



**ETSU 125**

*Progressing toward ETSU's 125<sup>th</sup> Anniversary*

## **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 Wilhjelms

**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**
  - Additions to minutes or questions?
- **President Noland expressed gratitude for the work of the task force.**
- **Facilities sub-group:**
  - 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
  - Dave Mullins reviewed the existing athletics master plan and work that has been completed or is underway
  - 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
  - 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
  - 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.
  - 5 Year Priorities



# ETSU 125

*Progressing toward ETSU's 125<sup>th</sup> Anniversary*

- 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
  - 10 Year Priorities
- Continue to seek innovative funding models to carry out the facilities plan and enhance existing and new programs
  
- **Other Items**
  - 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.
  - Concluding discussions took place concerning comments prepared by Dave Mullins, The NAPA Group, and Dick Sander