

Commission on Athletics

COA MANAGEMENT COUNCIL CHAMPIONSHIP SITE SELECTION

MINUTES

September 16, 2004

Via CCCConfer Teleconference

1. COA Staff Report

- COA Associate Commissioner Stu Van Horn introduced Susan Yates, Athletic Director of Fresno City College, as the new chair of the Site Selection Subcommittee. Chair Yates replaces Gary Dilley due to his term expiration as a member of the COA Management Council. However, Gary has agreed to remain a member of the subcommittee.

2. Update of Official Roster of Subcommittee

- Corrections to the roster were made during roll call.
- Those in attendance were: Christa White (Victor Valley, W VB), Geoff Smyth (Las Positas, W Soc), Mary Ann Paz (San Joaquin Delta, W VB), Philip Marcellin (College of the Canyons, M/W Soc), Rob Wojtkowski (Cuyamaca, M BKB), Scott Dameron (Bakersfield, M/W Soc), Vance Walberg (Fresno City, M BKB), Brian Tessler (Reedley, W BKB). Gary Dilley (San Mateo, MC), Susan Yates (Fresno City, MC), Ellie Bewley (Rio Hondo, MC), Joanne A. Fortunato, Ph.D., (COA), Dave Eadie (COA), Cynthia Rail (COA), Stu Van Horn (COA). Guests included John Keever (Moorpark, MC Chair).

3. Review accuracy of COA Championship Information Included in 'Aggregated Annual Event Data'

- The committee was asked to review all information included in the '*Aggregated Annual Event Data*' section and articulate any corrections or additions.
- Minor revisions were provided by various members.

4. Discussion/Input to Concepts Created by COA Staff

- Van Horn shared three major concepts with the subcommittee regarding site selection. The concepts he presented were created after studying results of two recent survey projects regarding state championship site selection. His suggestions were:
 1. *Championship 'festivals' concept*
 - The fall 2005 festival proposes to include m/w soccer, w volleyball, football and wrestling. Van Horn asked for initial responses to the festival concept. He conveyed the following responses to the subcommittee:

- Van Horn addressed the concern of finding a championship site with high quality facilities for all four sports by explaining that sites chosen for the festival will not have to be restricted to community college facilities. By bundling four sports, the economic impact of the fall festival becomes a very marketable asset to put out to bid. Sports commissions and convention and visitor's bureaus (CVB's) would be provided the opportunity to submit a bid that includes a commitment of funds to help offset costs associated with using community college venues and non-community college venues.
- To clarify how the festival would be funded, Van Horn explained that local CVB's have categorical funds set aside in their budgets to bring sporting events to their area. These entities are willing to provide funds to attract events that will bring revenue into their communities, such as hotel room nights, restaurant receipts, and tourism/shopping income – all key factors for bidders when determining interest in any sports event.
- Chair Yates said the Fresno CVB has indicated strong interest in meeting with Van Horn and Sport Coaches Association (SCA) Presidents to learn more about the festival concept.

2. *Revenue Sharing Concept*

- Van Horn presented a revenue sharing concept in direct response to issues raised through two recent market research reports. He proposed that all sponsor funds generated be placed into the income side of the fall 2005 championship festival budget. Van Horn proposed an unprecedented formula share to split the sponsor funds among the following entities: COA (60%), host college (25%) and the sport SCA (15%).
 - The revenue share excludes gate receipts – which protects those funds exclusively for team reimbursements.
 - The revenue share will not have any effect on the SCA's relationship with their outside sponsors. The SCA's will not be required to dump those funds into the general festival fund, but will be encouraged to do so. At minimum, Van Horn suggested that SCA's re-think their own sponsorship efforts to minimize conflicts with this global concept.

- This concept will require the SCA's of the four festival sports to work together. By pooling resources, the SCA's have the ability to develop a festival that will provide a memorable experience for the student athletes involved.

3. Maximizing resources vs. business as usual

- In order for all four sports to participate in the festival, soccer and volleyball will need to extend their seasons by one week. Van Horn reviewed a document prepared by staff that articulates the type and mix of changes based on current COA sport guide policy.
 - The volleyball representatives raised the point that extending their season by one week would put their state final during the NCAA's 'dead week' for college recruiters. It was suggested that the NCAA be contacted regarding waivers that would permit coaches to attend the championships if they were to be held during that period.
 - The soccer representatives mentioned that extending their season by one week would create a period of three weeks between the Norcal regional playoff and the state championship.
 - Van Horn suggested the representatives for volleyball and soccer work on these issues and bring solutions to the October subcommittee meeting.

5. Initial Review and Next Steps with Grant makers Database

- The COA purchased a comprehensive database of private funding sources.
- The COA recently searched the database to identify California-based foundations and provided a listing of those entities for review.
- Van Horn asked the subcommittee to review the roster of prospective foundations and contact him if they are familiar with any of the officers or board members.

6. Initial Review and Next Steps with the Venues Review offered by CA Sports Commissions/CVB

- The subcommittee reviewed a spreadsheet of the major sports commissions and convention and visitors bureaus in California. Each of the entities is in the process of providing the data that will complete these sheets. This information will then be used by the COA state office to pitch the festivals concept to those entities with sufficient venues for hosting consideration.

7. 2004-05 Meeting Calendar

- The next meeting of the subcommittee is set for Tuesday, October 12, 2004 at Shelter Pointe, San Diego and will begin at 12:45pm. Van Horn noted the start time has changed to avoid conflicting with the COA Management Council meeting.
- Subcommittee travel (car or air only) will be reimbursed by the COA. Due to the start time of the meeting, the COA cannot reimburse overnight accommodations.
- Information about travel, accommodations and the meeting room are available on the COA website, <http://www.coasports.org/meetings>.

8. Other

- Van Horn addressed concerns about the changing role of the SCA's as a result of the bundling 'festival' concept. He also encouraged the soccer and volleyball representatives to develop solutions for issues raised during the meeting and asked that they share their solutions via email and/or at the October meeting.
- Coaches with competition conflicts the day of the October meeting were encouraged to find substitutes that could be their 'voice' in their absence.
- Bewley encouraged the SCA's to have an open mind to the concepts and suggested they 'think globally.'

9. New Business

- Van Horn referenced two background articles included in the agenda packet. He encouraged everyone to read them and take their messages to heart.

10. Adjournment

- There being no further business to come before the COA Management Council Championship Site Selection Subcommittee, the meeting was adjourned at 12:30pm.

Respectfully Submitted,

Joanne A. Fortunato, Ph.D.
State Commissioner