

MINUTES OF THE SPECIAL MEETING OF THE
EXECUTIVE COMMITTEE OF THE
UNIVERSITY OF LOUISVILLE ATHLETIC ASSOCIATION, INC.
BOARD OF DIRECTORS

August 29, 2022

In Open Session

The members of the Executive Committee of the University of Louisville Athletic Association, Inc., Board of Directors met in the Jefferson Room, Grawemeyer Hall, Belknap Campus, on August 29, 2022, at 1:00 p.m., with members present and absent as follows:

Present: Dr. Lori Gonzalez, Chair
 Prof. Jeremy Clark
 Mr. Dan Durbin
 Mr. Sam Rechter
 Ms. Shannon Rickett
 Mr. Jim Rogers
 Prof. Krista Wallace-Boaz
 Mr. Josh Heird, ex officio, non-voting

Other ULAA

Members:	Prof. Claudia Angeli	
	Dr. Larry Benz	Mr. Robert Kohn
	Dr. Douglas Craddock	Mr. Kevin Ledford
	Prof. Rob Detmering	Prof. Brandon McCormack
	Mr. Steve Jones	Ms. Sherrill Zimmerman
	Prof. Carolyn Klinge	

From the		
University:	Ms. Angela Curry	Mr. Alan Kellogg
	Ms. Brigid Gies	Mr. Jeff Spoelker
	Ms. Amy Calabrese	Mr. John Karman
		Mr. Jake Beamer

I. Call to Order

Chair Gonzalez called the roll, and having determined a quorum present, called the meeting to order at 1:00 p.m.

Approval of Minutes, 2-1-2022

Mr. Rechter made a motion, which Prof. Wallace-Boaz seconded, to approve the minutes of the February 1, 2022 meeting. The motion passed.

II. Action Item: Approval of Scope Increase to Patterson Stadium Upgrades

Messrs. Heird and Spoelker briefed the committee on the recommendation to increase the scope of work to \$1,150,000 for upgrades at Patterson Baseball Stadium. They explained that bids responsive to the RFP for the design and construction services for improvements and upgrades to the front entrance and concourse at the facility exceeded \$1,000,000.

Mr. Rechter made a motion, which Mr. Durbin seconded, to approve the

Athletic Director's recommendation that the Executive Committee of the ULAA Board of Directors approve an increase of \$150,000 to the scope of work for the upgrades to the Jim Patterson Baseball Stadium entrance and concourse.

The motion passed.

III. Executive Session

Prof. Wallace-Boaz made a motion, which Ms. Rickett seconded, to recess to executive session to discuss personnel matters pursuant to KRS 61.810(1)(f). The motion passed and the open meeting recessed at 1:03 p.m.

IV. Open Meeting Reconvenes

The open meeting reconvened at 1:11 p.m. Chair Gonzalez reported the committee discussed personnel matters.

Mr. Rechter made a motion, which Prof. Wallace-Boaz seconded, to approve the

Athletic Director's recommendation that the Executive Committee of the ULAA Board of Directors appoint Zach Greenwell as Associate Athletic Director for Media Relations and Strategic Communications.

The motion passed.

V. Adjournment

Having no other business to come before the committee, Prof. Wallace-Boaz made a motion, which Mr. Rogers seconded, to adjourn the meeting.

The motion passed and the meeting adjourned at 1:14 p.m.

Approved by:

Signature on file _____
Assistant Secretary

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Mr. Robert Kohn
Mr. Kevin Ledford
Prof. Brandon McCormack
Ms. Sherrill Zimmerman

From the
University: Ms. Angela Curry
Ms. Brigid Gies
Mr. Jake Beamer

I. Call to Order

Chair Gonzalez called the executive session to order at 1:03 p.m.

II. Personnel Matter

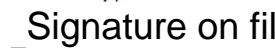
AD Heird discussed with the committee a personnel matter.

III. Adjournment

Ms. Rickett made a motion, which Prof. Wallace-Boaz seconded, to adjourn the executive session.

The motion passed and the session adjourned at 1:09 p.m.

Approved by:



Assistant Secretary

RECOMMENDATION TO THE EXECUTIVE COMMITTEE
OF THE UofL ATHLETIC ASSOCIATION, INC., BOARD OF DIRECTORS
REGARDING AN INCREASE TO THE SCOPE OF WORK FOR
UPGRADES AT PATTERSON STADIUM

Executive Committee – August 29, 2022

RECOMMENDATION:

The Athletic Director recommends the Executive Committee of the ULAA Board of Directors approve an increase of \$150,000 to the scope of work for the upgrades to the Jim Patterson Baseball Stadium entrance and concourse.

BACKGROUND:

On June 10, 2022, the ULAA Board of directors approved a recommendation to issue an RFP for the design and construction services for improvements and upgrades to the front entrance and concourse at Patterson Stadium, and to spend up to \$1,000,000 from private donations for this facility investment.

Bids responsive to the RFP for the project exceeded the \$1,000,000 authorization due to the cost of materials. In this recommendation, Athletics seeks board approval to increase the scope of work to \$1,150,000 for the project.

This increase is within the 15% threshold allowed by KRS 45.760 permitting privately funded projects previously approved by the General Assembly to proceed without additional legislative approval.

BOARD ACTION:

Passed X

Did Not Pass

Other

 DS
Signature on file
 DS
Assistant Secretary

RECOMMENDATION TO THE EXECUTIVE COMMITTEE OF THE
UofL ATHLETIC ASSOCIATION, INC., BOARD OF DIRECTORS
REGARDING PERSONNEL MATTERS

Executive Committee – August 29, 2022

RECOMMENDATION:

The Athletic Director recommends the Executive Committee of the ULAA Board of Directors approve the following personnel matter:

Zach Greenwell; appointment as Associate Athletic Director for Media Relations and Strategic Communications. This position is responsible for developing and implementing elevated communications for Louisville Athletics inclusive of local and national media relations strategies. This role will combine the current Sports Information and Creative Communications personnel into one unit in an effort to evolve as a comprehensive communications unit. This role serves as a member of the senior staff and collaborates with department, campus, and community partners to share stories of student athletes and programs.

Greenwell will work collaboratively with campus partners to strategically advance the Athletics mission and brand. Greenwell will provide high-level management to assigned areas of responsibility and take the initiative to lead and develop projects and concepts that are designed to advance Louisville's intercollegiate athletics programming and services.

Greenwell will also be responsible for the publicity and promotion for the Men's Basketball program, and will create content, write releases (game recaps, previews, features), produce publications (media guides, record books, game notes, game and match programs), maintain all website content and historical records, oversee and press row/press box operations. Additionally, Greenwell will handle all media and interview requests and manage social media.

Education:

Master's of Science: Intercollegiate Athletic Admin. (2020)	Western Kentucky University
Bachelor's of Arts: Editorial Journalism (2009)	Western Kentucky University

Other Relevant Experience:

July 2021 – Sept 2022:	Sr. Associate Athletic Director of Communications, Brand Strategy and Men's Basketball Western Kentucky University, Bowling Green, KY
July 2019 – July 2021:	Associate Athletic Director of Athletic Communications and Men's Basketball Western Kentucky University, Bowling Green, KY June 2016
July 2019:	Associate Director of Athletic Communications Western Kentucky University, Bowling Green, KY August 2011
June 2016:	Assistant Sports Editor Bowling Green Daily News, Bowling Green, KY

Notable Accomplishments:

Greenwell, held in high regard by peers and national media alike, was recently named to The Athletic's "College Sports 40 Under 40 List" for 2022. This list recognizes rising stars across the country impacting all corners of the collegiate athletics industry. Other recipients include Marcus Freeman, Notre Dame's head football coach.

Prior to moving into his current role, Greenwell coordinated media efforts for WKU's men's basketball, men's golf, and women's golf. He also previously organized the hiring and scheduling of a team of student workers in the Athletic Communications/Media Relations department.

Greenwell is one of the leaders of WKU's efforts in Name, Image and Likeness, helping launch the "CLIMB" program through an elevated partnership with INFLCR Plus while also developing the Hilltopper Local Exchange NIL business registry.

His other athletic department initiatives include creating the WKU Minority Fellowship program in 2021 and serving on WKU's COVID-19 task force charged with creating a safe return to competition in 2020. Greenwell is also involved at the university level as a member of the President's Communication Cabinet and as a member of the Operating Allocation Committee to determine campus funding through a RAMP budget model.

Before joining WKU in 2016, Greenwell spent the first five years of his career in the newspaper business as a sports reporter. After a brief stint at the Madisonville (Ky.) Messenger, Greenwell returned to Bowling Green in 2011 to begin working for the BG Daily News – first as a prep sports reporter, but the last several years on the WKU Athletics beat.

Salary data:

Proposed salary: \$125,000 base, \$10,000 signing bonus
Budget impact: none, position is budgeted

BOARD ACTION:

Passed X

Did Not Pass

Other

 Dr.
Signature on file
Assistant Secretary