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University of South Carolina

BOARD OF TRUSTEES

Intercollegiate Athletics Committee

September 18, 2009

The Intercollegiate Athletics Committee of the University of South Carolina Board of Trustees met on Friday, September 18, 2009, at 11:30 a.m. in the 1600 Hampton Street Board Room.

Members present were: Mr. William C. Hubbard, Chairman; Mr. Herbert C. Adams; Mr. Arthur S. Bahnmuller; Mr. Mark W. Buyck, Jr.; Mr. Toney J. Lister; Mr. Michael J. Mungo; Mr. Othniel H. Wienges, Jr.; Mr. Miles Loadholt, Board Chairman; and Mr. Eugene P. Warr, Jr., Board Vice Chairman.

Other Trustees present were: Mr. Chuck Allen; Mr. J. Egerton Burroughs; Mr. Greg Gregory; Mr. William W. Jones, Jr.; Ms. Leah B. Moody; Mrs. Amy E. Stone; Mr. John C. von Lehe, Jr.; and Mr. Mack I. Whittle, Jr.

Others present were: President Harris Pastides; Secretary Thomas L. Stepp; Vice President for Finance and Planning William T. Moore; Vice President for Academic Affairs and Provost Michael D. Amiridis; Vice President for Student Affairs and Vice Provost for Academic Support Dennis A. Pruitt; Vice President for Human Resources Jane M. Jameson; Vice President for Information Technology and Chief Information Officer William F. Hogue; Interim Vice President for Advancement Michelle Dodenhoff; General Counsel Walter (Terry) H. Parham; Vice Provost for Faculty Development Christine W. Curtis; Associate Vice Provost for Academic Resources Edward L. Walton; Chancellor of USC Upstate John C. Stockwell; Special Assistant to the President J. Cantey Heath; Athletics Director Eric C. Hyman; Director of the Department of Internal Audit Alton McCoy; Chief Financial Officer, Department of Athletics, Jeff Tallant; Executive Associate Athletics Director for External Affairs Kevin O'Connell; Deputy Athletics Director Marcy Girton; Assistant Athletics Director for Major Gifts W. Russell James; Faculty Athletics Representative William (Bill) O. Bearden; Chair of the Faculty Senate Patrick D. Nolan; Director of Media Relations, Division of University Advancement, Margaret Lamb; President of the Student Government Association Meredith Ross; University Technology Services Production Manager, Justin Johnson; and Board staff members Terri Saxon, Vera Stone, and Karen Tweedy.

Chairman Hubbard called the meeting to order, welcomed everyone, and asked Board members to introduce themselves. Ms. Lamb introduced members of the media who were in attendance.

Chairman Hubbard said that notice of the meeting had been posted, the press notified as required by the Freedom of Information Act, the agenda and supporting materials circulated to the Committee; and a quorum was present to conduct business.

I. Athletics Department FY 2009-2010 Goals:

Chairman Hubbard called on Mr. Hyman who explained that in the goal development process he received input from all the Athletics Department staff, and reviewed and discussed why some of the previous year's goals were accomplished and some were not. He said that he was pleased with the outcome and that the goal attainment this fall had been of the best since he joined the University.

Academics: To achieve a minimum single year APR of 935, a multi-year APR of 925 for all teams, and a GPA of 3.0 or better for each semester for a minimum of 15 sports programs.

Business: Implement all internal audit recommendations.

Competition: 10 teams finish in the top 6 in conference rankings or top 3 in division rankings, and 10 teams finish in the top 25 in sport specific national rankings.

Compliance: Reduce occurrences of secondary violations.

Development: Increase Gamecock Club membership by 1,000; plan and execute the Dodie Anderson Academic Enrichment Center (AEC) grand opening reception, and groundbreaking event for the Coaches Support Building; and develop a football parking plan following the acquisition of the Farmer's Market.

Facilities: Obtain bids and begin construction on the next phase of the Athletics Village at the Roost; create a final conceptual design for the Farmer's Market site and obtain Phase II approval; develop a plan for transition into the Dodie AEC; and ensure a successful conversion of the former AEC building by July 1, 2010.

Marketing, Media Relations and Multi-Media Services: Develop a comprehensive plan for use of digital and social media; enhance Gamecocks Online and employ Spursupblog.com; use Twitter and text messaging to interact with fans; improve presence on Facebook and YouTube; and assess new media opportunities.

Life Skills, Sports Medicine, Strength and Conditioning, and Wellness: Develop a plan to provide enhanced educational opportunities in the areas of healthy living, nutrition, and financial management for student-athletes in preparation for life beyond sports.

Administration, Gamecock Club, Marketing, and Ticket Office: Develop and implement a customer service program targeted to Gamecock Club members and fans attending events; provide efficient customer service to Gamecock Club members; implement a text message helpline in athletics venues; and initiate a welcome program, including tag line, "Welcome to Gamecock Country!"

II. Athletics Director's Report

Mr. Hyman gave an overview of the Fall sports. The Cross Country team took 1st place over 12 teams in the Gamecock Invitational. The Women's Soccer team ranked 12th in the country, and was one of only three teams in the nation to start the season with six consecutive shut outs. They were also 6-0 with wins over Clemson. The Men's Soccer team was 3-1 with wins over Clemson; and the Football team was 1-1. The Volleyball team was 8-1 including five set wins over Clemson. And, Head Women's Tennis Coach Arlo Elkins finished 8th in the country and had his 400th win.

FY 2008-09 Athletics Department Goals Status Report:

Academics: Achieved a minimum APR of 925 for all teams and adhered to conditions set forth in the waiver to the NCAA Improvement Plan.

Budget: Several minor findings were identified and corrected during the internal audit.

Competition: Ten teams to finish in the top six in conference rankings or top three in division in SEC East rankings; ten teams to finish in the top 25 in NCAA rankings. Seven teams finished top six or top three. The Men's Golf team tied 4th in the SEC; Women's Soccer placed 3rd in SEC East; and Outdoor Men's Track was 4th in SEC. Six teams finished in the top 25 in NCAA rankings: Baseball (21st); Men's Golf (13th); Women's Tennis (17th); Indoor Men's Track (20th); Indoor Women's Track (12th); and Outdoor Men's Track (6th).

Compliance: Developed and implemented a comprehensive rules education program for all internal and external representatives of USC Athletics. Initiatives to accomplish this goal were: Developed Garnet Insider Question of the Week; Spurs and Feathers Monthly Article; Gamecock Club Chapter Meeting Presentations; and Educational insert in football season ticket mailing.

Development: Implemented a scholarship program, pairing student-athletes with donors. These students wrote to invite their assigned donors to a Gamecock Gala.

Implementation of the Garnet Way campaign was only partially accomplished. Kick-off for the campaign was held on August 8, 2008. The Garnet Way Cabinet had begun meeting, but campaign progress had been slow due to the current economy.

Facilities: The Williams-Brice Stadium (WBS) feasibility study for the 208/209 Champions Club and training room project was completed. The conceptual design and usage plan for the Farmer's Market property was underway. The new Baseball Stadium playing field was ready for Fall practice and the facility was completed in time for the first home game. Details of a parking plan and shuttle for baseball prior to the ticket deadline was finalized.

Gamecock Sports Properties: The goal to increase advertising sales from \$5,393,000 to \$8,000,000 was partially completed. The total sales were \$7.1 million (\$1.7 million in attrition).

Marketing: A departmental wide marketing plan was developed. Social networking services, including Facebook, Twitter, YouTube, and Spursupblog.com were added. The

website was redesigned to include video enhancements. Trade was utilized with WOLO (ABC), Time Warner, and Cablevantage to promote Athletics through television.

The goal to generate and implement core marketing plans for all sports programs was partially accomplished; in that while the plans had been completed for every sport, they were continuously improving the tactics and consistency.

The goal to develop an Ad Hoc committee for multi-media/recruiting and strategic planning was completed. The committee which consisted of 15 coaches and staff members who had submitted recommendations to the Athletics Department for new strategies to be included in the website had been formed.

Media Relations/Video: The goal to develop a comprehensive archive system to preserve the history of USC athletics was partially accomplished. The project was initiated, but not completed due to a lack a funding. Progress continued in archiving video and other media.

NCAA Certification: Preparation for the NCAA certification was initiated. Certification would begin in 2011.

Commitment to Facilities: Mr. Hyman stated that the Athletics Village at the Roost, which would consist of the Coaches Support Building, AEC, Athletics Center, Basketball Practice Center, and a garage, would be the starting point.

Mr. Hyman reported on deferred maintenance projects funded through the Athletics Operating Budget between FY 2005-2006 and FY 2008-2009. Deferred maintenance was less than \$1 million when he came to the University, but had tripled since FY 2005-06.

Mr. Hyman reported on issues that needed to be addressed at the Williams-Brice Stadium. Water proofing in the west stand at Williams-Brice Stadium was a \$500,000 project, but it was needed throughout the entire stadium, since the concrete was coming apart and mold was building.

The Athletics operating budget allocated to deferred maintenance and facilities over the past four years (2005-2009) a total of \$26,455,616 as listed below:

FY 2005-06 Budget: The AEC Roof Replacement; Baseball Stadium, Original Site; Crews Football Building; WBS Sod Replacement and Press Box; and Deferred Maintenance at a total of \$2,797,344.

FY 2006-07 Budget: Initial funding for the Dodie Academic Enrichment Center Stadium; Williams-Brice Stadium Exterior Painting - Phase II, Elevator Renovation, Light Towers Painting; Thomas Cooper Library Academic Center; Training Room Renovations; Equestrian Farm Acquisition; and Deferred Maintenance at a total of \$4,853,428.

FY 2007-08 Budget: Roost Infrastructure; Farmers Market Acquisition; Roundhouse Roof Replacement; Williams-Brice Stadium Feasibility Study; Baseball Stadium Scoreboard; Beckham Field Scoreboard; Stone Stadium Scoreboard; and Deferred Maintenance which totaled \$4,931,145.

FY 2008-09 Budget: Blatt Pool Filtration System; Farmers Market Feasibility Study and Acquisition; WBS - Football Locker Room Renovation, Football Recruiting Room, Electrical Upgrades, Champions Club, Training Room Renovation, Lower West Waterproofing, Speaker Sound System; Stone Stadium Field Renovation; Coliseum Locker Room - Men's and Women's Basketball; Softball Office Construction; Reduction of the Farmer's Market and the Dodie AEC Principal; Basketball/Volleyball Practice Facility; Baseball Stadium; and Deferred Maintenance at a total of \$13,383,699.

Mr. Hyman reported that the maximum bonding capacity was \$200 million. The remaining current capacity for projects on the horizon was \$65.1 million.

Future projects that would require three or more years included: Football Practice Fields, Coaches Office, and Entrance; Basketball Practice Facility; Athletics Performance Center; Track Outdoor Facility; and a Softball Stadium at an estimated total of \$61.6 million.

Potential Long Range Projects included: Soccer Practice Field; Tennis and a Track Indoor Facility; and a WBS project to be determined at an estimated total of \$10.9 million.

Research was conducted on the cost of current and future projects at other SEC schools in comparison to the University. The results of the survey were reported in million dollar increments:

	Amount Financed for Current Projects	Cost of Future Projects
Tennessee	\$124.0	\$50.0
SEC Florida	\$ 89.8	\$22.0
East Georgia	\$ 97.4	\$40.0
South Carolina	\$134.9	\$61.6
LSU	\$212.0	\$4
SEC Auburn	\$146.5	\$104,250
West Alabama	\$126.0	\$65.6
South Carolina	\$134.9	\$61.6

In summary, the total annual debt service on \$200 million was \$13.27 million. Total revenue streams allocated to debt service payments was \$9.0 million (ESPN Contract \$4.0 million and YES Revenue \$5.0 million), and the ideal debt service payment was \$7 million. The total amount needed for projects was \$196.5 million and the philanthropy needs were \$58.1 million.

In response to Mr. Loadholt's inquiry, Mr. Hyman stated that the Dodie AEC was would be completed by January 2010. It was approximately 73 percent complete.

Mr. Wienges asked about off-campus behavior. Mr. Hyman discussed the "Consequences for Your Actions" program, in which all first year student-athletes were required to participate. Speakers, including the Richland County Solicitor, attorneys, coaches, and staff from the Student Affairs Office, were invited to talk to the student-athletes about the consequences of their actions.

President Pastides informed the Board of the death of NCAA President, Myles Bran, who was also the former President of Indiana University, and an honorary degree recipient of the University of South Carolina.

There being no further matters to come before the Committee, Chairman Hubbard declared the meeting adjourned at 1:00 p.m.

Respectfully submitted,

Thomas L. Stepp
Secretary