

12-13-2018

# Athletics Committee, December 13, 2018, Revised

Coastal Carolina University

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**Minutes  
Coastal Carolina University  
Board of Trustees**

**Athletics Committee Meeting  
E. Craig Wall Sr. Board Room  
December 13, 2018**

**Members of the Committee Present:** Mr. D. Wyatt Henderson, Mr. Charles E. Lewis, Mr. William L. Lyles Jr., Mr. George E. Mullen, Mr. Patrick S. Sparks, and Mr. Eugene C. Spivey

**Committee Member Not Present:** Mr. H. Delan Stevens

**Other Trustees** Mr. John H. Bartell Jr., Mr. William S. Biggs, Ms. Natasha M. Hanna, Ms. Sherry I. Johnson, Dr. Oran P. Smith, and Dr. Samuel J. Swad

**Others Present:** Ms. Sandra A. Baldrige-Adrian, Ms. Katherine M. Brooks, Dr. J. Ralph Byington, Ms. Nedy Campbell, Mr. Joshua M. Chesson, Dr. Debbie C. Conner, Ms. Amanda E. Craddock, Dr. David A. DeCenzo, Dr. Daniel J. Ennis, Mr. David A. Frost, Mr. Stephen K. Harrison, Mr. Matthew L. Hogue, Dr. Sara N. Hottinger, Ms. Martha S. Hunn, Mr. Christopher A. Johnson, Ms. Robyn A. Jones, Mr. Timothy E. Meacham, Mr. Travis E. Overton, Ms. Jennifer Packard, Mr. William M. Plate Jr., Mr. Mike Pruitt (teleconferenced), Mr. Jerry Rashid, Dr. Barbara A. Ritter, Dr. Michael H. Roberts, Dr. Donald Rockey Jr., Ms. V. Chyrel Stalvey, Mr. Bryan Steros, and Mr. David Yancey

(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. Katie Powell of the Horry Independent was in attendance.)

Chairman Eugene Spivey brought the Athletics Committee meeting to order at 3:15 p.m.

Chuck Lewis moved to approve the August 2, 2018 Athletics Committee minutes, and John Bartell seconded. The motion carried.

Associate Athletic Director for Compliance AraLeigh Beam reviewed the changes the NCAA's Commission on College Basketball have or will implement within the next year and a half. Some topics included outside income reporting for coaching staff; men's and women's basketball degree completion monetary assistance; annual certification of compliance by all sports; Division 1 men's basketball unofficial and official visit timeline for high school juniors and seniors; and Division 1 men's basketball recruiting calendar changes for 2018-2019.

A new compliance item included a student-athlete's notification of transfer in writing to Beam. The student-athlete is then entered on the transfer portal for coaches to see and contact the student. Student-athletes are made aware that athletic aid can be taken away.

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Another change is that when informal in nature, there can be interaction with athletes. During the interaction, no extra benefits are allowed, nor preferential treatment given. Occasional meals can be provided in the home or a restaurant after forms are filled out, sent to the Athlete Department, and approval given.

Executive Director of the Chanticleer Athletic Foundation (CAF) Chris Johnson reported that this month the foundation launched the Brooks Stadium new premium seating options and are focused on selling out the new West Zone Suite, the loge boxes, and the South Atlantic Bank Club level in the Norman Fieldhouse. This push is in advance of the typical spring timeframe for football suite solicitations. A press release went out last week and interest is very high. Anyone interest in one of the seating opportunities were encouraged to make a deposit and place reservations on the website quickly.

The CAF is going to launch the Chanticleer Impact Fund in January, an annual fund campaign designed to support student-athletes through unrestricted giving. It is not related to ticket purchases in parking donations for football, basketball, or baseball.

Everyone received a “save the date” card for the 2019 Chanticleer Gala which will be held on April 26. Last year the Gala netted \$106,000 for the evening.

Gene Spivey asked what the difference was between loge boxes and the West Zone seating. Johnson said the loge boxes are for at least four people but has no access to the athletic suite. The West Zone is outside the athletic suite but has entrance into the athletic suite. There are 238 seats available.

Director of Athletics Matt Hogue stated that although we did not have a number one team championship in the fall, we are currently ranked third in the Sun Belt Commissioner’s Cup. Women’s basketball is first in the conference; men’s basketball is 5-5 and a couple of beginning players have injuries. Basketball games will be held on campus every weekend rotating men’s and women’s games.

Tomorrow 21 student-athletes will graduate, and several will receive a master’s degree.

Brooks Stadium expansion is progressing on schedule to be ready for next season.

- ESPN Events, a division of ESPN, the Myrtle Beach Chamber of Commerce, and CCU have partnered to host the Myrtle Beach Football Bowl to be played at Brooks Stadium. It will be nationally televised on ESPN networks. The game will feature matchups from three conference partners – Conference USA, Mid-American Conference, and Sun Belt Conference. Each conference will participate up to four times between 2020 and 2025.
- Myrtle Beach Invitational Basketball Tournament in November hosted eight national institutions. ESPN commented that it was one of most successful similar events they have hosted. There was good attendance. CCU is eligible to play in the tournament every four years and will participate in 2020 with Villanova and Mississippi State.

The North-South football game will be hosted Saturday on campus. The NCAA approved a waiver to hold it on campus.

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As a testament to our strong team, Wyatt Henderson said Coastal Carolina has been invited to play in a baseball tournament on March 8-10 sponsored by Seattle Sports Tourism. The tournament will be held on the field where the Seattle Mariners play.

George Mullen expressed disappointment in the attendance at the football games this year. The Board of Trustees pushed hard to get the expansion for the football field. It will not look good if attendance does not improve. The culture of students attending activities on campus needs to change, beginning with the freshman class. Wyatt Henderson said many students tailgate but never come into the games. Also, faculty and staff are not very visible at the games.

President David DeCenzo is baffled that there are 3,000 students living on campus but only a few attend basketball games.

Mullen feels that a committee should be formed to review turnout at sports event and find out what other schools are doing to reward attendance.

Board of Trustees Chairman William Biggs will appoint a committee including all entities of the University to research other programs and present ideas. Community attendance also needs to be reviewed.

When Coastal Carolina played Appalachian State the first season in the Sun Belt Conference, Mike Pruitt was in a meeting and asked an Appalachian State administrator how they get so many people at their football games. His response was, "We don't care about any other sport but football." Perhaps, we need to target one sport and then move on to the next.

As there was no further business, Bartell moved to adjourn, and everyone agreed. The meeting adjourned.

Respectfully submitted,

*V. Chyrel Stalvey*

V. Chyrel Stalvey  
Recorder