UNIVERSITY OF MASSACHUSETTS

UNIVERSITY ATHLETIC COUNCIL

Minutes of Meeting – November 5, 2010 11:30 a.m.


GUESTS:  R. DeLuca, P. MacGregor, J. Sarsynski, K. Toong, C. Weiner,

ABSENT:  M. Billings, J. Corriveau, G. Wong, S. Schnoerr, R. Spencer, P. Vittum, R. Warnick

Welcome to the Council

- Co-Chair Lacey welcomed members to the November Athletic Council held in the Berkshire Dining Hall Conference Room.

Approval of Minutes – October 8, 2010

- Co-Chair Lacey opened the floor for additions or corrections on the Minutes from October 8, 2010. Under “Attendance”, it was motioned by George Richason to remove “Steve Upton” from being absent since he was also in the present section. The motion was seconded by Ed Ward. It was then so moved by Nelson Lacey to accept the minutes with the approved correction, seconded by Robert Goodhue. The council voted to accept the October 8th, 2010 minutes.

Meet the Administrator Session – John Rocko DeLuca, Associate AD for Development

- Rocko thanked the Council for the invitation to speak today. He had been at University of Colorado for over eight years as a Development Officer and prior to U Colorado, two years with the Denver Broncos. He started ten weeks ago and is very excited to be part of John McCutcheon’s staff. His wife and two and half year old daughter recently joined Rocko in Massachusetts.
- His focus will be in Annual Giving and Major Gifts. Fundraising arms will embrace our Booster Clubs (The Pond Club, The 100-Yard Club, The Court Club, The Laxbacker Fund) and the Annual Fund will expand from a Valley focus to engaging alumni in Boston and New York City. Steve Upton praised the efforts by the Men’s Basketball Players and Coach who were hand-delivering Season Basketball Tickets to area Donors.
- Rocko discussed his Colorado fundraising framework in Donor Based Funding which he’d love to replicate here.
- Booster Clubs and the team sports send one concise message. He had helped to raise 12.5 million annually in Colorado. UMass raised 1.1
million last year, with the goal of 1.5 million this year. Rocko’s goal will be to expand from 1900 to 3500 donors, which will require lots of time, effort, energy, and a grassroots effort in Fundraising.

Report on Dining Services at UMass – Ken Toong, Executive Director Auxiliary Enterprises

- Ken Toong reviewed all of the improved changes and innovations in the last decade of University of Massachusetts Dining Services and the revenue it has produced from becoming an Award-Winning Dining Service servicing 15,000 meals plans daily.

Report on Concessions – Paul MacGregor, UMass Concessions Manager

- Paul MacGregor graduated from UMass in 1996 and has been the full-time concessions manager since 2000. He has a great working relationship with the Athletic Department and its Marketing and Sponsorship arms. Paul works closely with Global Spectrum for the concession needs at all concerts and events at the Mullins Center Arena.
- UMass Concessions provides snacks and refreshments for all events at the Mullins Center and the Football Stadium. The Minuteman Concession Vans are a great portable and mobile way to transport and distribute drinks and snacks at events at Softball Complex area and Lacrosse Fields. These food trucks are now equipped with grills and fryalators.
- New food items being introduced are White Castle Sliders (mini cheeseburgers), seafood chowder, chili, and new cookies.
- Mullins Concessions are staffed by students while the Football games concessions are serviced by volunteer groups which are paid as an organization versus individuals. Such area organizations are Frontier Regional, Sunderland Men’s and Women’s Groups, and the Sunset Hoopsters.

Report from Sport Nutrition – (Caren Weiner, Sport Nutritionist and Athletic Health Services)

- Caren Weiner has been with the University Health Services for 30 years.
- She visits the Athletic Department each week for team and individual athlete meetings promoting sport nutrition. Scoring Cards are used by students to track their nutritional progress in eating regularly during the day, avoiding skipping meals, eating breakfast, keeping hydrated, and choosing lean protein options avoiding high carbohydrate snacks. Caren discussed the effects of calorie levels and calorie content on endurance and strength in an athlete’s performance level.

Old or New Business

- Co-Chair Lacey asked for any old or new business to be discussed. Not hearing any, the meeting was turned over to AD McCutcheon’s report.

Report from the Athletic Department – AD John McCutcheon

- Football (5 and 3) will play Maine tomorrow at 3:30 pm, home at McGuirk Stadium.
Men’s Soccer is 5-4-7 and Women’s Soccer (8-11-0) had a number of wins and losses this fall against competitive opponents. Men’s Cross Country is 3rd and Women’s Cross Country is 8th in the conference.

AD McCutcheon briefly outlined the CBS Cable Deal and Digital Cable Stream.

Men’s Basketball opens the season against Rider on November 12.

Field Hockey’s Nicole Cordero recovering from a neck injury.

Hockey battles Army tonight, November 5th.

Tour of Dining Services and Lunch at Berkshire Dining Commons

• Council members were given an informative tour of the Berkshire Dining Commons and invited to enjoy lunch on behalf of the Athletic Department.

Respectfully submitted by George Richason, Interim AC Secretary and Julie Sarsynski, Athletic Department Staff Assistant