

**Minutes
Coastal Carolina University
Board of Trustees**

**Administration, Governance and Philanthropy Committee
Singleton Ballroom
May 5, 2022**

Committee Members Present: William Turner, John Bartell (via teleconference), William Biggs, Lisa Davis, Natasha Hanna, and Oran Smith

Committee Members Not Present: None

Other Board Members Present: Lee Belcher, Dalton Floyd, Joe Jarrett, Sherry Johnson, Mark Kelley, George Mullen, Jason Repak, Patrick Sparks, Delan Stevens

Board Members Not Present: Bradley Poston, Gene Spivey

Others Present: Sandra Baldrige-Adrian, Michael Benson, Claudia Bornholdt, Cassandra Boyd, Lee Brown, Brian Bunton, Meredith Canady, Daniel Ennis, Amanda Foss, David Frost, Christina Genovevo, Matthew Hogue, Sara Hottinger, Carlos Johnson, Thomas Koczara, Kelly Moore, Travis Overton, Jerry Rashid, Michael Roberts, Diane Sanders, Olga Shabeka, James Solazzo, Atiya Stokes-Brown, Holley Tankersley

(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. Two members of the media were in attendance: Danny Kelly with Post and Courier and Katie Powell with MyHorryNews.com.)

Chairman William Turner called the Administration, Governance and Philanthropy Committee meeting to order at 2:01 p.m.

William Biggs moved to approve the Administration, Governance and Philanthropy Committee meeting minutes from Feb.17, 2022. Lisa Davis seconded, and the motion carried.

The consent agenda was approved by unanimous consent. (See [APPENDIX I](#))

Senior Vice President/University Counsel, Carlos Johnson, presented information on the Penny Sales Tax MOA. (See [APPENDIX II](#))

Biggs moved to approve the Penny Sales Tax Memorandum of Agreement among the School District of Horry County, South Carolina (the “School District”), Coastal Carolina University (“Coastal”), and Horry-Georgetown Technical College (“HGTC”). (Motion 22-AGP-01) Natasha Hanna seconded, and the motion carried.

Turner encouraged the board to review the Board Self-evaluation results. They will be looking at

the current format and looking into creating a more comprehensive view in the future.

Vice President for Executive Initiatives/Chief of Staff, Travis Overton, presented the University Marketing and Communication Report.

- Currently have a search going on for an Associate Vice President of Marketing and Communications.
- Have moved into a ticket system to streamline requests for the division of Marketing and Communication.
- Currently working on expanding social media platforms and taking advantage of the current trend with LinkedIn.
- Have created a draft of brand guidelines and working to finish it over the summer.
- Have enhanced virtual and livestream services, and this has helped colleagues be more involved in meetings.
- Marketing plan improvements are underway, including marketing targeted at the Hispanic community, with a focus on digital marketing to stay on top of that trend.
- The University is initiating an aggressive and comprehensive web redesign project.

Overton presented the CCU Strategic Plan Report.

- Three future planning meetings have been held.
- Three work groups have been developed that are drafting strategic priorities. Hope to have a draft by Oct. 2022.
- Surveys have gone out to students and will be going out to staff and faculty in the summer.
- There will be a number of campus stakeholder meetings held over the summer.
- Campus town halls and focus groups will be held to gather information from across campus.

With no other business, Biggs moved to adjourn at 2:28 p.m. Davis seconded, and the motion carried.

Respectfully submitted,

Christina Genovevo
Recorder

APPENDIX I: CONSENT AGENDA

**Administration, Governance and Philanthropy Committee Consent
Agenda
May 5, 2022**

The following CCU Policies are presented from Executive Council to the Board of Trustees for approval for the 2022 Annual meeting:

Three-year review of policy; no substantive changes:

1. UNIV-419 Hearing Conservation
2. UNIV-423 Ergonomics
3. UNIV-424 Compressed Gas Cylinders
4. UNIV-425 Lockout Tagout
5. UNIV-428 Bloodborne Pathogen Exposure Control
6. UNIV-489 National Incident Management System

Revision of Policy:

1. ACAD-106 Intellectual Property
2. ACAD-136 College Requirements for Academic Advisory
3. ACAD-137 College Requirements for Academic Probation
4. UNIV-339 Information ADA Grievance Procedure
5. UNIV-410 Policy on Policies
6. UNIV-421 Asbestos
7. UNIV-468 Title IX Policy

New Policy:

1. FAST-TBA Sale of University Property to Current and Retiring Employees
2. UNIV-TBA Prohibition Against Discrimination

Deletion of Policy:

1. ACAD-104 Coastal Carolina University Copyright Ownership Policy

APPENDIX II: PENNY SALES TAX MOA

FORM OF MEMORANDUM OF AGREEMENT

This Memorandum of Agreement is among the School District of Horry County, South Carolina (the “School District”), Coastal Carolina University (“Coastal”) and Horry-Georgetown Technical College (“HGTC”).

WHEREAS, the Education Capital Improvements Sales and Use Tax Act (the “Act”), codified at Sections 4-10-410 to 4-10-470 of the South Carolina Code of Laws, 1976, as amended (the “Code”), was enacted by the South Carolina General Assembly on June 5, 2008;

WHEREAS, Horry County (the “County”) is a county wherein a one percent education capital improvements sales and use tax (the “Tax”) may be imposed pursuant to Sections 4-10-420(C) and 4-10-425 of the Act;

WHEREAS, the School District may use revenues from the Tax for specific capital improvement projects in the School District, if such Tax is approved by the voters of the County in a referendum;

WHEREAS, the Act permits a portion of the revenue from the Tax to be shared with and distributed to the respective governing bodies of Coastal and HGTC for specific capital improvement projects on the campuses of Coastal and HGTC within the County;

WHEREAS, the Act requires a memorandum of agreement to be ratified by all parties to provide for the School District’s sharing of the revenues from the Tax with the respective governing bodies of Coastal and HGTC;

NOW, THEREFORE, in consideration for the mutual covenants contained herein and the mutual benefit to be derived from the Tax, the parties agree as follows:

1. The Horry County Board of Education, acting as the Board of Trustees (the “Horry Board”), is the governing body of the School District and qualifies as a “school district board of trustees” under the Act.

2. The Board of Trustees for Coastal Carolina University (the “Coastal Board”) is the governing body of Coastal and qualifies as a “higher education board of trustees” under the Act.

3. The Horry-Georgetown Technical College Commission (the “H-G Commission”) is the governing body of HGTC and qualifies as an “area commission” under the Act.

4. This Memorandum of Agreement shall be incorporated in the approving resolution of the Horry Board (the “Resolution”).

5. A referendum shall be held in the County, pursuant to the Act and in accordance with the provisions of the Resolution, on the question of the imposition of the Tax. If the referendum is successful, the Tax shall be imposed for 15 years and the revenues from the Tax distributed in accordance with the Act, the Resolution, and this Memorandum of Agreement.

6. The revenue distribution formula for the sharing of the revenue from the Tax shall be 80% to the School District; 13.3% to Coastal; and 6.7% to HGTC.

7. The State Treasurer shall distribute proceeds of the Tax due the School District to the County Treasurer for the benefit of the School District. Any revenue due the Coastal Board or the H-G Commission will be distributed by the State Treasurer monthly to approved accounts of those entities. All such distributions must be proportionately reduced by amounts attributable to refunds and administration as provided in the Act.

8. The Horry Board agrees to use the School District’s share of the distribution only to pay for those capital improvements shown on Exhibit A to this Memorandum of Agreement, and included in the referendum question directly, or to service general obligation debt incurred by the School District for such improvements, or a combination of these purposes. The School District shall maintain records which demonstrate that the Tax proceeds are spent only for the purposes as approved by the Horry Board and in accordance with the Act and this Memorandum of Agreement.

9. The Coastal Board agrees to use its share of the distribution only to pay for its capital improvements shown on Exhibit B to this Memorandum of Agreement and included in the referendum question directly, or to replace tuition revenues pledged to service state institution bonds issued for such improvements, for some other applicable method of financing capital improvements provided by law, or a combination of these purposes. If any necessary approvals required by law for the issuing of state institution bonds or other method of financing are not forthcoming, the Coastal Board shall then use the revenue for the projects approved to the extent possible and may prioritize among their projects for their

completion. Coastal shall maintain records which demonstrate that the Tax proceeds are spent only for the purposes as approved by the Coastal Board and in accordance with the Act and this Memorandum of Agreement.

10. The H-G Commission agrees to use its share of the distribution only to pay for its capital improvements shown on Exhibit C to this Memorandum of Agreement and included in the referendum question directly, or to replace tuition revenues pledged to service state institution bonds issued for such improvements, for some other applicable method of financing capital improvements provided by law, or a combination of these purposes. If any necessary approvals required by law for the issuing of state institution bonds or other method of financing are not forthcoming, the H-G Commission shall then use the revenue for the projects approved to the extent possible and may prioritize among their projects for their completion. HGTC shall maintain records which demonstrate that the Tax proceeds are spent only for the purposes as approved by the H-G Commission and in accordance with the Act and this Memorandum of Agreement.

11. This Memorandum of Agreement is not effective unless it has been ratified by a recorded vote of at least two-thirds of the membership of the Horry Board, a recorded vote of at least two-thirds of the membership of the Coastal Board, and a recorded vote of at least two-thirds of the membership of the H-G Commission. When ratified by all parties and incorporated into the Resolution, this Memorandum of Agreement is binding on all parties.

IN WITNESS WHEREOF, the parties hereto have executed this Memorandum of Agreement as of the day and year first above written.

SCHOOL DISTRICT
OF HORRY
COUNTY, SOUTH
CAROLINA

Chairman, Board of
Education acting as the
Board of Trustees

ATTEST:

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(Seal)
Secretary, Board
of Education
acting as the
Board of
Trustees

Ratified by the Horry County Board of Education acting as the Board of Trustees on [] [], 202[].

COASTAL CAROLINA
UNIVERSITY

University

ATTEST:

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(Seal) Secretary,
Board of Trustees for
Coastal Carolina

Administration, Governance and Philanthropy Committee Meeting
May 5, 2022

Chairman, Board of Trustees for Coastal
Carolina University

Ratified by the Board of Trustees for Coastal Carolina University on [] [],
202[].

**HORRY-GEORGETOWN
TECHNICAL COLLEGE**

Chair, Horry-Georgetown
Technical College
Commission

ATTEST:

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(Seal) Secretary,
Horry-Georgetown
Technical College
Commission

Ratified by the Horry-Georgetown Technical College Commission on [] [],
202[].

EXHIBIT A

**SCHOOL DISTRICT OF
HORRY COUNTY
CAPITAL
IMPROVEMENT
PROJECTS**