

**FLORIDA STATE UNIVERSITY ATHLETICS ASSOCIATION  
MEETING MINUTES**

**June 16, 2021  
11:00 AM**

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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 11:02am. Vicki Cupp conducted the roll call and a quorum was confirmed

**II. APPROVAL OF MINUTES**

The meeting minutes from February 18, 2021 were approved as presented.

**III. PUBLIC COMMENTS**

No public comments were provided.

**IV. ACTION ITEMS**

*David Coburn, Vice President & Director of Athletics  
Bob Davis, Chair of Seminole Boosters, Inc.*

In collaboration with FSU's Chief Audit Officer, Sam McCall, as well as others within Finance & Administration, Seminole Boosters and Athletics, David Coburn and Bob Davis presented the charters of the FSUAA Audit Committee and FSUAA Finance Committee for Board approval. These charters went through many iterations and incorporated information from similar committees of the existing Athletics Board.

As the FSUAA continues to progress, the hope is to reduce duplication within the FSUAA and Athletics Boards and consolidate efforts, including the addition of other committees that would have members from the current Athletics Board.

Director Bob Davis, Chair of the FSUAA Audit Committee, shared feedback from their initial committee meeting held on June 2nd. Director Burr, Chair of the FSUAA Finance Committee, shared information from their initial committee meeting, held on June 9th.

**Action Item: Requesting Approval of the FSUAA Audit Committee Charter.**

*Director Perrewé moved to approve the FSUAA Audit Committee Charter. Director Burr seconded the motion and it was approved unanimously.*

**Action Item: Requesting Approval of the FSUAA Finance Committee Charter.**

*Director Burr moved to approve the FSUAA Finance Committee Charter. Director Perrewé seconded the motion and it was approved unanimously.*

The 2022 proposed budget of the FSUAA (FSU Athletics Department, Seminole Boosters, and FSU Athletics Association) was presented to the Board. Ross Cobb, CFO of Athletics, and J.P. Sinclair, CFO of Seminole Boosters, presented the highlights and discussed the most significant variances of the individual and consolidated statements.

**Action Item: Requesting Approval of the Athletics Department, Seminole Boosters, and FSUAA Budgets.**

*Director Davis moved to approve the budgets for the athletics department, Seminole Boosters, and FSUAA. Director Clark seconded the motion and it was approved unanimously.*

**V. SEMINOLE BOOSTERS REPORT**

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

*Michael Alford, President & CEO of Seminole Boosters*

Director Davis reminded everyone that this will be his final meeting as Chair of the Seminole Boosters Board and as a Director of the FSUAA. He thanked those who have worked diligently to formally transition Athletics and Seminole Boosters to the FSUAA Board. Chair Thrasher thanked Directors Davis and Burr for their tireless efforts in moving this initiative across the finish line.

Director Davis recently asked the senior management team of Seminole Boosters to share their accomplishments over the past year. He is pleased with the overall improvements under the leadership of Michael Alford.

Mr. Alford then provided current results of the annual fund, new membership numbers, pledges and revenue received, ticket sales and renewals, and contributions from the Unconquered Campaign. He then discussed the importance of the game day experience, and how donors ranked food & beverage as high on their list of priorities.

With the goal of dramatically improving the game day experience, Legends Hospitality has been chosen as the new stadium operations company. An MOU has been signed, which includes the University Center Club (after their contract expires in December).

Legends will also service our student-athletes, partnering with the dieticians and nutritionists in the athletics department to provide improved meals for our sport programs. Chair Thrasher and Director Burr cautioned about contractual changes being made with new vendors until they are reviewed by the FSUAA Board and then the Board of Trustees. The DSOs must adhere to the same guidelines as campus/university departments, whereby any contract over \$10M or beyond 10 years must have approval of the Trustees.

Mr. Alford then provided updates on planned renovations to the athletics weight room, football locker room, and the area from the locker room through the tunnel onto the field. There is also a fundraising campaign in place to make improvements, including new scoreboards, at the women's soccer and softball complex.

Director Clark suggested that while these changes and upgrades are very exciting, due to the cynicism surrounding expenditures for athletics vs. higher education, it might be helpful to ensure that we include a narrative showing how these positive changes directly impact the lives of our student-athletes.

**VI. BOARD OF TRUSTEES REPORT**

*Ed Burr, Chair of FSU Board of Trustees*

Director Burr stated that he was pleased to report that they have hired a new Florida State University President! He and the committee were so impressed with the quality and backgrounds of the candidates who were selected to interview. Director Clark indicated that the faculty and Deans are very grateful for the courage and intelligence of the Board of Trustees in selecting Dr. Richard McCullough, and he congratulated Chair Burr. Mr. Burr stated that President-Elect McCullough will go before the Board of Governors next week for final approval.

Director Burr then thanked President/Chair Thrasher for all of his accomplishments during his tenure as President. He believes that all of the presidential candidates were inspired by his leadership, especially during some challenging times on campus, and as well as guiding us through national crisis.

**VII. ATHLETICS DIRECTOR'S REPORT**

*David Coburn, Director of Athletics*

AD Coburn began his report by providing updates on the three national NCAA issues:

1. A decision in the **Alston Anti-Trust Case** has still not been made, although it could be announced tomorrow.
2. **NIL** – The State statute will be effective July 1. There has been no NCAA action on this yet. FSU Athletics has taken the lead within collegiate athletics to roll out a comprehensive, multi-tiered program designed to empower student-athletes to capitalize on the new Name, Image, and Likeness (NIL) legislation. Our program, known as “Apex” will also take effect July 1, and provide structured support to our student-athletes throughout their entire FSU playing careers. Mr. Coburn then introduced Senior Associate Athletics Director, Jim Curry, who provided an overview of the Apex program.

Mr. Curry reported that our Apex program is unlike any other. It has already gained national recognition and is a source of pride for the Department. Partnering with a company called INFLCR, and working in conjunction FSU’s Jim Moran College of Entrepreneurship and the Academic Center for Excellence, we will be offering two for-credit academic courses that were developed to include instruction on NIL-related topics. Apex will offer Seminole student-athletes the opportunity to elevate their social media reach by utilizing the services provided by INFLCR platform, and offers a great opportunity for the student-athletes in our Olympic sports, not only benefitting those who are part of our high-profile teams. The mission of Apex is to “Educate, Empower, and Elevate.” Because this program was a campus-wide collaboration, which is not the case at every school, our Seminole student-athletes will have the benefit of receiving instruction from experienced professors and lecturers on how they can obtain achievable success. In closing, Mr. Curry thanked AD Coburn for his direction and insight, and also commended our faculty and the staff from Athletics and Seminole Boosters for their input and support.

3. **Transfers** – Since April, the NCAA began allowing a one-time transfer with no waiver required. Our football and men’s basketball coaches have been active in analyzing athletes from other schools who have entered the transfer portal.
4. **Other items:**
  - After an extended shut-down in recruiting due to COVID-19, the dead period officially ended on June 1. Football held a “midnight madness” event to capitalize on the termination of the dead period.
  - Prices for men’s basketball tickets will increase for the upcoming season, the first time they have been raised in seven years.
  - We have some key staff changes:
    - We will soon be hiring a second Mental Health Counselor;

- A new Director of Sports Medicine will be hired soon, replacing long-term employee Robin Gibson who retired;
- Dr. Kacy King, our Director of Academic Services/Assistant Dean of Undergraduate Studies, is transferring to Ohio State University which is closer to family. Dr. Joe O'Shea will be conducting the search for her replacement.
- Updates within some of our sport programs:
  - Football programs will now have pre-season limits on contact and workouts due to an increase in concussions;
  - Nine of our sport teams finished their seasons ranked in the Top 10;
  - Both softball and soccer made it to the championship game (both finished as NCAA runners up).

#### **VIII. OTHER BUSINESS**

There was no other business to be discussed.

#### **IX. OPEN FORUM FOR BOARD MEMBERS**

There were no additional discussion items presented.

#### **X. ADJOURNMENT**

With no further business, Chair Thrasher adjourned the meeting at 12:10pm.