views - 11th
- Mobile unique - 14th
- Online store revenue 24th

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- Auctions Revenues - 20th
- Video Plays - 23th

This is the first time that CCU has been consistent in all of these modules.

The goal is to have the baseball championship DVD available by Christmas.

Plans are to have the baseball team at the Board of Trustees' October meeting and hold a ring ceremony at the Liberty game in November.

DeCenzo expressed appreciation to Matt Hogue for his efforts to secure a commitment from all three baseball coaches to stay with Coastal Carolina.

Executive Director of the Chanticleer Athletic Foundation Chris Johnson stated that total fundraising for 2016 was \$3.338M which represents nearly 78% increase over the prior fiscal year.

Membership donations rose to \$436,000, almost 25% increase over last year.

Efforts are focused heavily on the Brooks Stadium project. In the last couple of months, we have closed \$650,000 in commitments and additional gifts are pending.

Football suites are sold out; basketball and baseball are almost sold out. We need to find additional suites.

Spivey made a motion to adjourn, and Carlos Johnson seconded. The meeting adjourned.

Respectfully submitted,

Chyrel Stalvey
Chyrel Stalvey
Recorder