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Athletics Committee, February 21, 2019

Coastal Carolina University

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Minutes
Coastal Carolina University
Board of Trustees

Athletics Committee Meeting
E. Craig Wall Sr. Board Room
February 21, 2019

- Members of the Committee Present:** Mr. D. Wyatt Henderson, Mr. Charles E. Lewis, Mr. William L. Lyles Jr., Mr. George E. Mullen, and Mr. Eugene C. Spivey
- Committee Member Not Present:** Mr. Patrick S. Sparks and Mr. H. Delan Stevens
- Other Board Members Present:** Mr. John H. Bartell Jr., Mr. Dalton B. Floyd Jr., Ms. Natasha M. Hanna, Mr. Carlos C. Johnson, Ms. Sherry I. Johnson, Mr. Daniel W. R. Moore Sr., Dr. Oran P. Smith, and Mr. William E. Turner III
- 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, Mr. Edgar L. Dyer III, Mr. Samuel H. Frink, Mr. David A. Frost, Ms. Lindsy M. Glass, Mr. Stephen K. Harrison, Mr. Matthew L. Hogue, Ms. Jennifer H. Hughes, Ms. Martha S. Hunn, Ms. Robyn A. Jones, Dr. Megan McIlreavy, Mr. Timothy E. Meacham, Mr. Travis E. Overton, Ms. Jennifer Packard, Mr. Mike Pruitt (teleconferenced), Ms. Diane F. Sanders, Ms. V. Chyrel Stalvey, Mr. Bryan Steros, Mr. John Vrooman, 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. No media was in attendance.)

Chairman Eugene Spivey brought the Athletics Committee meeting to order at 3:30 p.m.

Charles Lewis made a motion to approve the December 13, 2018 Athletics Committee minutes. Larry Lyles seconded, and the motion passed.

Executive Director of the Chanticleer Athletic Foundation (CAF) Chris Johnson noted that this is one of the busiest periods of the year as there are several initiatives underway on top of the constant effort to identify and solicit new members.

To date the CAF has raised \$1,092,150 in gifts and pledges. Total cash received on prior current year pledges stands at \$1,078,200.

The solicitations for the new West Zone suite in football are off to a strong start. Well over half of the 236 available seats have already been claimed, with approximately 100 seats remaining. The focus remains on selling the available West Zone, loge boxes, and South Atlantic Bank Fan Zone experiences. A two-year commitment option with a slight discount has proven to be an attractive strategy as 80% of

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the members have taken advantage of the opportunity. Trustees were encouraged to act quickly to secure a space, if interested. As soon as construction progress allows, tours of the premium seating spaces will take place.

The CAF Board of Directors has formed a subcommittee to assist Athletics in identifying and implementing avenues to increase attendance at football games. In January the first committee meeting was held with topics ranging from entertainment such as concerts and increasing marching band size; strategies regarding students, retirees, and family attendance; and game week promotional signage across campus and large promotional displays on the Highway 501 and 544 sides of campus.

Additionally, the CAF is partnering with area restaurants, such as Gorden Biersch, the Divine Dining Group, and others to promote meet and greet events with new Head Coach Jamey Chadwell. He has been very accommodating by agreeing to attend a total of 12 of these events in Horry and Georgetown counties over the next couple of months. A press release will go out on Monday, February 25, regarding the Coach Chadwell meet and greet events. All CAF members, alumni, faculty/staff, and season ticket holders will be informed of the events. The Divine Dining Group has also agreed to promote the events to their social media followers which numbers over 50,000.

Extensive preparations are also underway for the Chanticleer Gala on April 26th. Twenty tables have already been paid for and over 60 auction items have been collected. Once again, the event will be held at the Marriott Grande Dunes.

The CAF suites will be open tonight, Saturday for the men's basketball game, and Sunday for the North Carolina baseball game.

Director of Athletics Matt Hogue reported on the following:

- A new schematic for football will be used this fall with the team moving back to the east side.
- Greater partnership with Tideland Health to sponsor Better for Life Program into an actual section of the stadium.
- Addition of a young alumni section with more affordable prices to those who have graduated within a five-year window.
- Coach Chadwell will be involved in orientation. The football team is attending other athletic events.
- As soon as the football schedule is finalized within the next couple of weeks, it will be sent out to the trustees.
- The Sun Belt Conference encourages community service. Athletes have been involved in Night to Shine Prom for special needs students and partnering with the United Way to read to 85 kindergarten classes. These stories were covered in the media.
- Fall 2018 academic success: 320 student-athletes with 3.0 GPA or higher and 79 had a perfect 4.0 GPA. Student-athletes will be recognized tonight at the basketball game.

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- Spring football games are scheduled for April 6th.

The NCAA Transfer Portal was launched in October, allowing students greater choice of schools to attend when they want to transfer. They can now get financial aid without the school denying them permission to contact.

Other information regarding the Portal includes: creates a national database to help those students interested in transferring to be known by other schools (not for public consumption); helps coaches operate with integrity when engaged with students interested in transferring; helps coaches manage their rosters when students on their team indicate they want to transfer; and, once someone goes into the transfer portal, they are restricted from training rooms, etc. and athletic aid can be withheld the next semester.

Hogue does not expect much difference in the number of transfers than in past years. At this point, we have lost two student-athletes and gained one.

Two important upcoming basketball games will be played with Georgia Southern and Georgia State. Women's basketball team is traveling. This weekend there will be four baseball games.

As there was no further business, the meeting adjourned.

Respectfully submitted,

V. Chyrel Stalvey

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Recorder