Athletic Board  
Wednesday, May 1, 2013  
Yordon Center Room #107, 1:00pm

Present: Terry Bishop (Chair), David Changnon, TJ Lusher, Paul Bauer, Todd Latham, Don Tidrick, Joe Bittorf, Gretchen Schlabach, Hamid Bateni, John Moulton, Peggy Simonds, Lauren Noonan

Guests: Debra Boughton, Associate Athletics Director/Business Operations; Mark Muhlhauser, Associate Athletics Director/Major Gifts; Lindsey Hicks, Assistant Athletics Director/Compliance and Student Services.

I. Call to Order – T. Bishop (1:08pm)

II. Approval of March 20, 2013 Meeting Minutes

P. Bauer made a motion to approve the March 20, 2013, meeting minutes as presented. T. Latham seconded the motion.

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

III. Introduction of New Members

Lindsey Hicks and Mark Muhlhauser are both joining the meeting as members of Athletics executive team. Lindsey is currently Assistant Athletics Director for Compliance and Student Services. Mark is currently Associate Athletics Director/Major Gifts Officer for Athletics.

IV. Faculty Athletics Representative – M. Streb

No report.

V. Committees

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

B. Budget – P. Bauer
   D. Boughton presented the FY13 Third Quarter Report as an ‘information only’ item. She then presented an overview of the report.

Athletics is currently a bit behind in tuition waivers and ticket sales revenues but does have a plan to address that. There is a bit of reserve in the Athletic Board line, if needed, which Athletics would prefer not to have to do. Remember that the report presented today is only a component of the total Athletics budget. Orange Bowl proceeds will definitely help balance the overall budget, however. It is anticipated that the Athletics budget will end the year in good shape.

T. Bishop then stated that discussion was held at the executive committee meeting and the thought is that there may possibly be some form of an FY14 budget which would be discussed at the June meeting so please hold June 19 for the Board meeting. Executive committee is scheduled to meet
C. Student-Athlete Wellbeing – D. Changnon

D. Boughton reported that the Athletic Department's drug testing policy will be updated a bit. The testing threshold will now mirror the NCAA minimums more closely. The rules will also be clarified relative to suspensions in that only games counting toward the win-loss record would be used for suspension. All student-athletes will be made aware of the rule changes. When asked how that would be accomplished, L. Hicks stated that there is a beginning of the year meeting with all student-athletes. D. Boughton said that Athletics makes sure to review significant updates with them at that meeting. T. Bishop then asked if the student-athletes sign anything verifying that they have received that information. L. Hicks said they do sign off at the time they receive their student-athlete handbooks and the information is contained in those handbooks. She said the students are made aware of the exact pages on which changes are made.

D. External Affairs – T. Latham

T. Latham presented the results of the Basketball season ticket holder survey. The Football survey was modified for use with Basketball.

G. Schlabach asked what will be done with the data now that it is in. T. Latham responded that he will work with the person taking over for S. Binegar and discuss the results.

J. Bittorf recommended breaking out the issues into those related to the Convocation Center itself, Athletics, and then have a discussion with representatives from both areas regarding what was noted in the survey.

VI. New Business

A. Org Chart – D. Boughton

You are aware that Jeff Compher is now at East Carolina University. Christian Spears is the acting Director of Athletics which frees up some spots for other individuals to take on some of his responsibilities. His compliance responsibilities will now shift to L. Hicks. M. Muhlhauser will have sport responsibility now for Wrestling and also pick up duties which Shelley Binegar had held. M. Muhlhauser will also have oversight for the Annual Fund as well as the marketing area. Greg Herring (Marketing) will do much of the legwork there, however. C. Armato is exchanging a few of his sports for Men's Basketball, Men's and Women's Tennis, and Baseball. D. Boughton has added Volleyball but is keeping both Softball and Men's Soccer. Liz Tovar will be joining the executive team and have sport oversight for Cross Country and Track and Field. C. Spears will also oversee Sport Performance. As soon as the org chart is finalized, the Athletic Board members will receive a copy.

B. adidas Contract Update – D. Boughton

In November, Athletics went to bid for a new apparel contract. Only one vendor – adidas – responded. Athletics has been able to negotiate a good deal with them. There is now an escalator clause so as University partners purchase from adidas, that helps the sport programs. This is a five-year agreement with five one-year renewals. This is certainly the best apparel contract within the Mid-American Conference as it relates to adidas. The contract is not yet fully
executed but anticipate that it will be soon. If your department plans to order staff apparel, please consider ordering adidas apparel.

C. Marketing Initiatives – M. Muhlhauser
Want to take advantage of the momentum from the Orange Bowl relative to Football season tickets. Have currently sold over 1,000 so far but the deadline is not until the end of May. Athletics sold 3,300 Football season tickets last year and is currently ahead of last year at this time.

The Huskieland plan is going to be available the entire season this year but still restricted to certain areas of the stadium. The package costs $50 but the purchaser receives $50 in Doggie Dollars which can be used parking, concessions, etc. Athletics is in discussion with the Alumni Association about the possibility of including an Alumni Association membership with that purchase.

Athletics has ordered 2,200 scarves to be given away to each season ticket holder. When the ticket holder wear the scarf at a game, game operations staff will actually say ‘thank you’ to that individual. It is a way to acknowledge their support of the program.

For faculty and staff members, identifying a parking lot specifically for their use. Also for faculty and staff, working on extending payroll deduction option to 12 months.

C. Spears is asking the marketing staff to focus on the 3,000 students who attend the Hoffman Estates, Naperville, and Rockford NIU campuses. They are NIU students and, as such, should be able to attend the game as the DeKalb campus students do.

Executive Leadership Forum – the Marketing staff is working with business executives and CEOs to get them to purchase season tickets to distribute to their shareholders.

Business marquee project – there are 70+ business marquees around town. Would like to get them to come up with a catchy slogan each week of the Football season and have the students vote on the best one. The winner would get the center page spread of the Star the next week.

Schedule board at Ducky’s – working with the city to get permission to post a sign with the Football schedule on the west side of Ducky’s.

A number of things are going on. T. Latham expressed his appreciation for the initiative relative to the student outreach. D. Boughton said that was an initiative President Peters gave to Christian – to sell tickets to the community. Other initiatives will be forthcoming, as well.

D. Orange Bowl Financials – D. Boughton
An article was in the Daily Chronicle last week regarding the Orange Bowl financials. It is not surprising that the expenses were quite a bit more than past bowls in which NIU has participated. For example, expenses for the Humanitarian Bowl in Boise were approximately $500,000 and expenses for the Orange Bowl were over $1 million. The Mid-American Conference made a commitment to help with expenses such as the bowl hotel. The net revenue was $250,000. A cost of $2.3 million for tickets was underwritten by the Mid-American Conference. A total of $8 million went to the conference but after expenses and tickets, there is approximately $4 million
to split among the other MAC schools but it is not clear exactly how that split will be made. Discussion about that will be held at upcoming meetings. This group will be kept apprised as we move forward. A plan is in place for bowl participation this coming season and the department will continue to be very frugal with expenses.

VII. Adjournment

A. Tour of the CPC – meeting adjourned at 2:06pm for the tour.

The next meeting of the Athletic Board is scheduled for Wednesday, June 19, 2013, at 1:00pm in Holmes Student Center room #306. The executive committee will meet on Wednesday, June 5, 2013, at 1:30pm in the Athletics administration conference room (Convocation Center #200).