

MINUTES OF THE ANNUAL MEETING OF THE BOARD OF DIRECTORS OF THE
UNIVERSITY OF LOUISVILLE ATHLETIC ASSOCIATION, INC.

January 15, 2021

In Open Session

Members of the Board of Directors of the University of Louisville Athletic Association, Inc. met virtually at 9:31 a.m. on January 15, 2021 with members present and absent as follows:

Present: Dr. Neeli Bendapudi, Chair
Mr. Ben Barberie
Dr. Larry Benz
Prof. Eric Berson
Dr. Beth Boehm
Prof. Gerry Bradley
Mr. Ryan Bridgeman
Mr. Randy Bufford
Ms. Sabrina Collins
Mr. Dan Durbin
Dr. Jasmine Farrier
Mr. Andrew Grubb
Mr. Dennis Heishman
Prof. Dawn Heinecken
Mr. Tom Meeker
Prof. Sharon Moore
Prof. Eugene Mueller
Prof. Whitney Nash
Mr. Sam Rechter
Ms. Shannon Rickett
Mr. Jim Rogers
Prof. Karen Turner
Mr. Mark Watkins
Prof. Krista Wallace-Boaz
Dr. Ron Wright

Absent: Mr. Tom Andrews
Prof. Sheldon Bond
Prof. Jeremy Clark
Mr. Steve Jones

From the
University: Mr. Vince Tyra
Mr. Josh Heird
Ms. Amy Shoemaker
Dr. Michael Wade Smith
Mr. Jeff Spoelker

Mr. Kenny Klein
Ms. Jessie Murnock
Mr. Jake Beamer

I. Call to Order

Chair Bendapudi read the roll. Having determined a quorum present, she called the meeting to order at 9:31 a.m.

Consent Agenda

Chair Bendapudi read the consent agenda as follows:

- **Consent Agenda**
 - **Approval of Minutes, 10-23-2020**
 - **From the Finance & Budget Committee, 1-15-2021**
 - **Approval of 2021 Football Ticket Prices**
 - **Approval of 2022 Men's Basketball Ticket Prices**
 - **Approval of Quasi-endowment Liquidations**

Mr. Bufford made a motion, which Dr. Bradley seconded, to approve the consent agenda.

The motion passed.

Before advancing the agenda, the chair announced that she had a few comments to make, beginning with well-wishes for a happy new year.

Chair Bendapudi then notified the board that today is the birthday of Rev. Dr. Martin Luther King, Jr., and that Sunday, January 17, is the birthday of Louisville's own Muhammad Ali. She reminded board members of UofL's deep and abiding commitment to diversity, equity, and inclusion and discussed her ongoing conversations with former student athlete Butch Beard.

The chair concluded her comments by discussing the university's plan to address institutional racism by creating a Cardinal Anti-Racist Agenda (CARA).

II. Report of the Athletic Director

AD Tyra reported that the COVID-19 pandemic has been challenging but student athlete academic performance has remained strong: overall GPA was 3.22; 433 student athletes qualified for the honor roll (3.0 or higher); 360 student athletes were recognized as Red and Black Scholars (3.25 or higher); and 84 student athletes achieved a 4.0. Mr. Tyra recognized Associate AD Marvin Mitchell and the academic support team at the Thornton's Academic Center of Excellence for excellent work and outcomes related to adapting to online learning.

Regarding capital projects, Mr. Tyra noted that the new southeast corridor dorm was named after former Men's Basketball Head Coach Denny Crum and reported that the groundbreaking would occur soon. The AD also mentioned that the baseball and softball stadium seating upgrades have been completed, and that capital projects for track and field, golf, and baseball will be discussed with the board at a future meeting.

Mr. Tyra discussed with optimism his department's financial performance during the pandemic, noting that UofL was one of the first universities to begin cost-saving measures.

AD Tyra praised the winning efforts of several teams including Men's and Women's Basketball, and Baseball.

Before concluding his report, the AD again discussed his department's efforts to continue the conversation on social and racial justice in the city and nation recognizing the work of Athletics' Diversity, Equity, and Inclusion Committee and the Strategically Organized Against Racism (SOAR) group.

The Chair joined the AD and fielded questions from board members.

Chair Bendapudi thanked the Mr. Tyra for his update.

III. Report of the Chair

Using the **attached** presentation, Chair Bendapudi provided a year-in-review and discussed the biggest wins of 2020. Highlights include:

- COVID-19
- Social justice issues
- Financial challenges
- Student successes
- Research
- Community engagement

Chair Bendapudi then fielded questions from the board.

IV. Adjournment

Having no other business to come before the board, Mr. Rechter made a motion, which Mr. Bufford seconded, to adjourn the meeting.

The motion passed and the meeting adjourned at 10:32 a.m.

Approved by:

Dr
Signature on file
Assistant Secretary

RECOMMENDATION TO THE UOFL ATHLETIC ASSOCIATION BOARD OF
DIRECTORS REGARDING 2021 FOOTBALL TICKET PRICES

Finance and Budget Committee – January 15, 2021
Board of Directors – January 15, 2021

RECOMMENDATION:

The Athletic Director recommends the Board of Directors approve the season ticket prices for the 2021 football season, as [attached](#).

BACKGROUND:

Planning has begun on the 2021-22 ULAA operating budget. Included in the planning process are season ticket prices for the 2021 football season. Due to economic uncertainties related to Covid-19, we are recommending ticket prices remain at the 2020 pricing levels as shown in the attached schedule.

COMMITTEE ACTION:

Passed X

Did Not Pass

Other


Signature on file
Assistant Secretary

BOARD ACTION:

Passed X

Did Not Pass

Other


Signature on file
Assistant Secretary

FOOTBALL SEASON TICKET PRICES
2021 SEASON

	2019	2020	Proposed 2021
Total Games	6	7	7
Season-Lower Bowl of Stadium:			
Reserved	\$378	\$455	\$455
Club/suites			
Adidas	\$426	\$455	\$455
Premium Boxes	\$426	\$525	\$525
PNC Club	\$426	\$525	\$525
Pepsi Club	\$426	\$455	\$455
Brown and Williamson Club	\$426	\$455	\$455
Suites	\$426	\$525	\$525
Faculty/staff	\$318	\$385	\$385
L-Club	\$366	\$441	\$441
Season-Upper Level (East Side):			
Reserved	\$156	\$175	\$175
Four pack (4 tickets)	\$508	\$560	\$560
Mezzanine	\$378	\$175	\$175
Season-Other:			
Students-football only	\$76	NA	NA
Students-combo	\$223	NA	NA
Student-Flight 23 *	NA	\$100	\$100
Adidas 200 level	\$223	\$210	\$210
Adidas 200 level Family plan	\$763	\$784	\$784
212-225 South EZ	\$378	\$399	\$399
212-225 South EZ-Family	\$1,324	\$1,400	\$1,400

* Annual subscription includes admittance to all sporting events.

Season-Per-ticket cost:

Lower Level:			
Reserved	\$63	\$65	\$65
Club/suites			
Adidas	\$71	\$65	\$65
Premium Boxes	\$71	\$75	\$75
PNC Club	\$71	\$75	\$75
Pepsi Club	\$71	\$65	\$65
Brown and Williamson Club	\$71	\$65	\$65
Suites	\$71	\$75	\$75
Faculty/staff	\$53	\$55	\$55
L-Club	\$61	\$63	\$63
Upper Level:			
Reserved	\$26	\$25	\$25
Four pack	\$21	\$20	\$20
Mezzanine	\$63	\$25	\$25
Students-Football only	\$13	NA	NA
Student-Combo	\$37	NA	NA
Student-Flight 23	NA	NA	NA
Adidas 200 level	\$37	\$30	\$30
Adidas 200 level Family plan	\$32	\$28	\$28
200 Level South endzone	\$63	\$57	\$57
200 Level South endzone 4pack	\$55	\$50	\$50

RECOMMENDATION TO THE UofL ATHLETIC ASSOCIATION BOARD OF DIRECTORS
REGARDING 2021-2022 MEN'S BASKETBALL TICKET PRICES

Finance and Budget Committee – January 15, 2021
Board of Directors – January 15, 2021

RECOMMENDATION:

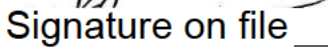
The Athletic Director recommends the Board of Directors approve the season ticket prices for the Men's Basketball 2021-22 season, as [attached](#).

BACKGROUND:

Planning has begun on the 2021-22 ULAA operating budget. Included in the planning process are season ticket prices for the 2021-22 Men's Basketball season. Due to economic uncertainties related to Covid-19, we are recommending ticket prices remain at the 2020 pricing levels as shown in the attached schedule.

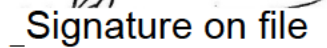
COMMITTEE ACTION:

Passed X
Did Not Pass _____
Other _____


Signature on file _____
Assistant Secretary

BOARD ACTION:

Passed X
Did Not Pass _____
Other _____


Signature on file _____
Assistant Secretary

**MEN'S BASKETBALL SEASON TICKET PRICES
2021-22 SEASON**

	<u>2019-20</u>	<u>2020-21</u>	<u>Proposed 2021-22</u>
Total Games	19	18	18

LOWER BOWL/MEZZANINE			
Regular/Exhibition Games	\$883	\$884 16 at \$55	\$884 16 at \$55
Non-Conference Premium Game	\$127	\$120 2 at \$60	\$120 2 at \$60
Total Season Lower Bowl/Mezzanine	\$1,010	\$1,004	\$1,004
L-Club	\$970	\$970	\$970
Faculty/Staff	\$930	\$930	\$930
Per Ticket Season	\$53.16	\$55.94	\$55.94
Per Ticket L-Club	\$51.16	\$53.94	\$53.94
Per Ticket Faculty/Staff	\$49.16	\$51.94	\$51.94

UPPER BOWL-MIDCOURT			
Regular/Exhibition Games	\$703	\$714 16 at \$45	\$714 16 at \$45
Non-Conference Premium Game	\$127	\$120 2 at \$60	\$120 2 at \$60
Total Upper Bowl Midcourt	\$830	\$834	\$834
L-Club	\$790	\$798	\$798
Faculty/Staff	\$749	\$760	\$760
Per Ticket Season	\$43.68	\$46.42	\$46.42
Per Ticket L-Club	\$41.68	\$44.42	\$44.42
Per Ticket Faculty/Staff	\$39.68	\$42.42	\$42.42

UPPER BOWL-CORNERS/ENDZONE			
Regular/Exhibition Games	\$451	\$451 16 at \$28	\$451 16 at \$28
Non-Conference Premium Game	\$127	\$120 2 at \$60	\$120 2 at \$60
Total Upper Bowl-Corners/Endzone	\$578	\$571	\$571
L-Club	\$537	\$537	\$537
Faculty/Staff	\$497	\$497	\$497
Per Ticket Season	\$30.42	\$31.67	\$31.67
Per Ticket L-Club	\$28.42	\$29.67	\$29.67
Per Ticket Faculty/Staff	\$26.42	\$27.67	\$27.67

RECOMMENDATION TO THE UOFL ATHLETIC ASSOCIATION BOARD OF
DIRECTORS REGARDING THE LIQUIDATION OF QUASI-ENDOWMENTS

Finance and Budget Committee – January 15, 2021
Board of Directors – January 15, 2021

RECOMMENDATION:

The Athletic Director recommends that the Board of Directors approve the partial liquidation of six (6) quasi-endowments to fund tuition expenses for student athletes.

BACKGROUND:

The University of Louisville Foundation manages approximately \$6 million in endowed athletic funds with \$3.8M in six quasi endowment accounts. Apart from the Athletic Reserve Fund, the donor intent of these gifts was to fund scholarships for student athletes. Currently, all athletic scholarships are funded from the annual athletic operating budget. To mitigate the financial impact of COVID-19 on the athletic operating budget, athletics is requesting to liquidate the amounts below from the 5 scholarship endowments to fund scholarship expenses per donor intent. All transactions will be completed by June 30, 2021 and reported to the donors.

Athletic Reserve Funds will be applied to either athletic scholarships or toward other operating expenses to mitigate the impact of the anticipated 2020-21 revenue shortfall.

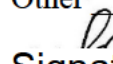
	Purpose	Amount Available	Proposed Liquidation	Remaining Balance
ULAA Quasi Endowments (no spending policy)				
Athletic Reserve Fund	General use	\$1,637,721	\$1,500,000	\$137,721
Humana Scholars Fund	Scholarship-General	\$1,708,981	\$1,320,000	\$388,981
Cardinal Club Scholarship	Scholarship-Golf	\$113,082	\$30,000	\$83,082
Dr. Rudy Ellis Scholarship Fund	Scholarship-Sports Medicine	\$82,688	\$30,000	\$52,688
Clark Wood Scholarship Fund	Scholarship-Football Manager	\$123,163	\$30,000	\$93,163
Whitehead Endowed Scholarship	Scholarship-Female Athletes	\$172,361	\$90,000	\$82,361
		\$3,837,996	\$3,000,000	\$837,996

COMMITTEE ACTION:

Passed X

Did Not Pass

Other

 Signature on file

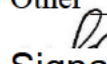
Assistant Secretary

BOARD ACTION:

Passed X

Did Not Pass

Other

 Signature on file

Assistant Secretary



BIG WINS 2020

UofL Athletic Association Board of Directors Meeting
January 15, 2021

A photograph of three people walking outdoors, overlaid with a red filter. The people are wearing face masks and carrying backpacks, suggesting they are students or commuters. The background shows a building and some foliage.

2020 BROUGHT BIG ISSUES

- COVID
- Social justice issues
- Financial challenges



BUT ALSO BROUGHT BIG WINS

- Record number of students/student success
- Record amount of research/key role in significant studies
- Testing, responding to Covid

Addressing COVID

On campus

- Implemented remote work policy for staff
- Moved most courses to online/hybrid
- Provided COVID testing
- Developed website/updated almost daily
- Frequent communication



Transitioned within **3-5 days**
to fully online or hybrid teaching,
learning and business operations

Addressing COVID

Through research

- CPM for Biodefense and Emerging Infectious Diseases – Q-Griffithsin, aptamer as potential therapeutic
- Co-Immunity Project – wastewater tracking
- Nasal spray
- Dataseam – testing compounds
- ANNIE – texts COVID info directly to veterans' phones

Addressing COVID

In the community

- Decontamination of N95 masks
- Processing tests for Louisville medical facilities
- SPHIS
 - Faculty leading public health efforts
 - Students engaged in contact tracing



AMIST – producing
3D-printed face shields, nasal swabs

Addressing COVID

Through patient care

- Clinicians providing care
- Rapid implementation of telehealth

UofL Health treated **1,800 patients** (inpatient),
conducted more than **100,000 tests**

Addressing Social Justice and Racism

- Cardinal Anti-Racism Agenda
- Named Diversity Champion, earned HEED Award for Health Professions
- NPHC Plot dedication, suite refresh
- Virtual support groups following Breonna Taylor decision
- Planning for “A Transcendent Life” Ali exhibit at all libraries (January 2021)



\$1 million NSF grant
to improve STEM opportunities
for women

Establishing Financial Footing

For the University

- Developed balanced budget for FY21
- New budget model incentivizes academic entrepreneurship, long-term planning



Designed, implemented **\$39 million**
risk mitigation strategy

Establishing Financial Footing

For UofL Health

- KentuckyOne Acquisition
 - Saved more than 1900 jobs (Jewish Hospital)
 - Preserved facilities
 - Provided academic and financial stability
- Clinical integration of Pediatrics with Norton Healthcare
 - Enhanced capabilities, physician/faculty depth
 - Removed \$12 million deficit



Saved over **\$50 million** annually

Student Impact



72% jump in internships,
co-ops, experiential learning
opportunities

- Largest enrollment in at least 20 years
 - Freshman up 2.8%, (nationally down 13.6%)
 - African-American new students up 5%, Latinx up almost 7%
- Highest graduation rate in history — **60.4%**

Student Impact

Taking care of our students

- Switched to online/hybrid course delivery
- Hundreds of faculty changed teaching methods
 - Delphi Center provided expedited, continuous training

Student Impact

Taking care of our students

- Prepared campus facilities to ensure student safety
- Libraries open to provide computer, internet access
- Kept housing, dining, student facilities open
- Added counseling staff, more than 50 events

Student Impact

Taking care of our students

- With vendor, offered tuition insurance to protect students against medical withdrawals
- Raised more than **\$775,000** to support student and staff emergency funds
- More than \$6.2 million in CARES funding distributed to our students

Student Impact

Academic programming

- Developed virtual electives for medical students pulled from the clinical environment



\$6 million in NSA funding for
**healthcare cybersecurity
program**

Student Impact

Celebrating their successes

- Virtual commencement celebration (May)
 - incorporated “augmented reality,” TikTok into celebration
- Virtual Commencement Ceremony (December)
 - individually recognized **5,000** graduates



Almost **14,000 visitors**
participated in online commencement

Student Impact

Planning for our students' future

- Constructing new student housing (opening Fall 2021)
- New **Culture and Equity Center**

Research Impact

- Record-breaking **\$170 million** in external research and program funding
 - Pfizer's first Center of Excellence
 - Youth Violence Prevention Center in West Louisville
 - NSF \$3.5 million to Micro-Nano Technology Center
 - NIH grant to differentiate abuse from accidental fractures in children

Community Impact

- Turned around UofL Health facilities
- Nursing faculty, students staffed drive-through flu shot clinics
- School of Music, Cardinal Marching Band performed at assisted living facilities, UofL Health facilities to thank frontline workers



UofL faculty/administrators landed more than **\$27 million** in community engagement grants

Community Impact

- More than **540,000 hours** of student engagement/service
- Libraries, Archives partnerships
 - Frazier History Museum - Chronicling COVID pandemic
 - Filson Historical Society - Anti-Racism Study Group
- Expanding dental clinic to Paducah –another planned in 2021
- Increasing teachers of color in Jefferson County Public Schools through the Louisville Teacher Residency Program