

**SUMMARY NOTES**  
*COA/CCCADA Subcommittee on Corporate Partnerships*  
**Tuesday, March 9, 2004**

**SUBCOMMITTEE: PLEASE SHARE AT UPCOMING CONFERENCE MEETINGS**  
**ATHLETIC DIRECTORS: PLEASE CIRCULATE TO ALL COACHES**

Questions? Please contact any of the following conference representatives for additional information  
or the COA Associate Commissioner's office.

**COA/CCCADA Subcommittee Members:** Shirley Baskin (Bay Valley Conference), Will Thurston (Western State Conference), Tony Oliveira (Central Valley Conference), Pat Doyle (Bay Valley Conference), Tony Marcopulos (Coast Conference), Rudy Washington (South Coast Conference), Bill Kaiser (Central Valley Conference), Bob Clement (Central Valley Conference), Dale Murray (Coast Conference), Jean Snuggs (Bay Valley Conference), Dave Evans (Pacific Coast Conference), Tony Lipold (Orange Empire Conference), Mark Blethen (Orange Empire Conference), John Keever (Western State Conference), Gary Houser (Golden Valley Conference), John Smith (Foothill Conference), Terry Davis (Pacific Coast Conference), Stu Van Horn (COA)

**1. Community College Bonds Review**

- ❑ Ten of twelve bonds statewide passed, including Cabrillo, Cerritos, Chabot, Citrus, Desert, Gavilan, Rio Hondo, Riverside, Delta and West Kern. Two failed – Sequoias and Sierra
- ❑ Total authorized is \$2.14 billion
- ❑ Additionally, Prop. 55 passage results in \$920 million available for community college projects
- ❑ Visit the CCLC website for additional updates: [www.ccleague.org](http://www.ccleague.org)

**2. COA/Citibank Partnership**

- ❑ Contact the COA office for information about this partnership.

**3. 2004 PC Workshops for Event Managers; Related Ball Adoption Updates**

- ❑ The chairperson reviewed various elements of COA state championships, including:
  - Type and mix of products/services provided by COA
  - In-kind products pie chart displaying sport specific commitments
  - Selected income entries provided by COA development for awards/officials
  - Requirements for the 2004 Citi tabling activity at COA state chps
  - Russell Athletic discount T-shirt program benefits
  - Quantity reports for souvenir program covers provided to COA state chps
- ❑ Additionally, the chair updated the committee on the status of the m/w basketball adoption update with Spalding and Rawlings, and possibly Wilson
- ❑ An agreement extension was announced that named Mikasa as the official soccer ball of the COA through 2007

**4. Pepsi Extension Update**

- ❑ The current agreement with Pepsi expires December 2004
- ❑ The chair informed the committee of the COA's desire to extend the six-year old agreement another four-six years
- ❑ COA staff will receive 'renewal talking points' from executive staff of Pepsi later this spring
- ❑ The COA intends to sign the extension prior to expiration of the existing contract

**5. Quick Take Items**

- ❑ UPS needs another one-two weeks to make a determination on a COA sponsorship proposal
- ❑ 21<sup>st</sup> Century is interested in a bundled partnership if the COA is able to attract an auto partner. Expect additional details later this spring

- Del Costa is going to run additional incentives in April 2004 – keep an eye out for the announcement in the April issue of CONTACTSPORTS
- Diamond Sports has agreed to sponsor the April 1 Management Council meeting instead of the convention social, dropped in 2004 due to budget constraints
- California Track and Engineering will sponsor the April 2 'Honoring Our Own' brunch

**6. CONTACTSPORTS February 26 Issue**

- Members were provided a copy of the February 26 issue of 'CONTACTSPORTS' , the COA's online corporate development monthly E-letter
- Reviews have been positive. Copy ideas, etc. should be forwarded to the COA associate commissioner by the 25<sup>th</sup> of each month

**7. Vendor Opps at CCCADA 2004 Conference**

- The chair indicated that one-two COA partners may have an interest in a tabling activity at the June 2004 CCCADA conference
- The chair is only offering a display table activity without an opportunity for speaking to interested COA partners
- The chair will work out a minimum stipend payable to CCCADA once interest is formalized from COA partners

**8. Next Meeting: Tuesday, April 13, 2004 at 9:00 a.m.**

Respectfully Submitted,

COA/CCCADA Subcommittee Members  
*Recorded and distributed by*  
*Stu Van Horn*  
*COA Associate Commissioner*

**Meeting Schedule**  
COA/CCCADA Subcommittee on Corporate Partnerships  
2003-2004 (Approved)

**Dial 866.826.6337, then enter pass code: 704006#**

<b>2003-04 Meeting Schedule</b>
Second Tuesday of Each Month. Meeting begins at 9:00 a.m.
July 8
August 12
September 9
October 14
November 11
December 9
January 13
February 10
March 9
April 13
May 11
June 8

COA 2003-04