Athletics
Task Force Meeting

Date: November 25, 2012
Time: 5:00PM – 7:00 PM
Location: Athletics Conference Room, ETSU/MSHA Athletic Center
Attendees: Ken Bailey (chair), Dave Mullins (staff representative), Russ Brown, Emmett Essin, Ray Flynn, Joe Grandy, Brian Johnston, Jerry Robertson, Meg Stone, Leah Tilson, Matt Wilhjelm
Absent: Murry Bartow, Jim Bitter, Lindsey Devine, Adam Hall, Lorianne Mitchell, Robby Vance
Guests: President Brian Noland and Jeremy Ross visited for a few minutes

MINUTES

• Distribution of previous minutes/handouts for meetings
  o Additions to minutes or questions?
• President Noland expressed gratitude for the work of the task force.
• Facilities sub-group:
  o Vision was restated and accepted: To maintain existing facilities and build new spaces that engages the community, attracts high-quality student athletes, and provides an unparalleled fan experience
  o Dave Mullins reviewed the existing athletics master plan and work that has been completed or is underway
  o Discussion took place about the concept of a sports complex for basketball, training, football, etc. The location and access to the community needs to be a consideration
  o 5 Year Priorities
    ▪ Implementation of a new multi-purpose-facility for basketball that would accommodate other activities and events
    ▪ Planning for facilities to accommodate football and other sports to comply with Title IX
    ▪ Continue efforts to complete existing facilities plan
    ▪ Assess the existing use and possible new uses for the ETSU/MSHA Athletic Center
  o 10 Year Priorities
    ▪ Continue evaluation and planning for facility needs for existing and emerging sports
• Finance sub-group:
• Vision was restated and accepted: To develop sound, innovative business and financial models that sustains and enhances current athletic programs and prioritizes goals for expansion of future programs.
  o 5 Year Priorities
• Develop and implement a sustainable financial model for Athletics that will focus on programs that will generate the maximum return on investment for the entire ETSU community and individuals in the region
• Initiate opportunities to partner with public and private entities to fund facilities and programs that will enhance economic development in the region
• Create and seek sponsorships, private funding, and revenue possibilities to enhance and expand the Olympic Training Center
• Create and integrate an awareness and outreach structure with the University (marketing, fundraising, relationships) that supports corporate sponsorships, capital campaigns, student fees, government partnerships, and other sources of revenue
  o 10 Year Priorities
• Continue to seek innovative funding models to carry out the facilities plan and enhance existing and new programs

**Other Items**
  o In the Competition and Branding priorities – “Expand the Olympic Training Center by adding Olympic sports to the Training Site” should be moved from a 10-year priority to a 5-year priority.
  o Concluding discussions took place concerning comments prepared by Dave Mullins, The NAPA Group, and Dick Sander