Athletic Board  
Wednesday, January 19, 2011  
Holmes Student Center #406, 1:00pm

Present: Terry Bishop (Chair), Ken Zehnder, Brian Hemphill, TJ Lusher, Paul Bauer, Todd Latham, Don Tidrick, Jan Rintala, Jeff Compher, Earl Hansen, Connie Fox, Hamid Bateni, Marcia Dick, Matt Streb, Meaghan Bennett.

Guests: Dee Abrahamson, Sr. Assoc AD/Internal; Shelley Binegar, Assoc AD/Development and Marketing; Debra Boughton, Assoc AD/Business Affairs; Christian Spears, Sr. Assoc AD/Administration.

I. Call to Order – T. Bishop (1:05pm).

II. Approval of November 17, 2010 Meeting Minutes

P. Bauer made a motion to approve the November 17, 2010 meeting minutes as presented. E. Hansen seconded the motion.

Having no additions, deletions or corrections, motion was carried unanimously.

III. Faculty Athletics Representative – J. Rintala

The intercollegiate athletics teams have successfully completed their 11th straight semester of achieving a 3.0 cumulative GPA. Congratulations to the teams!

She will be at MAC meetings in Cleveland on Monday and Tuesday, January 24 and 25. If there is anything from the perspective of faculty members you would like her to bring up at those meetings, please e-mail her and let her know. She would need anything before the end of Sunday evening. She will have a more detailed report at the Athletic Board meeting in February.

IV. Committees

A. Equity/Diversity – D. Tidrick
   No report.

B. Budget – P. Bauer
   No report.

C. Student-Athlete Wellbeing – M. Streb
   No report.

D. External Relations – T. Latham
   Committee met today and reviewed the 2011 Football ticket prices and Soldier Field ticket prices and also seating for that game. No issues with any of that information.
V. New Business

A. FY12 Football Ticket Prices

Proposed FY12 Football ticket prices, Soldier Field ticket prices and seating chart were distributed. There are seven home games this season, counting the game at Soldier Field as a home game. Normally we have six home games but this year, there are six in DeKalb and one at Soldier Field.

Single game ticket prices have not been increased since 1996. D. Boughton stated that the focus is on building the season ticket base and giving purchaser a slightly higher discount on tickets. The Soldier Field game would be the premier game this season. These ticket prices have been reviewed several times.

J. Compher stated that the mini-plan pricing is also the same as last year. Basically, purchasers buy two games and get one free through the mini-plan. Athletics has seen a large conversion from the mini-plan to the full season ticket plans. Athletics will continue to offer that option and believes it is a good way to keep people in the “funnel.” Last season, 3,202 season tickets were sold but that translated into approximately 1100 account holders. That number includes mini-plans, as well.

P. Bauer pointed out that with regard to the Soldier Field game ticket, purchasers receive a discount on those tickets only if they are a full season ticket holder and not a mini-plan holder. J. Compher added that all discounts are the same and the only change is in the single game ticket price. P. Bauer went on to say that several different groups have reviewed the proposed pricing. J. Compher stated that alumni who are season ticketholders also reviewed the information felt that the pricing is very fair.

The question was then asked about approving the information as a single packet (2011 Football ticket prices, Soldier Field ticket prices for NIU vs. Wisconsin, and seating chart for that game).

E. Hansen made a motion to approve the proposal as a single packet. D. Tidrick seconded the motion.

M. Streb asked whether any thought had been given to allowing people to purchase an unlimited number of the Soldier Field tickets, thereby getting more people to the game. J. Compher said thought was given to that but we want to give the purchasing advantage to the season ticketholders because they will be able to purchase them before the general public. S. Binegar said Athletics wants to reward the season ticketholders and that is what this pricing plan allows. Soldier Field does control the parking for the game but season ticketholders will be able to purchase both game tickets and parking passes first. Soldier Field will sell us as many parking passes as we want. Those purchases need to happen by April 30. The deadline is a huge thing as it is the only way to get a ticket for the game. NIU does have the 50-yard line seats on both sides of the field. The Alumni Association is doing a pre-game tailgate.

J. Compher said the last time NIU played at Soldier Field it was first come, first served. This time Athletics is taking orders then assigning seats.
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Having no additional questions, motion was carried unanimously.

VI. Announcements/Adjournment

A. Upcoming Events

1. Humanitarian Bowl trophy presentation – Weds, January 26
   This will take place at halftime of the Men’s Basketball game.

2. Signing Day – Weds, February 2
   Men’s/Women’s Soccer and Football are all signing on February 2. There
   will be a press conference that day. Before the Men’s Basketball game that
   evening, Coach Doeren will announce all of the signees. That event will be
   open to the public and takes place in the south lobby of the Convocation
   Center.

3. HASF Kick-Off – Sat, February 12
   Before the Men’s Basketball game at 3pm, the HASF kick-off will take place
   from 1pm-3pm. Coach Doeren and the Football staff will be introduced that
   day.

4. Red Cross Day – Sat, February 19
   Athletics has changed the way it is associating with charities and has
   selected three to partner with throughout the year. The Red Cross is one of
   those charities. On February 19, they are having a blood drive from 1pm to
   5pm at the Convocation Center. All donations will stay here in the
   community.

5. MAC Wrestling Championship – Sat-Sun, March 5-6

   Takes place at Evans Field House

7. The Victors - Mon, May 2
   This is Athletics’ end-of-the-year banquet and awards presentation.

8. MAC Track & Field Championships – Thurs-Sat, May 12-14

The MAC championships and the State of Illinois Meet are all big events for Athletics
and are in addition to many other things going on. S. Binegar said the track and field event is the
largest MAC event to host because it is for men and women.

T. Lusher made a motion to adjourn the meeting. E. Hansen seconded the motion. Motion carried.
Meeting adjourned at 1:30pm.

The next meeting of the Athletic Board is Wednesday, February 16, 2011, at 1pm in Holmes
Student Center #406. The executive committee will meet on Wednesday, February 2, 2011,
at 1:30pm in the Athletics Administration Conference Room in Convocation Center #200.