

UNIVERSITY OF MASSACHUSETTS

AMHERST-BOSTON-DARTMOUTH-LOWELL-WORCESTER

MINUTES OF THE SPECIAL MEETING OF THE ATHLETICS COMMITTEE

Monday, June 11, 2007, 8:00 a.m.
Resource Options, Inc.
200 Highland Avenue
Needham, Massachusetts

Committee Members Present: Chair Carlin, Vice Chair Sheridan, Trustees Braceras (via conference call), Lawton and Makrez

Committee Members Absent: Trustees Endich and MacAfee

University Administration: Executive Vice President Julian, Vice President Motley, UMass Lowell Athletic Director Skinner; Chancellor-elect and Congressman Meehan

Chair Carlin convened the meeting at 8:00 a.m. and indicated that the Committee has been holding meetings with the campuses and discussing issues that the campuses thought the Athletic Committee could be helpful.

The Lowell campus focused on the Men's Ice Hockey Program including the relationship with the Tsongas Arena, gender equity, community support and what affect the hockey program has on other programs.

Chair Carlin thanked Chairman of the Task Force Robert Sheridan and Vice President Keith Motley for their diligence with this issue noting that much of what has been done has been the result of the work undertaken by this Committee and the Task Force.

Trustee Sheridan thanked the members for their work and Congressman Meehan for his support during this process.

The Committee discussed the Final Report from the Task Force and the six specific issues that must be addressed and resolved in order to recommend continuation of the current hockey program. They are:

- 1) The University must retain 100% of all gross commissions on the sale of concessions during home hockey games.
- 2) Elimination of the University's annual \$50,000 subsidy toward Tsongas Arena operating costs, which would bring the University's total financial commitment in line with the AHL. The University's commitment would be restricted to \$3,100 per game rent.

- 3) A 50/50 split on all revenue generated through the sale of advertising on the Tsongas Arena exterior electronic message center. The cost of constructing the message center is expected to be paid in full in the very near future.
- 4) Written agreement that AHL games will not be played as part of "doubleheaders" with University games. Doubleheaders negatively impact attendance at University games.
- 5) A long-term written commitment from the City to establish a new partnership with the University upon the departure of the AHL. New terms in this partnership agreement must include, at a minimum, a 50/50 split of all advertising revenues sold at the Tsongas Arena and a fair split of on-site parking revenues generated during University hockey games. The agreement must also include a deferred-maintenance trust fund to protect against future capital failures and to pay for needed improvements.
- 6) Written agreement that City officials will not request dates reserved for University hockey games unless requests are made in accordance with the lease agreement and with the full support of the University.

The Lowell City Council will take a vote tomorrow on the Task Force's findings and it is expected it will pass. Congressman Meehan reported on additional issues that need to be addressed if this Hockey Program can continue: In addition to the six specific issues:

- we must increase the sales of season tickets;
- the Tsongas arena needs to be upgraded to a first class facility (a new scoreboard system, a dinner room, new sound system);
- extend and improve the terms of the lease with the Arena;
- encourage season ticket holders for the Devils Hockey team to become season ticket holders for our team;
- we need a community campaign to encourage attendance;
- develop a partnership with Eagle Tribune; and
- encourage a wide variety of events to take place in the arena.

It was noted that the Lowell delegation has played a part in this discussion and have been supportive of improving the program. Mr. Meehan announced his intention to encourage Senator Panagiotakos and Representatives Golden, Nangle and Murphy to become season ticket holders.

There was a question about the possibility of the City voting against the recommendation at which point Mr. Meehan indicated he would be forced to end the hockey program.

Trustee Makrez noted her belief that if the hockey program was eliminated, the school spirit would suffer and it would hurt recruitment. There are many regional students and they favor a known program.

Following tomorrow's anticipated positive vote by the City, the hockey program will have a new beginning. We will hold people accountable. Executive Vice President Julian thanked Chair Carlin and Chair Sheridan for their leadership. This could prove to be a significant financial savings for the University and it has shown the engagement of the Trustees to take on an important issue with positive results.

The Committee then considered the following motion. It was moved, seconded and

VOTED: To recommend that the Board take the following action:

To accept the Report of the UMASS Lowell Hockey Task Force. (Doc. T07-054)

The Committee asked that the Task Force Report be mailed to the full Board for their review before the June 21 Board meeting. It was also decided that the Lowell delegation would be contacted about the status of the Task Force recommendations and invited to the Amherst Board meeting. The members of the press should be notified as well.

The meeting was then adjourned at 9:00 a.m.

Barbara F. DeVico
Secretary to the Board of Trustees