



Athens State University
Board of Trustees
Development Committee
Minutes of July 15, 2022 Meeting

Attendees: Glenn Conner, Brandy Conway, Tim Dempsey, Bill Dunnivant, Jerry Evans, Keith Ferguson, Chelsea Green, Garth Lovvorn, Gabrielle McGraw, Susan Ming, Monteia Moore, Rachel O’Sullivan, Betty Ruth-Oliver, Tonyia Bowling (Recording)

1. Call to Order - Mr. Bill Dunnivant
 - i. Meeting called to order at 1:15 p.m.
 - ii. Meeting location: Founders Hall Chapel
2. Presentation of May 20, 2022 Minutes - Mr. Bill Dunnivant
3. Updates

Emergency Student Assistance Fund – Dr. Keith Ferguson

Dr. Ferguson provided the following information about the Emergency Student Assistance Fund: The balance in the Emergency Student Assistance Fund reached \$8,000. Donna Coleman initiated an appeal to rebuild the fund with a goal of raising \$50,000. To date \$8,616 has been contributed to the fund. The Fiddlers Steering Committee approved a contribution of \$25,000. The current balance of the fund is \$33,616.

Capital Campaign Update – Dr. Keith Ferguson

Dr. Ferguson reported that the capital campaign total was \$22,930,351 at June 30, 2022.

Grants Update – Ms. Rachel O’Sullivan

Ms. O’Sullivan reported that grants awarded total \$11.4 million. This total includes Federal, State, and private grants. A grant of \$20,000 was received from Mazda Toyota Manufacturing Corporate Giving in support of STEM outreach to kids.

The number of grant applications have increased and include the following projects:

- Alabama State Council on the Arts in support of the Fiddlers Concert Series
- Department of Education - grant opportunity of \$600,000 to develop a center of excellence in support of Veteran students

- Department of Labor - \$1.4 million collaboration with Aetos Systems
- NEA in support of the Fiddlers Concert Series
- Scholarships for educators in STEM

Dr. Ferguson explained that the success rate for grant awards of the team is 80%.

Paver Project & Alumni Chapters – Dr. Keith Ferguson

Dr. Ferguson reported that the paver campaign total amount reported at the May 20, 2022, \$116,200 was an error; the total amount raised to date is \$115,400. Of the 33 16x16 pavers, 28 have been sold; of the 40 12x12 pavers, 37 have been sold, and of the 6,000+ 4x8 pavers, 112 have been sold. Proceeds from the paver campaign are designated 80% to Alumni endowed scholarships and 20% to the Alumni General Fund.

Dr. Ferguson reported that an Alumni Mixer was held in Mobile on May 4. The next event is planned for September 13 in Madison at Stovehouse. There are 8,300 alumni and 3,000 friends in Madison County. These numbers were narrowed to 475 of the best prospects. Future events are planned for Birmingham and Tuscaloosa.

Annual Fund – Ms. Chelsea Green

Ms. Chelsea Green announced that save the date cards have been mailed for the 1822 Challenge Giving Day planned for August 2. The Fiddlers Steering Committee has committed a matching gift of \$25,000. Ms. Green explained that appeal letters will be sent to the individuals who do not contribute in response to Giving Day; letters will follow in September and November.

Sponsorships – Ms. Brandy Conway provided the following update on sponsorships:

- Corporate sponsorship opportunities are being explored to support of the cube satellite project and a community crime lab and training center for the criminal justice studies department.
- Sponsorships have been sold for the Fiddlers Convention. Sponsorship of the Jerry McGlocklin Music Store at Fiddlers is being considered by a record label. Johnston RV will sponsor the RV Campground this year. Total sponsorships will raise \$51,000 for the Fiddlers Convention.
- An official corporate sponsorship is being explored with the Hampton Inn.
- Fiddlers Concert Series sponsorship opportunities will soon be available. The 2022-2023 Fiddlers Concert Series season will begin after the Fiddlers Convention. Dr. Ferguson reported that the Quebe Sisters played the Fiddlers Concert Series the night before this meeting and 235 tickets were sold. The venue has only 222 available seats but some season ticket holders did not attend. The season pass price for a reserved seat will increase to \$150 for 2022-2023.

Homecoming Calendar – Ms. Monteia Moore announced the calendar of events planned for Homecoming week:

- July 22 – Trash Pandas Game
- July 24 – Service of Gratitude at Athens First United Methodist Church and Reception
- July 25 – Community Band Concert
- July 26 – Bicentennial Movie Night

- July 27 – University Field Day
 - July 28 – Athens Downtown Reception in Merchant’s Alley followed by a 7 p.m. performance by Iron Horse and an 8 p.m. performance by Collin Raye
 - July 29 – Legacy Presentations on campus followed by cocktails in the Ballroom at 5:30 p.m. and Bicentennial Homecoming Dinner at 6:30 p.m.
 - July 30 – Summer Commencement will special recognition of the 50 Year Club
4. New Business – Dr. Ferguson distributed the University Advancement organizational chart.
 5. Meeting adjourned at 2:00 p.m.