

Minutes
Eagle Club Board of Directors
Retreat
Hilton Garden Inn-RTP
July 22, 2017

Attendees: Victor S. Neal, Kevin Wilson, Keith Manning, John Ray, Regina Budd, T. Greg Doucette, Cornell Slade, Cynthia Pullen, Laquetta Barbee, Kacedia Beamon, Michael Bailey, Grace Wilson, Arvis Bridges-Epps, Levone Winston, Mary Harris, Rochelle Jackson, Carlton Mack, Johnson Akinleye, Ingrid Wicker-McCree, Jamaal Mayo, Kevin Holloway

Absentees: John N. Smith and Harriett Davis

The meeting was called to order by President, Victor S. Neal, at 9:34 AM.

Roll Call by Secretary, Regina M. Budd, reflected two absentees.

As an Ice Breaker, Board Members introduced themselves and mentioned athletic and other experiences while in school at NCCU.

Head Football Coach, Jerry Mack, provided comments and thanked the Eagle Club for their efforts. He also, indicated that the Eagle Club increases scholarships, which enhances and develops the athletes which helps to move the needle. Coach Mack also indicated that there is strength in numbers and increasing the numbers and dollars are the only ways to separate from the competition.

In Harriett Davis' absence, Patricia Mitchell, Associate Vice Chancellor, Office of Institutional Advancement, gave a presentation on Giving. She highlighted and discussed Quid Pro Quo, the Safe Harbor Rule, and the 80/20 Rule, as applied to athletics. Pursuant to the request of the Board, Ms. Mitchell said she would provide her presentation for circulation.

Head Basketball Coach, LaVelle Moton, also thanked the Eagle Club for its efforts. He also informed the Board that six graduated from last year's team and that since he has been coach 36 of 38 seniors have graduated. He also, mentioned that upgrades to the locker room and player facilities have been completed and that Eagle Club donations can help athletic capitalize on its success and continue its current momentum, which can help to increase individual and corporate sponsorships.

Chancellor Johnson Akinleye thanked the Board for inviting him, acknowledged the Board Members and Officers, thanked Victor Neal for his leadership, and acknowledged Trustee Kevin Holloway. He commented that he is happy to be an Ex Officio Eagle Club Board Member and he plans to attend meetings as he can; he thanked everyone for their support on his being appointed as Chancellor. Chancellor Akinleye

noted that we should keep doing what we're doing and constructively evaluate where we are and how to transform. He noted there is a cost for success. Finally, he informed the Board that there will be an increase in new student enrollment and an increase in overall enrollment and that this increase is a direct benefit from athletics.

Athletic Director Ingrid Wicker-McCree commented that she is encouraged regarding the upcoming year. She looks forward to increased visibility and engagement by the Board including interaction with the Department of Athletics. There is a need for the Board to be more visible, to be energized with new ideas, and to be even more engaged. She discussed changes and improvements within the Department of Athletics. She mentioned the Office of External Relations and Resource Acquisition and the Office of Resource Acquisition and Staff Support (which has 6 employees). She discussed the FY 2018 Athletics Revenue Goal. The overall budget projection is \$10.6 million; and there is a \$900,000 fundraising goal through annual, corporate, major gifts, special events, in-kind gifts and new ticket sales.

Jamaal Mayo, Associate Athletic Director provided a presentation to the Board which highlighted the success of 2016-17. He also mentioned that even with the overall success of Athletics, there was a decrease in Eagle Club donations. His presentation also included important planned events by the Office of External Relations and Resource Acquisition. Cornell Slade commented that he hopes the Board will make more of an effort for each Eagle Club Member to "just ask" to solicit contributions. Mr. Mayo noted that the "Cost of Success" is a document in the Notebooks prepared for the Board Members; and on Saturday, August 19th, Meet the Eagles will be held.

President Neal stated that the Donor Relations Committee would look into who has given in the past but is no longer giving. He said there is a need for a Technology Committee to look at innovative ways that can be used for those potential donors who do not give in the traditional manner. He challenged each Board Member to get at least 5 Donors.

It was moved by Rochelle Jackson and seconded by Carlton Mack that each Board Member should get at least 5 Donors by the end of this calendar year. The motion was carried.

The meeting broke for lunch at 12:37 PM and re-convened at 1:05 PM.

The Budget Committee presentation was by T. Greg Doucette, using the same format as last year, and baseline from last year. He discussed Line Items 1000 (How revenue is set up), 2000 (Personnel), 3000 (Infrastructure), 4000 (Meeting and Travel Expenses), 5000 (Programming and Other Discretionary Funds), 6000 (Regulatory Compliance), 7000 (Operating Reserve, Foundation Expense and Related Accounts). Regarding Programming and Other Discretionary Funds, the Pigskin table and the Celebration Bowl were discussed; and it was determined to have the Committee consider adding a line item for these events. It was moved by Rochelle Jackson and seconded by

Carlton Mack to approve the Budget framework as proposed, which can subsequently be amended. The motion was carried.

Greg Doucette also gave a presentation on Parliamentary Procedures and circulated a Reference Sheet giving the basic concepts, such as everything is done via motion and most motions have to be seconded, the types of voting and the counts, interruptions, and the three most used motions.

In the absence of Governance Committee Chair, John N. Smith, the Governance Committee report was presented by Michael Bailey and John Ray. John Ray reported on the Governance Committee Responsibilities; and Michael Bailey reported on Sections 7 and 12 of the By-Laws.

President Neal requested a replacement for his (Victor Neal's) membership on the Governance Committee. Mary Harris and Michael Bailey volunteered to be on the Governance Committee. President Neal said that he would serve as Ex Officio.

The Conflict of Interest Statement was distributed and signed by all members present.

The Audit Committee report was presented by Larry Wilson, Chair. Other members include Dennis Scott, Bernard Scott and Bill James. Mr. Wilson indicated that he will work with Greg Doucette (Treasurer) to make sure items are processed. He noted the Board should receive a clean opinion this year because the Board received a clean opinion last year, and he sees no reason to expect otherwise this year.

Larry Wilson brought to the attention of the Board that there were two unpaid invoices from Thomas and Gibbs, totaling \$3,000 (each \$1,500), with an additional \$23.25 as a late fee. The Board approved paying the invoices. Mr. Wilson indicated that he would request Thomas and Gibbs to waive the late fee.

Larry Wilson stated that the agreement had been signed by the President for the Auditors. Mr. Wilson stated that he was glad the Board Members had signed the Conflict of Interest Statements because Auditors look at Conflict of Interest Statements as well as Minutes.

President Neal circulated a recommended schedule for Board Meetings. After discussion, the meeting schedule listed below was approved by the Board.

Board Meetings

October 14, 2017	-	9:00 – 10:45 AM (noting there is a Hall of Fame Luncheon at 11:00 AM and a game on the same day)
December 2	-	10:00 – 12:00 Noon (Tentative -- time TBD)
February 17	-	10:00 – 12:00 Noon
May 19	-	10:00 12:00 Noon (Tentative – time TBD)

June 16, 2018 - Annual Donor Meeting
10:00 – 12:00 Noon

President Neal stated that prior to each Board Meeting, each Committee should meet and submit their Committee Report to the Board Secretary. A copy of reports and the agenda will be circulated to all Board Members Board meeting; and the Executive Committee will meet prior to the Board meeting to approve the Agenda.

It was determined that the Board would set the following goals for this year: (1) each Board Member will recruit 5 new Members before the end of the 2017 calendar year; and (2) this year's fundraising goal will be \$500,000.

President Neal noted that he will send out the link to the Board Members for the Policies and Procedures, which are on the NCCU Eagle Club website; and these Policies and Procedures should be included in the Board's Notebook. He noted that the policies should be updated to include today's Office of Institutional Advancement presentation to the Board.

President Neal stated that he would like to have a Member of the Board on the Audit Committee; and he designated John N. Smith, whom he would notify of the designation.

President Neal stated that all Board Members should be on at least one Committee; and the Committee Chairs can seek Members from the Donor base.

There was a brief discussion on branding, specifically, whether to change the name of the Eagle Club to the Eagle Athletic Foundation. It was moved by Rochelle Jackson and seconded by Carleton Mack to explore the possibility. The motion was carried.

The Board made the following Committee designations:

Donor Relations Committee

Cornel Slade, Chair
Michael Bailey
Keith Manning
Carlton Mack
Rochelle Jackson
Levone Winston
Grace Wilson

Finance Committee

T. Greg Doucette, Chair
William Smith
Grace Wilson

Larry Wilson, Ex Officio

Audit Committee

Larry Wilson, Chair
Bernard Scott
Dennis Scott
Bill James
John N. Smith

Special Events Committee

Arvis Bridges-Epps, Chair
Mary Harris
Grace Wilson
Kacedia Beamon
Rochelle Jackson

The Minutes are noted to reflect that John Ray and Cynthia Pullen volunteered for the Marketing and Promotion Committee.

Regarding the Technology Committee, it was noted that this Committee should see how to connect with the Donor base to service the membership, using resources, such as Twitter, and other tools.

It was noted by the President that the Strategic Planning Committee will be working with Johnnie Southerland to develop a Plan that would serve as a road map and lead the Eagle Club to where we need to go. It was noted further that this relationship with Mr. Southerland and the development of a Strategic Plan will have a cascading impact since the Athletic Department is setting the strategy and the Eagle Club will be part of the strategy.

President Neal reported that Norma Petway is working on the plans for the Spirit of Norfolk during the MEAC Tournament and that she will be providing a report.

The Special Events Committee will examine providing buses to away games. Volunteers were requested to assist.

President Neal expressed appreciation to Kia Robinson, Anita Parker and Jamaal Mayo, for assisting with the Board's Retreat.

The Meeting was adjourned at 3:20 PM.

Respectfully submitted,

Regina M. Budd

Regina M. Budd, Secretary
Eagle Club Board of Directors