

# FINANCE & PERSONNEL COMMITTEE

## Committee Members:

Rodney Shotwell  
Tony Baldwin  
Carla Black  
Ron Butler  
Bill Miller

## Staff:

Que Tucker  
Karen DeHart

AGENDA ITEM	RECOMMENDATION	SUPPORTING INFORMATION
1. <b>DISCUSSION ITEM:</b> Follow-up from December 2015 Meeting	1. Live television – Basketball updates. 2. Town of Chapel Hill, 2016-17 grant request. 3. Strategic Plan discussion.	<b>Point(s) of Discussion</b> 1. Feedback from TWC will be reviewed as well as feedback from schools participating in the live Basketball games. 2. 2016-17 grant was submitted to Town of Chapel Hill in January 2016 for consideration. No decision has been rendered by the Town Counsel to-date. 3. Future Strategic Plan will be discussed. Current Plan ends June 2017.
2. <b>DISCUSSION ITEM:</b> 2015-16 Budget Review	Review of 2015-16 budget versus actual revenues and expenses to-date.	<b>Point(s) of Discussion:</b> 1. Playoff revenues up in all fall and winter sports to-date with the exception of basketball (incomplete) and soccer (have not held women's soccer yet). 2. Corporate receivables incoming. Collected \$830,085.66 through mid-April. On-schedule to fulfill budget. 3. Other revenue: endowment games revenue \$300k+; handbook/directories/program sales revenues lower than budgeted. 4. In general, expenses are under budget through March 31, 2016.

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<p>3. <b>DISCUSSION ITEM:</b> Sports Comparison Review</p>	<p>Review sports comparisons for 2015 fall and 2016 winter championships versus previous years.</p>	<p><b>Point(s) of Discussion:</b></p> <ol style="list-style-type: none"> <li>1. VB: Playoff attendance up from last year by 3115. NCHSAA net was up by about \$4800.</li> <li>2. Cross-country attendance up from last year by 516; team, NCHSAA expenses up \$9622 and NCHSAA net down by \$6,280.</li> <li>3. Cheer revenues up from registration, vendors; NCHSAA expenses also up from previous year and net was slightly less but not significant.</li> <li>4. Men's Soccer: Attendance, team expenses, NCHSAA expenses, and corporate funds were relatively consistent with last year; Schools' and NCHSAA shares were down from previous year.</li> <li>5. Football: Revenues and expenses were higher this year than last. Best revenue in past 3 years but not at the level we saw in 2012-13.</li> <li>6. Indoor Track: Attendance up by 444 from previous year; Team and NCHSAA expenses increased and net loss to NCHSAA was \$3,935.49 more than last year.</li> <li>7. Swimming/Diving, Basketball, Wrestling financial files not finalized to-date.</li> <li>8. Spring 2015 sports: Lacrosse, Softball and Baseball NCHSAA net revenue consistent with previous year; Women's soccer attendance down slightly as was net revenue. Track net was down by \$9,184.81 – expenses to NCHSAA up by about \$11,000.</li> <li>9. Annual total net revenue for 2014-15 was positive by \$21,131.70; sponsorship allocation for championship expenses increased by \$47,813.53 from previous year.</li> </ol>
<p>4. <b>DISCUSSION ITEM:</b> Insurance Policies</p>	<p>Review information compiled by current insurance broker, Senn Dunn, relative to insurance policies on key employees/Board members</p>	<p><b>Point(s) of Discussion:</b> Review of existing NCHSAA insurance policies with NCHSAA Endowment as Beneficiary; benefit versus cost analysis.</p>
<p>5. <b>DISCUSSION ITEM:</b> Investment Updates</p>	<p>Review of summarized report based on reports received from all investment management groups.</p>	<p><b>Point(s) of Discussion:</b> Review of investments by account, by fund and per reports received from money management companies.</p>

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<p>6. Team Expense and Financial Arrangements for Basketball Playoffs</p>	<p>Adopt a Team Expense and Financial Arrangements policy similar to what is currently implemented for the team sports of volleyball, soccer, lacrosse, softball and baseball.</p>	<p><b>Rationale:</b> Currently, the basketball playoff expense formula for rounds one through four is not consistent with the other team sports of volleyball, soccer, lacrosse, softball and baseball. While the regional basketball format changed from 4<sup>th</sup> round played at a neutral site to the higher seeded school, the Team Expense formula/process was not modified.</p> <p><b>Budget Impact:</b> Provides basketball teams participating in the first four rounds with equal revenue distribution after expense formula is applied and is consistent with other team sports of volleyball, soccer, lacrosse, softball and baseball.</p> <p><b>Educational Impact:</b> N/A</p> <p><b>Equity Impact:</b> Teams participating in basketball playoff rounds one, two, three and four will be treated consistently with teams participating in other the other team sports of volleyball, soccer, lacrosse, softball and baseball.</p> <p><b>Effective Date:</b> July 1, 2016</p>
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<p>7. Cheerleading Stipend Award</p>	<p>Approve establishing a financial award opportunity specific to cheerleading teams as part of the Cheerleading Invitational experience.</p>	<p><b>Rationale:</b> Offering a cheerleading financial opportunity in conjunction with the NCHSAA Cheerleading Invitational will put us on par with other cheerleading competitions at which funding &amp; scholarship opportunities are the norm. However, rather than providing individual scholarships to cheerleaders, we propose a financial award of \$500 to the varsity teams scoring the highest in each of our four classifications (1A, 2A, 3A, 4). Award would be issued to the school earmarked for the cheerleading program.</p> <p><b>Budget Impact:</b> Financial awards would be offset by registration revenues.</p> <p><b>Educational Impact:</b> Provides opportunities for funding for cheerleading programs.</p> <p><b>Equity Impact:</b> All teams participating in the cheerleading invitational have the opportunity to vie for the awards within their respective classifications.</p> <p><b>Effective Date:</b> July 1, 2016</p>
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8. Track & Field Championships ticket Prices	Increase daily ticket price for the track and field championships from \$8.00 to \$10.00.	<p><b>Rationale:</b> Ticket prices are \$8.00 per day and we previously have run four separate championship events by classification. Per previous Board approval, this year two classifications of track will be hosted simultaneously per day across two days. Offering an \$8.00 ticket for spectators to watch 2 classifications of track run will drastically impact the track and field revenues.</p> <p><b>Budget Impact:</b> In the past three years, average track and field revenues (ticket and endowment surcharge combined) <b>per classification</b> have been \$10,201.25 (2013); \$12,968.25 (2014); and \$13,139.40 (2015).</p> <p><b>Educational Impact:</b> None</p> <p><b>Equity Impact:</b> \$10 ticket price is similar to other sports (basketball, football, cheerleading invitational) during which a spectator can watch all games or events for the day with purchase of a single \$10.00 ticket.</p> <p><b>Effective Date:</b> 2016 Track &amp; Field Championships</p>
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### 9. Baseball & Softball State Championship Admission Change

For the baseball and softball state championship series, change the Saturday ticket price to make the transition from session 2 to session 3 more accommodating for spectators.

- a. Session 1 Only
  - i. Friday - \$8.00
  - ii. Includes 2 games
- b. Session 2 and 3
  - i. Saturday - \$12.00
  - ii. Guaranteed 2 games, potentially 4 games
  - iii. Sold on Saturday until end of Session 2/Game 2
- c. Session 3 Only
  - i. Saturday - \$8.00
  - ii. Sold only after completion of Session 2/Game 2

**Rationale:** The current format requires NCHSAA Staff to clear the stadium after session 2 and charge/re-admit spectators. Spectators and the participating school administration have not seen this favorably.

**Budget Impact:** Based on the 2015 spectator numbers, the NCHSAA would have lost \$3,824 in baseball revenue and made \$1,383 more in softball revenue.

**Educational** None

**Impact:**

**Equity Impact:** Applies to baseball and softball

**Effective Date:** 2016 Baseball and Softball State Championship Series

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10. Personnel	<p>A. Change job titles within Development Department staff from Assistant Director to:</p> <ul style="list-style-type: none"> <li>a. Director of Marketing (formerly Assistant Director- Sponsorships &amp; Marketing)</li> <li>b. Director of Fundraising Initiatives &amp; Scholarships (formerly Assistant Director – Grants &amp; Fundraising)</li> </ul> <p>B. Hiring of James Alverson as Assistant Commissioner for Media Relations, Special Programs and Publications. INFORMATION ONLY</p> <p>C. Personnel review INFORMATION ONLY</p>	<p><b>Rationale:</b> Employee retention and redistribution of job responsibilities within the Development Department.</p> <p><b>Budget Impact:</b></p> <p><b>Educational Impact:</b> Professional growth opportunities for Development staff.</p> <p><b>Equity Impact:</b> In line with organizational job growth opportunities.</p> <p><b>Effective Date:</b> July 1, 2016</p>
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