

**Minutes**  
**Coastal Carolina University**  
**Board of Trustees**

**Athletics Committee Meeting**  
**E. Craig Wall Jr. Board Room**  
**May 4, 2017**

**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, and Mr. H. Delan Stevens

**Member of Committee Not Present:** Mr. Eugene C. Spivey

**Other Trustees Present:** Mr. Samuel H. Frink, Ms. Natasha M. Hanna, 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, Mr. John H. Bartell Jr., Ms. Katherine Brooks, Dr. J. Ralph Byington, Ms. Nedy Campbell, Mr. Josh M. Chesson, Ms. Whitney A. Comer, Dr. Debbie Conner, Dr. David A. DeCenzo, Mr. Matt Hogue, Ms. Martha S. Hunn, Mr. Christopher A. Johnson, Dr. Jeff Linder, Ms. Beverly J. Landrum, Mr. Timothy E. Meacham, Mr. Travis E. Overton, Ms. Jennifer Packard, Ms. Denise Perez, Mr. William M. Plate Jr., Mr. Mike Pruitt (teleconferenced), Mr. Mark A. Roach, Mr. Patrick S. Sparks, Ms. V. Chyrel Stalvey, Mr. Gregory Thompson, and Mr. John Vrooman

(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.)

Vice Chairman Marion Lee brought the meeting to order at 10:00 a.m. It was noted that Chairman Gene Spivey's mother had surgery yesterday, and he was with her at MUSC.

Lee moved to approve the February 23, 2017 Committee minutes, and Chuck Lewis seconded. The motion carried.

Director of Athletics Matt Hogue gave a spring sports update:

- Malene-Krolboll Hansen is a women's golf NCAA Regional qualifier
- Luis Ruiz tied for first in the Sun Belt Golf Tournament

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- Women's Lacrosse is the Atlantic Sun Belt champions and number one seed in the NCAA tournament. Kristen Selvedge was named Coach of the Year. There were eight all conference selections
- Baseball is a half game out of first in the East Division. The tournament will be May 23-28 in Statesboro, GA.
- Softball wraps up the regular season this weekend at home vs Appalachian State.
- Track and Field Sun Belt championships are next weekend. Sandra Fowler has been hired as the new track and field head coach.
- Our first ever beach volleyball match was held on April 13-15.
- 48 student-athlete candidates for graduation at the May and August commencements. A commencement ceremony will be held Monday morning for the women's lacrosse team.
- Community service hours were record setting with a total of nearly 3000 hours.
- CCU ranked 123 in the Learfield Directors Cup, highest in the Sun Belt Conference.

The ACC Women's basketball tournament held on campus was well received. Next year the tournament and will go back to North Carolina.

CCU has partnered with Myrtle Beach Sports Alliance to bring sports tourism to the area by hosting the 2019 men's golf tournament at TPC.

Delan Stevens wanted to know the football teams we will be playing in the future. Hogue replied that dates for conference play is available on March 1<sup>st</sup> each year. Nonconference games can be known five to six years ahead. There will be two games in 2018 with USC; 2019 a home game with Kansas; and in 2023 a game with UCLA.

Work continues on getting the piles up at the football stadium, and work is progressing.

Chanticleer Athletic Foundation (CAF) Executive Director Chris Johnson stated that the fourth quarter of the fiscal year is the busiest fundraising period for the CAF with membership renewals, suite level donors renewals the focus, along with the nonstop pursuit for new members and major donors. In the month of April \$84,600 was raised in CAF membership donations compared to \$54,300 last April—a 56% increase. In the first days of April, we have added \$64,000 in membership donations. Our goal is to break \$500,000 in membership donations by June 30. To date we have raised \$371,000 toward that goal, and we will surpass that goal. Again, it is worth noting that these membership donations represent the baseline of the CAF's growth. This number has grown from \$257,000 in FY 13-14, to \$350,000 in FY 14-15 to \$436,000 last year. Plans are to more than double this to a million plus range in FY 2018-2019 as we add the new 300-person suite to the football stadium's west side.

Thinking ahead, in efforts to further enhance these baseline revenues, the CAF has worked hard to create and implement a new membership donation model this spring. We reviewed the donation models of every Sun Belt Conference school, along with a number of FBS level athletic program around the country and easily concluded that the move to FBS now was the right time

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to make a change in the donation structure. We presented the plan to the CAF Board of Directors which unanimously voted in favor of the change

The new model provides for a per-seat donation and allows for season ticket holders to also acquire parking privileges for an additional donation. In order to encourage more season ticket holders to purchase more tickets, we built in a discount based on purchasing more than four tickets in any sport. We also worked to keep the total donation increases between 10-15% on average.

The new model has been well received. We have tried to make the transition this first year as smooth as possible.

Through April 30<sup>th</sup> the CAF has recorded \$1,338,800 in new gifts and pledges. Adding pledge payments received our total cash received stands at \$1,933,000.

Although this number not where we would like it to be, we are still diligently working with three seven-figure prospects that could close within the next few months, along with a number of five and six figure prospects. The timing of when gifts close is not easily controlled, but we are working hard to support the rapid growth.

To further increase revenues, approval has been given to seek a Director of Major Gifts. This person's job will be to focus solely on major gifts for athletics and will not be required to assist in many of the other duties required to run the daily operations of the CAF. Hopefully, this will be filled by July 1.

Additionally, we are in final preparations for the Chanticleer Gala, to be held May 18<sup>th</sup> at the Marriott Grande Dunes. To date we have filled a record number of sponsors and 56 tables. There is only space for about 15 additional guests as we are capping attendance at 580. Chanticleer Athlete of the Year Josh Norman will be in attendance.

As there was nothing further to discuss, Chuck Lewis moved to adjourn and Delan Stevens seconded.

Respectfully submitted,

*V. Chyrel Stalvey*

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Recorder