

**Minutes
Coastal Carolina University
Board of Trustees**

**Athletics Committee Meeting
E. Craig Wall Jr. Board Room
August 6, 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. William S. Biggs, Mr. Samuel J. Frink, Mr. D. Wyatt
Henderson, Mr. Daniel W. R. Moore Sr., Dr. Oran P. Smith,
Dr. Samuel J. Swad and Mr. William E. Turner III

Others Present:

Ms. Sandra A. Baldrige-Adrian, Dr. J. Ralph Byington, Ms. Nedy
Campbell, Dr. Debbie C. Conner, Dr. David A. DeCenzo, Mr. Matt
Hogue, Ms. Martha S. Hunn, Mr. Chris Johnson, Ms. Beverly J.
Landrum, Mr. Timothy E. Meacham, Mr. Travis E. Overton, Ms.
Jennifer Packard, Mr. William M. Plate Jr., Dr. Nelljean Rice, Dr.
Barbara Ritter, Mr. Mark Roach, Ms. V. Chyrel Stalvey, Mr. John
Vrooman, Mr. Gregory T. Thompson, Ms. Sharon A. Sluys and
Ms. Kathy T. Watts

(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. Claire Byun of the Sun News and Scott Harper of the Horry Independent were in attendance.)

Chairman Gene Spivey brought the meeting to order at 2:39 p.m.

Delan Stevens moved to approve the May 7, 2015 committee minutes. Marion Lee seconded, and the motion carried.

Director of Athletics Matt Hogue noted that three student-athletes were named student of the year in their disciplines at last night's Honors Program.

Current athletic standings: Big South Sasser Cup – 1st; Capital One Cup 27th; Lear Director's Cup – 77th; and, six teams are in NCAA tournaments in the Director's Cup.

The Big South Basketball Tournament was a very successful tournament. The game in which Coastal Carolina University played the University of Wisconsin had the highest number of viewers on cable the first weekend.

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The net ticket revenue this year is \$684,000 which is almost a 40% increase over last year.

The teal turf project is almost finished and a few punch list items are being completed. We are pleased with the color. We are waiting on the Campus Master Plan update to move forward with the soccer facility but discussions have already started.

For the most part, the baseball berms are ready, the boardwalk is moving forward and construction is completed. We are ready to host regionals the end of May or June. The baseball team is currently rated 24th in the country. We are ranked 33rd in the nation for baseball attendance.

Executive Director of the Chanticleer Athletic Foundation Chris Johnson reported that total fund raising FY15 is \$1,504,251 and total cash received is \$2,522,537. The CAF is building on the successes and enthusiasm that our athletic programs are achieving and utilizing every way we can with our branding.

Membership renewals are underway. The baseball suite level has a wait list. If demand continues with all three major sports, we will have to begin wait lists for all of them. This is a fantastic problem to have.

During the summer orientation programs, a member of the CAF talked about the student membership program and has encouraged student organizations to build momentum to attend athletic events.

CCU is proud to offer a new fundraising program—GiveStep—for our 18 sports. With this event-based giving program, you are able to donate based on the stats of Chanticleer teams. All sports are available. For example, a basketball fan can give 50 cents or \$3 or \$25 or \$400 to the men's or women's program through the CAF each time the Chanticleers win a game, grab a rebound or record an assist. You can give \$1 or any amount each time the football team wins, scores a touchdown or kicks a field goal. You determine the pledge and it can be capped at a certain dollar amount; and, if necessary, it can be stopped at any time. The women's lacrosse team generated \$3,200 to go into their budget through the program.

Chauncey's Corner is a merchant network available only to CAF members. All participating businesses are CAF members who support and invest in Chanticleer athletics while also providing CAF members unique discounts. Visit chaunceyscorner.com to see the many local businesses (currently 18 businesses and growing) that offer a discount to CAF members. For a \$500 donation to the CAF, the business will receive promotion on the CAF website, including their logo and hyperlink, featured on the video board during the games, receive a 3'x5' Chanticleer flag to hang in the business, get a Bronze parking pass in the event season tickets are purchased and two membership cards entitling benefits at participating merchants.

The CAF has begun soliciting corporate tables for the Athletic Gala on Friday August 28. Everyone was encouraged to attend.

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As there was no further business, Gene Spivey moved to adjourn and Chuck Lewis seconded. The committee adjourned.

Respectfully submitted,

Chyrel Stalvey
Recorder