The meeting was called to order at 8:00 AM by Christine Draper, Chair.

Members and Visitors Present

Cheryl Aasheim, Sam Baker, Cathy Beene, Barry Balleck, Jeff Blythe, Ron Core, Christine Draper, Chris Geyerman, Garrett Green, Bill Levernier, John Luque, Chris MacDonald, John Mulherin, Steve Rossi, Keith Roughton, Fred Smith, Reed Smith and Christine Whitlock.

Approval of Minutes

- The minutes of the September 28, 2011 meeting were unanimously approved.

Introduction of Guest by Sam Baker:

- Chris Blair, Director of Broadcaster joined the athletics department staff on July 1, 2011.
- Excited about the opportunity to join the university and its new initiative combining web, television, and radio all under the athletic department banner. This will help create continuity on our outgoing message of Eagle athletics and ultimately the university as a whole.
- We also will be able to help create a revenue stream for advertising to help the overall funding our student-athletes. It certainly helps that our football team is currently number one in the nation and off to a 6 and 0 start and we hope to build on that as we move into year two. Year one required a heavier expenditure for equipment and infrastructure to make sure we are capable of delivering the product we are charged with delivering.
- We certainly hope to, in the future, allow opportunities for our students who are interested in broadcast journalism to assist us in preparation for each athletic broadcast. This radio division new to the athletic department is built just like those of IMG and Learfield Sports and will prepare students for those job opportunities.
- Continue to build the advertising sales.
- Radio, TV and internet are all now contained in the department making it easier to convey one message.
- Thank you for the opportunity to visit with you today and should you have any questions for me, I would be happy to answer any.

Financial Update

Jeff Blythe:

- The September budget report was emailed to the UAC for review.
- Revenue is ahead of this time last year. We should exceed the football revenue budget.
- The coaches have done a great job in managing their travel expenses. The overall budget is looking good but we still have a long way to go in this fiscal year. Entering the push to
sell basketball season tickets. This is our second season of charging admission to
volleyball and tickets sales have been doing well.

Schedule Approvals

Cathy Beene:

- Distributed the 2011-12 Indoor and Outdoor Track and Field schedules. The schedules
  are in compliance with NCAA Bylaws and institutional guidelines. The schedules were
  approved.

Athletics Update

Sam Baker:

- Hard to believe we are so close to the end of the fall athletic schedules.
- Football plays their seventh game this Saturday. Both men’s and women’s soccer
  finished their home season this past weekend. Volleyball has only four home matches left
  on the schedule.
- We have started to gather the information necessary to present the bid package to host a
  FCS playoff game or games.
- The Athletic Foundation is working on raising the funding for the new football facility.
  John Mulherin is focused on making this a successful effort. It will be the largest
  privately funded project ever constructed on campus. For recruiting you have to have
  outstanding facilities. We are very excited about this project.
- As student enrollment continues to grow the seating capacity at Paulson Stadium is not
  going to be adequate to meet that need. This will be a point of future planning and
  discussion.
- It was an embarrassing moment when the student section started a profanity laced chant
  at the Furman game last Saturday. We have great student support but they must use some
  degree of decorum when expressing that support.
- We are excited about the upcoming basketball seasons. Men’s basketball has dealt with a
  great deal over the several years and now appear poised to be successful.
- Kick off to the basketball season starts this Friday at 6:00 PM with the Hanner Havoc.
- Football kickoff is at 2:00 PM on Saturday.

NCAA Representative Update

Chris Geyerman:

- Southern Conference Fall Meetings start Tuesday, October 25 in Spartanburg, SC.

Athletic Foundation Report

John Mulherin:

- The Athletic Foundation continues to work on the Capital Campaign and the football
  building fund.
• Newsletters were sent out that shows the answer of many donor questions of where their money goes.

New Business

• Next UAC meeting is November 30.
• Volleyball is selling “Dig Pink” shirts at Russell Union today and tomorrow.

Old Business

• None.

The meeting was adjourned at 8:40 AM.

Respectfully submitted,

Lanell VanLandingham
Senior Administrative Secretary
Department of Athletics