

**Minutes
Coastal Carolina University
Board of Trustees**

**Athletics Committee Meeting
E. Craig Wall Jr. Board Room
February 26, 2015**

- 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, Mr. D. Wyatt Henderson, Mr. Daniel W. R. Moore Sr., Dr. Oran P. Smith, Mr. Robert G. Templeton, Dr. Samuel J. Swad, and Mr. William E. Turner III
- Others Present:** Ms. Sandra Baldrige, Ms. Stacie A. Bowie, Dr. J. Ralph Byington, Dr. Debbie C. Conner, Dr. David A. DeCenzo, Ms. Lynn Dorman, Mr. Matt Hogue, Ms. Martha S. Hunn, Mr. Chris Johnson, Mr. Timothy E. Meacham, Mr. Rein Mungo, Ms. Jennifer Packard, Mr. William M. Plate Jr., and Ms. V. Chyrel Stalvey

(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. Charles Perry of the Sun News and Scott Harper of the Horry Independent were in attendance.)

Chairman Gene Spivey brought the meeting to order at 2:46 p.m.

Marion Lee made a motion to approve the October 24, 2014 committee minutes. George Mullen seconded, and the motion carried.

President David DeCenzo stated that Matt Hogue has done a phenomenal job last year in athletics. Effective immediately, he is appointed Athletics Director.

Hogue passed out the 2015 football schedule which includes six home games of the 11 game schedule. Fall sports championships were received for volleyball, soccer, and women's cross country. Coastal Carolina University's Learfield Directors Cup ranking is 34 of 100—our best ranking ever after fall semester.

Hogue attended the presentation of the S.C. legislators' resolution to Coach Ellis who has brought tremendous acclaim to the University.

The Big South Conference Tournament begins next week and there is another year on the contract for Coastal. Eleven teams of men's and women's basketball will compete. Once again, the Myrtle Beach

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Chamber of Commerce sponsors the event. T-shirts to visit Myrtle Beach will be distributed at the out-of-town games.

It was a tremendous year for football and the average was 9,355—for the first time it was over 9,000. Even with one less home game, that was a 16% increase over 2013. A variable pricing structure was very successful and will be used with basketball and baseball. More popular games will cost more, i.e., CCU vs USC baseball. The baseball attendance average of 1,244 puts us into the NCAA top 40% of schools for attendance. With the attendance average over 2,000 at men's basketball games, we are first in Big South Conference.

The University is still in the assessment stage of determining how the NCAA changes in governing will affect us. The face of athletics will change dramatically, affecting recruitment and the entire business model. The cost of attendance is the biggest item with a variable change from one institution to another. Most affected sports will be men's and women's basketball because of Title IX equity.

Facilities update included: football turf scheduled to arrive March 16 and should be 3-5 week process; softball hitting facility has the roof and turf is being installed; food catering building for athletes will be ready in about a month; work on baseball berms and sidewalk continues with estimated completion mid-April; and, soccer field is in the planning stages.

Chris Johnson began the Chanticleer Athletic Foundation Report by showing everyone a new logo design for the foundation which was designed by University Communication. A new branding campaign will begin with this year with the logo. Gift officers will attend first year experience classes to educate students about the CAF and plant seeds for future participation.

The 2015-16 marketing materials are ready. A Coastal Athletic Foundation Board is being established and Johnson asked for suggestions of people to serve on it. The annual CAF meeting will be held on April 14 in Kline Hospitality Suite. During the Big South Conference Basketball Tournament, the suite will be open for season tickets.

CAF membership donations total \$296,000 raised--\$50,000 ahead of membership donations last year. Baseball suites generated an additional \$40,000 and for the first time we are limiting levels for baseball. Three are on the waiting list. We are almost reaching the saturation point for football and basketball, too. In the last few weeks the CAF has secured \$50,000 unrestricted funds; \$30,000 for Hacker Tournament; and \$10,000 for Baseball.

DeCenzo reported that NCAA now selects number of schools to be reviewed each year. Last fall, we received a clean bill of health. We are certified for the next 10-year period.

As there was no further business, the committee adjourned.

Respectfully submitted,

Chyrel Stalvey for
Charles E. Lewis
Secretary/Treasurer