



**UNIVERSITY OF WISCONSIN-MILWAUKEE
ATHLETIC BOARD MEETING MINUTES
WEDNESDAY, May 1st**

Attendees: Al Ghorbanpoor, Jim Cleary, Neal Pease, Steve Redd, Paul McGinley, Tom Holbrook, Alyssa Fischer, Clare Faurote, Gwyn Wallander, Jessica Kumke, Adam Schemm, Amanda Braun, Kevin Keenan, Cathy Rossi, Kathy Litzau, Bo Zhang
Guest: Julius Martinez

- I. Called to order by Chair, Kevin Keenan at 8:00 AM
- II. Approval of April minutes
 - a. Approved after Jim Cleary's name was added as attending by phone.
- III. Updates from the Athletic Department:
 - a. Report from Director of Athletics, Amanda Braun
 - i. Update on Spring sports
 - ii. Faculty Senate presentation next week.
 - iii. Working on presentation for the Board of Regents in June. All D1 schools in WI have to present when the regents are on their campus.
 - iv. Purchased a list of 1200 names of alums in the area (25 mile radius) that are director level or higher, sorted by industry, will be shared with foundation board to see if there are any connections, and then have events where they are invited. Focus on this over the next year to grow our prospect list.
 - v. Should hear this week about naming rights.
 - vi. Learfield just hired a new GM for our property that will start May 20th
 - b. Athletics Report (written) discussion
- IV. Updates from student-athletes
 - a. SAAC
 - i. Milwaukee SAAC – Alyssa Fischer
 1. Amanda and Kathy present on Monday, May 6 -- Surveys at the end of each year, Path to Prominence
 2. One Love – social media campaign for sexual assault prevention month.
 3. Special Olympics tailgate on May 11th.
 - ii. Horizon League SAAC – Francesco Saporito
 1. Get executive board in early to do training.
 - b. Hot Topics
- V. Guest: Julius Martinez, Assistant A.D. – Ticket Sales & Event Services
 - a. Started in October. Adam got him acclimated very quickly.

- b. Bumped up timeline for ticket renewals, focused on the positive. Had more renewals in one day than they had in the first week of renewals last year.
- c. Payment plan option available. Lots of communication on next season.
- d. New MKE Ticket web page, makes it easier to navigate.
- e. Adjusted ticket pricing
- f. Engage more with season ticket holders. Had a bowling event last year with the MBB & WBB players.
- g. Season tickets sold for WSCR, MSCR & VB.
- h. Panther Ticket Sales Academy – internship
 - i. Adam noted how good Julius is at the mentorship and training of students.

VI. New Business

Report from Kevin Keenan, Chair of Fiscal, Equity, Personnel. Minutes from April meeting were reviewed.

VII. Closing announcements -

Thank you to those whose terms on the Board have ended:

Thomas Holbrook, Gwyn Wallander, Paul McGinley, Steve Redd, Frankie Saporito
Meeting adjourned at 8:41 AM