

**FLORIDA STATE UNIVERSITY ATHLETICS ASSOCIATION  
MEETING MINUTES**

FEBRUARY 11, 2020  
12:00 PM

FLORIDA STATE UNIVERSITY  
201 Westcott Building  
Tallahassee, FL

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Members Present: Ed Burr, Dr. James Clark, Bob Davis, Dr. Pam Perrewé and President John Thrasher

**I. CALL TO ORDER AND WELCOME**

*President John Thrasher, Chair*

Chair Thrasher welcomed everyone and called the meeting to order at 12:05 pm. Vicki Cupp conducted the roll call and confirmed a quorum.

**II. APPROVAL OF MINUTES**

The October 31, 2019 meeting minutes were approved as presented.

**III. PUBLIC COMMENTS**

No public comments were provided.

**IV. DISCUSSION ITEMS**

*David Coburn, Director of Athletics*

AD Coburn mentioned that head football Coach Mike Norvell was scheduled to address the Board at the beginning of this meeting; however, he was unable to do so due to flight delays from Memphis.

Mr. Coburn announced that a press release was due to go out shortly stating that FSU has entered into an agreement to play two football games with LSU. The games will be played in New Orleans in 2022, and in Orlando in 2023.

*Kyle Clark, Vice President of Finance & Administration*  
*Andy Miller, President & CEO of Seminole Boosters, Inc.*

Mr. Clark reviewed an informational item related to the potential refinancing of CollegeTown I and II. There is a total of \$45 million that the Boosters are looking to refinance for Phase I and Phase II. Phase I consists of \$15M of existing, short-term interest- only debt that they would like to take out long-term. The remaining item for Phase II totals \$28M. Several details are still being finalized and the Seminole Boosters Board of Directors has already approved this.

The next step will be to submit it for approval to the FSUAA Board, before seeking approval from the FSU Board of Trustees and then the Board of Governors. Mr. Clark and Mr. Miller have had several meetings with the head of the Division of Bond Finance. They are looking at what opportunity there is to convert all debt to a fixed rate. The Division of Bond Finance prefers this approach over having a variable interest rate.

The materials were due and submitted to the Board of Governors 90 days in advance of their March 26 meeting. The Division of Bond Finance is in the process of reviewing the information and communicating with SBI regarding items they have questions about to provide greater clarity. Therefore, a special meeting will be called of the FSUAA and the FSU Board of Trustees once the final material is consolidated.

**V. REPORT OF SEMINOLE BOOSTERS, INC.**

*Bob Davis, Chair of Seminole Boosters, Inc.*

Mr. Davis reviewed the current response from the Unconquered Campaign and the Renaissance Campaign. He also provided updates on the Seminole Boosters CEO Search. It was agreed to use the search firm Russell Reynolds.

Head coaches meetings were held to open the line of communications between the sport programs and the boosters and allow coaches to share their concerns and program needs. A summary report of findings was presented to AD Coburn.

There is a full agenda of events over the next few months, including:

- Continue fundraising efforts and encourage annual donors to raise their giving levels;

- Look for opportunities to increase revenues (e.g., food and beverage opportunities, sale of real estate holdings, corporate sponsorships for CollegeTown).

There was a general discussion of conference revenues. Several Board members have expressed concerns regarding the widening gap between ESPN's television deal, the ACC and other NCAA conferences. This will be an area of focus of both the Presidents and Athletics Directors within the ACC as the transition of the ACC Commissioner takes place.

Mr. Miller then mentioned upcoming priorities of SBI: Continue working with Legends on an upcoming survey being sent to donors and fans; sale of real estate properties (including Burt Reynolds Hall and Champions Hall); and Spring Tour dates. Mr. Miller also closed by reiterating the university distribution gaps between from the ACC versus other conferences.

## **VI. FSUAA STRATEGIC PLAN**

*Mr. Jim Curry, Senior Associate Athletics Director*

Jim Curry updated the Board on the status of the Strategic Plan process. He is working to finalize the composition of the steering committee so that it can be reviewed and approved by the Athletics Director. The goal is to create a small yet comprehensive working group.

Since the last meeting Mr. Curry has worked on the survey tool, and in talking with some Power 5 counterparts, he has learned the value of an internal and external survey tool. Internally the survey will be more qualitative, and externally it will be more quantitative.

The target date for completion of the survey tool itself is April with the following goals in mind: 1) Broad participation; 2) Identify two or three words that best describe "FSU Athletics" at it's very best to develop a core value system; 3) Assess our mission statement and determine if it needs to be refined; 4) Identify what we do well, and what things we can do better; 5) Look at outcomes that are transcendent in nature, due to the quickly and ever-evolving world of collegiate athletics. Director Burr recommended that an outside consultant be considered to help facilitate the process.

**VII. BOARD OF TRUSTEES REPORT**

*Ed Burr, Chair of the FSU Board of Trustees*

Mr. Burr introduced the newest member of the FSU Board of Trustees, Mr. John Thiel. Mr. Thiel has a strong background in the field of finance and will serve on the Student Affairs Committee.

**VIII. ATHLETICS REPORT**

*David Coburn, Director of Athletics*

Mr. Coburn announced that of the eight sports currently competing, all of them are ranked in the Top 25 polls.

The new coaching staff is almost complete. After all of the employee onboarding is complete, the Board will be send a list of the staff members, along with their photos.

Mr. Coburn stated that given the circumstances of the football coaching transition, he was pleased with the results from football Signing Day and the commitments we retained and added. The signing day party at the Tallahassee Car Museum was a success.

The 2020 football schedule has been released and we (and the coaches) are pleased with the results overall. The priority requests that we made of the Atlantic Coast Conference were granted, for the most part.

The name, image and likeness (NIL) legislation is proceeding. The House has expanded their version to make it more of an “athlete’s bill of rights” with insurance, financial aid and agent implications. The Senate’s bill is like the original House bill that focuses on name, image and likeness. Both have current year effective dates. The House also has a corporate sponsorship naming bill on the docket. Any sponsorship over \$1M in value would have to be approved by the Speaker, President and Governor. If any of the three object, an act of the legislature approving it will be required. It is still early in the session and these bills are being watched.

We are reengaging with Populous regarding the football facility. Mr. Coburn has asked Coach Norvell and Chief of Staff, Bruce Warwick, to assess our current facilities during the spring semester and then look at their wants and needs, as well as our financial resources, after that time.

Other facilities updates: The golf course grand opening is planned for March 7. The shade structure has been installed at the softball complex. The baseball LED lighting is currently being installed, and ESPN will be able to better televise night games. The outdoor tennis courts have been resurfaced in garnet and gold.

Our Stadium Blitz event in Doak Campbell Stadium was well attended, and our next similar event, Top Golf, is selling nicely.

Tickets: Baseball grandstand seating is sold out, and football ticket renewals are slightly ahead of last year so far. Saturday's men's basketball game vs. Syracuse will be our third sell-out of the season.

Mr. Coburn introduced Greg Hulen, Executive Vice President of Seminole Boosters, who gave an update on the Unconquered Campaign and Renaissance Campaign. The Unconquered Campaign was launched in 2018, with an initial goal of \$100 million over a five-year period. The total pledges received are \$91.5 million with total gifts in hand of \$15.5 million.

Mr. Hulen then reviewed the progress of the campaigns, specific to football operations, the Seminole Legacy Golf Club, the Dick Howser Stadium Master Plan, softball stadium renovations, Tucker Center Phase II improvements, scholarships and bequests.

The Renaissance Campaign was launched in November of 2019 as a tribute to the new football coaching staff. The goals are \$20 million plus increases to the annual fund from current donors. Year-to-date results are \$12.6 million in signed commitments with \$3.6 million given towards pledges.

Mr. Coburn finished by mentioning that we are currently #11 in the Learfield Director's Cup after the fall sports results were posted.

**IX. OPEN FORUM FOR BOARD MEMBERS**

Faculty Athletics Representative Pam Perrewé and Athletics Director Coburn will be attending the ACC Winter Meeting next week in Fort Lauderdale, FL. Dr. Perrewé reiterated the need for a strong, incoming ACC Commissioner who can adequately represent the conference to the NCAA, particularly in the sports of football and men's basketball.

Director Burr voiced appreciation for the collaboration among the Board during the first two FSUAA meetings, and Chair Thrasher concurred.

**X. ADJOURNMENT**

With no further business, Chair Thrasher adjourned the meeting at 1:33 pm.