

UCF Athletics Association, Inc.
Board of Directors
Virtual Meeting
March 24, 2022

Minutes

Welcome and Call to Order

Chair Alexander Cartwright welcomed the board and attendees, and called the UCF Athletics Association, Inc. (UCFAA) Board of Directors meeting to order at 4:00 PM. Chair Cartwright announced that the meeting was covered by the Florida Sunshine Law, and the press and public are invited to attend. Roll was called and quorum confirmed by Claire Haukap, Assistant AD for Executive Operations. Directors in attendance were Trustee Bill Christy, Phyllis Klock, Darya Rajae, and Dr. William Self. Officers in attendance were Terry Mohajir, President, and Terry Donovan, Treasurer.

Other present were Brittany Anderson-Duzan, Manoj Chopra, Jordan Clark, Youndy Cook, Traci Fisher, Bert Francis, David Hansen, Adam Haukap, Gerald Hector, Chris McFarlane, Christy Shell, Jimmy Skiles, Ralph Shick, Brooke Smoley, Christy Tant, Robert Taft, Mark Wright, and Rich Zvosec.

Conflict of Interest Disclosure

Chair Cartwright ask the board to disclose any conflicts of interests relative to agenda actions or business. No conflicts of interest were disclosed.

Approval of Minutes

A motion was made by Klock and seconded by Trustee Christy to approve the minutes for March 24, 2022. Motion carried; minutes were unanimously approved.

Business

INFO-1 New Staff/Restructure to UCFAA

Chair Cartwright called on Terry Mohajir, Vice President and Director of Athletics, who reviewed UCFAA's reorganization and new staff. Mohajir gave an overview of the corporation's new organization structure. He explained that the structure is revenue orientated, while not disparaging the previous staff. Mohajir concluded by introducing the association's new management staff and their roles.

INFO-2 Business Office Update

Chair Cartwright called on Terry Donovan, Senior Executive Associate Athletics Director and CFO, who provided a financial update. Donovan briefly discussed his background and informally introduced the new Associate Athletics Director for Finance Elizabeth Hartsock.

INFO-3 Revenue, Fundraising, and Mission 12

Mark Wright, Deputy Athletics Director, Vice President of the Charge on Fund, gave a presentation on the types of funding for the Athletics including the attainment and total cash giving from FY19 through FY22. Mohajir explained the fundraising model implemented during his first year as the Athletics Director and described it as "activity leads to productivity" by monitoring meetings and gift proposals.

INFO-4 Tickets and Corporate Sponsorship

Chair Cartwright called on Adam Haukap, Senior Executive Associate Athletics Director and Revenue Generation, who reported on tickets and corporate sponsorships. Haukap said ticket price increases and raising the seat licenses per seat will increase revenue from 2018 to today by over \$2 million. Haukap reported season tickets highest record sales were volleyball, baseball, and men's soccer. The second

highest in football, softball, women's basketball and women's soccer. Haukap concluded that corporate sponsorship staff will be more focused on relationships and sales and anticipate reaching goals set for FY2021-22.

INFO-5 Name, Image, and Likeness Legislation (NIL)

Chair Cartwright called on Brittany Anderson-Duzan, Associate Athletics Director and Compliance, who gave an update on the NCAA's landscape of NIL and UCF's approach following the approval July 1, 2021. To date, 150 NIL deals have been disclosed through the compliance office. Anderson-Duzan noted that it is not permissible for staff members to be involved in NIL activities but are allowed to provide support and resources for students. Athletics plans to start its own NIL department to assist students, coaches, administrators, and external stakeholders. Icon Source has partnered with UCF in a non-exclusive agreement to connect donors, corporate sponsors and the community with student athletes interested in NIL opportunities.

INFO-6 Sports Update

Chair Cartwright called on Mohajir who gave his UCFAA sports update. Mohajir briefly highlighted fall sport achievements and accolades to student athletes and coaches. Mohajir concluded his update by commending three students who received the Order of Pegasus with GPA over 3.2.

INFO-7 Facilities Update

Chair Cartwright called on David Hansen, Senior Executive Associate Athletics Director and COO, who gave his facilities update. Hansen reported that there were no capital projects for the year, \$4 million was spent on maintenance and capital renewals, including the new video board, audio system, baseball stadium turf, softball stadium, locker room, and office upgrades.

Closing Remarks and Announcements

Trustee Christy commended Mohajir and his team for their efforts in providing an informative UCFAA board meeting. Chair Cartwright adjourned the meeting at 5:04 PM.

Respectfully submitted: _____ Date: _____