

Athletic Committee Meeting Minutes

Date: Thursday, August 14, 2025

Time: 4:00 PM

Location: Boyd Conference Room

Members Present: Charlie Cole, Cathy Deeb, Darrin Martin, Brodderick Tucker, Ryan Bailey, Tim McKenzie, Josh Grubb, Donna Linkous, Shannon Remines (Remotely)

Absent:

Guests: Call to Order:

Charlie Cole called the meeting to order at 4:00 PM in the Boyd Conference Room.

2. Student Success Plan (Academics)

Program Overview & GPA Summary

- 4 student-athletes achieved a 4.0 GPA; 84 earned a 3.0 or higher.
- Notable team GPAs: Women's Golf (3.9), Women's Soccer (3.4), Women's Track & Field (highest in CIAA), Football (2.5).

Collaborations

- Working with Career Services (Rebecca Hatch) and Academic Success Center (Miss Kirby) to create academic plans.
- Partnering with Provost's Office on retention plan targeting 65–70% rate.

Enrollment

- 388 total student-athletes (166 returning; 157 freshmen; 65 transfers).
- Generated \$6.6M in tuition, fees, housing, and meals; average student-athlete payment \$17,000; discount rate 29.2%.

3. Revenue Generation

Booster Club Realignment

- Revised membership levels for individuals and corporations to increase accessibility.
- Planned relocation of booster tent on game days; partnership with Big Blue Market for food and alcohol service.
- Monthly booster meetings to be reinstated; focus on volunteer base stability beyond coaching staff turnover.

Fundraising Coordination

- Emphasis on avoiding overlap with Development/Foundation fundraising efforts.
- Coaches to coordinate donor outreach with Athletics and Foundation.

Ticket Sales Goals

- Football target: \$90,000 annually from ticket sales (1,500–2,500 attendees per game).
- Homecoming goal: 3,000 attendees; additional revenue from merchandise and concessions.

Recruiting for Attendance Growth

- Encouragement for local recruiting to boost game attendance.
 - Ideas: youth halftime games, community day events, youth practice invitations.
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4. Compliance

- Monthly compliance meetings with staff and coaches to ensure NCAA adherence.
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5. Marketing & Community Engagement

- Increased community partnerships and outreach events (e.g., Greater Mount Zion Church, Bedford Street Gathering).
 - Collaboration with Concord University and Bluefield University for rivalry games.
 - Expanded marketing: targeted social media ads, weekly local newspaper article, TikTok campaign.
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6. Human Resources

New Hires

- Coach Zion Harris – Dance and Cheer.
- Coach Kevin [Full name to be confirmed] – Women's Soccer.

Staff Realignment

- Coach Paul Davis to serve as Director of Administration (inventory management, facilities, booster coordination).
 - Implementation of team inventory audits before coach departures.
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7. Events

- Fall Festival scheduled for August 15, 3:30–8:30 PM.
 - 100 free tickets for elementary/junior high students with paid adult admission; consideration to expand to 200.
 - Multiple food vendors and community partners participating.
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8. Adjournment

Meeting adjourned at 5:04 PM.

Minutes submitted by: Donna Linkous, Executive Secretary