

**FLORIDA STATE UNIVERSITY ATHLETICS ASSOCIATION
MEETING MINUTES**

**September 10, 2020
10:30 AM**

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

I. CALL TO ORDER AND WELCOME

President John Thrasher, Chair

Chair Thrasher welcomed everyone and called the meeting to order at 10:35AM. Vicki Cupp conducted the roll call and confirmed a quorum.

Athletics Director David Coburn opened the meeting by introducing and welcoming Michael Alford as the new President & CEO of Seminole Boosters, Inc., replacing Andy Miller.

II. APPROVAL OF MINUTES

The meeting minutes from June 2, 2020 were approved as presented.

III. PUBLIC COMMENTS

No public comments were provided.

IV. SEMINOLE BOOSTERS REPORT

Bob Davis, Chair of the Seminole Boosters, Inc.

Michael Alford, President & CEO of Seminole Boosters

Director Davis began his report by highlighting the seven-month process undertaken by the search committee in selecting the new President and CEO of Seminole Boosters, Inc. Andy Miller officially retired on August 31, but is still assisting during the transition period. Since the last FSUAA meeting, a majority of the Boosters staff have now returned to the office after working remotely for the past several months. The staff is energized and eager to begin working under the direction of Michael Alford.

Mr. Davis then provided financial updates on the annual fund, Champions Club revenue, and scholarship endowments and stated that the fundraisers have done a good job of continuing to engage with donors during the pandemic. The Unconquered Campaign is now at the half-way point with \$77M pledged and \$22M collected to date. With the

excitement surrounding Coach Norvell, Mr. Davis anticipates that the goal of \$100M should be met. The Loyalty Campaign was also launched, resulting in 282 people signing up.

SBI is still working through the budgeting process. With the financial challenges from COVID-19, operating expenses are being reduced from 15%-20%. The refinancing of College Town has now been completed, and the buy-out of investors will be completed by year end.

With football season soon to be a reality, home game ticket packages and parking passes have now been distributed.

Michael Alford then addressed the Board for the first time, stating that he is in the process of getting his family settled, and they are glad to be part of Florida State University. He then outlined his short-term plan to “listen and learn” and shared his expectations for the staff and overall organization. He will prepare a report after his initial 100 days that will be shared with the Board.

V. STRATEGIC PLAN UPDATE

Jim Curry, Senior Associate Athletics Director

Although the development of the strategic plan has been delayed due to COVID, Mr. Curry provided an overview of the survey tool to be utilized. He also provided a list of stakeholders who will be participating in the survey and feedback process throughout the development of the plan.

VI. BOARD OF TRUSTEES REPORT

Ed Burr, Chair of FSU Board of Trustees

Director Burr reported that the Board of Trustees committee meetings will be held this afternoon, with the full board meeting occurring tomorrow. Some members will be attending in person and others will be participating remotely.

Fall semester has started with relatively positive results. Kudos to university staff for their preparation efforts with testing and establishing effective protocols.

President Thrasher then discussed some of the items he will be presenting at the Board of Trustees meeting:

- The ACC Council of Directors (consisting of some of the ACC presidents) are meeting each week;
- It has been a long journey, but FSU and all other ACC schools will be playing football, albeit with variations;
- There are hotspots with student behavior but having testing protocols, contact tracing, and quarantine procedures in place have helped.

VII. ATHLETICS DIRECTOR'S REPORT

David Coburn, Director of Athletics

AD Coburn reported that there are no updates on the national issues of Name, Image and Likeness (NIL) legislation, the Anti-Trust decision, and graduate transfer rules.

Athletics has been diligent in reducing costs, and substantial budget costs have been implemented. Additional cleaning protocols, testing and screening of staff and student-athletes have resulted in at least \$2M in additional costs. In addition, the inability to play the football game versus West Virginia totaled \$11M in lost revenue. All of these expenses add to the deficit and, therefore, furloughs may still be necessary in the future.

The ACC is recommending limited schedules for the fall Olympic sports. Some may resume their schedules (with championships) next spring. Fall student-athletes will be eligible for an additional year of eligibility. This will result in increased costs and stress for the coaches and staff.

Some of the projected modifications for the football season include: limited or no tailgating, parking lot changes, sod talks going remote, decrease in student ticket offerings due to social distancing, the Marching Chiefs and cheerleaders performing from the stands instead of on the field, field access extremely limited, stadium capacity at about 20K per game, and radio and television play-by-play occurring remotely.

AD Coburn also announced that women's basketball coach Sue Semrau will be taking a leave of absence until April due to her mother's medical issue.

Morgan Jones of the women's basketball team will serve as one of the student-athletes on the search committee for the new ACC Commissioner.

AD Coburn concluded by stating that the Athletics department staff has been working very hard during the crisis. Similarly, our fans and donors have been answering the call with increased contributions.

VIII. OTHER BUSINESS

President Thrasher reported that the process for hiring the new ACC Commissioner was moving rapidly, and a replacement could be named by the end of the year.

IX. OPEN FORUM FOR BOARD MEMBERS

Dr. Clark complimented the collaborative efforts of the University, particularly during the past few months navigating the pandemic.

X. ADJOURNMENT

With no further business, Chair Thrasher adjourned the meeting at 11:45 am.