

Commission on Athletics

COA 2005 Fall Championships Festival Advisory Committee

MINUTES

May 19, 2005

Via CCCConfer Teleconference

1. Distribution of Updated Roster

- Amendments should be e-mailed to intern@coasports.org

2. Adopt-A-Team Program Overview

- The committee heard an oral report by Karen Fox of Sporting Geography, the company engaged by the COA to coordinate the Adopt-A-Team program, which shall include outreach targeting 100 elementary school classrooms with lesson plans, postcards, and visitations to competition venues and area classrooms, as feasible.
- Fox provided details of the Sporting Geography program and a sample can be viewed at www.sportinggeography.org and 'Click here to learn more about our programs' then 'California' then 'COA.' Teachers can register online from this site.
- Packets will be distributed to Fresno classrooms in October.
- Fox will work with 3C4A President Evans Roderick to fine-tune his organization's involvement in the program.
- The COA received a database of Fresno-area elementary school addresses for sport coaches groups to utilize in outreach efforts. To obtain the school roster, request the list by contacting the COA office at Rtrotter@coasports.org.

3. Announcement of Allocation of Funds for SCA 'student athlete event'

- The COA will provide a \$2,500 stipend to each participating sport coaches association to develop a special event for student athletes participating in the fall festival.
- To receive the stipend, the association was asked to define and identify the specific activity for student athletes.
- A form was provided that must be completed and returned to the COA office by June 30, 2005. The form may be faxed to 916.444.2616 or mailed to the COA office.
- Numerous sport association representatives applauded the COA's financial commitment to underwriting the costs of the activity for student athletes.

4. Issuance of database of Fresno-area sponsor prospects

- The COA has compiled a roster of companies in the Fresno area for sponsor cultivation. The roster is utilized by the COA to recruit sponsors of the 'Central Valley Experience' sponsorship platform.
- To obtain the list, contact Rtrotter@coasports.org.
- The COA reminded committee members to send a copy of their sponsorship proposal to the COA for review prior to distributing to sponsor prospects.

5. Venue Facility Review

- The committee heard an oral report detailing the status of facility use agreements with venues selected to host festival competition.
- The committee reviewed the updated festival room block grid. Additional updates will be shared with the committee as they are finalized.
- Final negotiations are underway with Grizzlies Stadium and the Fresno Sports Council/SMG was encouraged to contact Pat Filippone of the Grizzlies to finalize the use agreement.
- Fresno Pacific (soccer), Woodward Park insurance certificate (cross country), and Selland Arena (women's volleyball) flooring updates were provided. A meeting is being established with SportCourt and the City of Fresno/SMG to finalize a partnering relationship for flooring.
- Rick Klatt, director of the Central High School Aquatics Complex (water polo venue) agreed to co-direct the championship with Eric Mendoza. Klatt will be on-site during the entire tournament and provide assistance, as needed.

6. Housing Services and Association Meeting Blocks

- Staff reported completion of the Form Five legislation that will require participating teams to lodge at one of the approved hotels utilized for the festival. The legislation will be discussed at the October COA meeting in Anaheim, CA.
- Staff reported that the Quality Inn on Ashlan and the Piccadilly Inn on Shaw will serve as 'team overflow' hotels for MW basketball, with the Radisson hosting the bulk of CCCWBCA and CCCMBCA meetings.
- It was reported that the Fresno Radisson will host the December 8-9 CCCFCA hospitality suite

7. Event Management Requirements/responsibilities

- Women's Golf was asked to develop an educational activity for the festival and complete the COA stipend form

- The venue directors for all fall championships will be invited to attend a venue director's workshop as part of the September 15 festival advisory committee meeting in Fresno, CA.
 - The workshop will be hosted by the Fresno Radisson and be held immediately following the completion of the advisory committee meeting. Lunch will be provided.
- Venue directors were encouraged to email Rtrotter@coasports.org if they do not have a current copy of the COA Event Manager's Manual.

8. New Festival Section on COA Website

- Staff provided an overview of the new section of the COA website that now houses all festival-related documents. The committee was provided an overview of how to access the documents in the section, which requires a user name and password.
- Any committee member in need of the password was encouraged to contact Deadie@coasports.org.
- The new section enables committee members to retrieve all committee documents and serves as an electronic library/archive of all relevant festival documents.

9. Review of Marketing Outline

- The committee was briefed regarding the type and mix of marketing activities planned for the fall festival.
- The plan features the strongest commitment to marketing in the history of the COA.

10. Updated event schedule with spring legislative changes

- The committee reviewed the updated version of the competition schedule
 - Women's volleyball times were orally corrected
(Updated version appears in COA website festival section)

11. One by One Leadership Campaign and Positive Coaching Alliance

- Football championship venue director Dan Larios provided a succinct overview of the One by One Leadership Campaign underway in the Central Valley.
- The committee was encouraged to think of ways to include the campaign in their planning and ensure opportunities to

the campaign to receive cause-related marketing and publicity during COA competition events.

- The Positive Coaching Alliance will be involved in the festival and may provide information related to their continuing efforts to in-service interested coaches in their various programs and services.

12. Festival Advisory Committee Meeting schedule

- The future meeting schedule has been determined. An updated meeting schedule is attached to the Minutes.
- The next meeting of the advisory committee is set for June 28, 2005 at 11:00 a.m. via CCCConfer and August 16, 2005 at 11:00 a.m. The June 28 and August 16 meetings will be conducted via CCCConfer (*see attachment for dial in code*).
- There will not be a committee meeting in July 2005.
- The committee will meet live on September 15, 2005 at 9:00 a.m. at the Fresno Radisson. The meeting will adjourn by 12Noon. Lunch will be provided.
 - At 1:00 p.m. on September 15, 2005, the COA will request that festival venue directors attend the COA Event Manager's Workshop at the Fresno Radisson.

13. Adjournment

There being no further business to come before the 2005 Fall Festival Advisory Committee, the meeting was adjourned at 12:03 p.m.

Respectfully Submitted,

Joanne A. Fortunato, Ph.D.
State Commissioner

**COA Festival Advisory Committee
2005 Meeting Schedule**

April 20th 11am via CCC teleconference

TELEPHONE CONFERENCE DIAL IN NUMBER: **1-866-826-6337**
TELEPHONE PASS CODE: **410338**

May 19th 11am via CCC teleconference

TELEPHONE CONFERENCE DIAL IN NUMBER: **1-866-826-6337**
TELEPHONE PASS CODE: **410338**

June 28 at 11am via CCC teleconference

TELEPHONE CONFERENCE DIAL IN NUMBER: **1-866-316-1517**
TELEPHONE PASS CODE: **379734**

August 16 at 11am via CCC teleconference

TELEPHONE CONFERENCE DIAL IN NUMBER: **1-866-316-1517**
TELEPHONE PASS CODE: **928544**

September 15, Fresno Radisson Hotel

LIVE FESTIVAL ADVISORY COMMITTEE

9:00 A.M. – 12NOON

LIVE EVENT MANAGER'S WORKSHOP

1:00 – 3:00 P.M.

*(Strongly suggested that all venue directors attend
Event Manager's Workshop)*

Late October TBD via CCC teleconference