



Minutes
A&P Assembly Meeting
Forestry and Wildlife Sciences Building - Room 1100
Wednesday, September 6th, 2017 at 3:00 P.M.

Call to Order: 3:05 P.M.

I. Roll Call:

Present: Lawrence Hamberlin, Robert Kulick, Timothy Jones, Mark Bransby, Amanda Malone, Brooke Patton, Anna Thompson, Joy Vrbka, Tim Blackmon, Shelly Nemeroff, Steve Glennon, Mike Stover, Bre Aunna McKenzie, Destiny Valle, Stephen Gulley, Paige Patterson, Shirley Carter, Katie Lee

Absent: Josh Conradson, Claire Wilson, Robert Holm, Tyler Adams, Angela Chandler, Jeanie Harry

II. Approval of Minutes from the May meeting

- a. No minutes to approve since they were approved via email

III. Speakers

- a. Chris Davis– Vice President, General Manager –Auburn Sports Properties
 - Auburn Sports Properties is a year and a half old partnership between Auburn Athletics and Fox Sports for multimedia rights (radio, non-live TV*, venue signage, etc.)
*Live TV is handled by the bigger SEC notation contract with ESPN
 - Chris shared some demographics about the Auburn fan base that he uses to demonstrate how effective advertising at Auburn Athletics events is. For example, if you are an Atlanta market (9th largest market in the US), the number of Atlanta residents that are Auburn fans and attend Auburn games is 250K+ higher than any other school.
 - This increases the value of the Auburn brand.
 - Their number one goal is to “connect brands to fans”
 - He stressed that they are also tasked with protecting the brand through official licensing channels
 - They deal with 120+ corporate partners that are statewide, regional and national., They include Verizon, Coke, Regions, Alabama Power (part of Southern Company), Blue Cross and Blue Shield of Alabama, Cooks Pest Control, Great Southern Wood, UPS, State Farm.

- Chris mentioned the TuneIn channel so you can listen from anywhere in the world. Free. 24/7 with current and past programming.
- b. Dr. Taffye Benson Clayton – Associate Provost and Vice President for Inclusion and Diversity
 - Dr. Clayton highlighted the success of kickoff event for the Critical Conversations Speaker Series, which featured a worthwhile and informative conversation between Dr. Clayton, Cornel West and Robert P. George.
 - She explained that the idea for the speaker series came out of our Richard Spencer experience and the desire to help our university community learn to handle differing opinions/positions through civil discourse and in an academic and responsible way.
 - Dr. Clayton shared the schedule for the rest of the semester.
 - She also introduced new members of her team including:
 - Ada Wilson – Assistant VP for Access & Inclusive Excellence
 - Tim Fair – Special Assistant for Operations & Strategic Initiatives from Cornell University
 - Dr. Annett Kluck – Assistant Provost for Women’s Initiatives
 - Garry Morgan – Special Assistant for Inclusion & Diversity Education
 - Ed Reynolds – Development Officer
- c. Paul “Puck” Esposito – Captain, US Navy Retired - Veterans Resource Center
 - Capt. Esposito shared the resources available from the Veterans Resource Center which has the major focus on helping veterans to succeed through the education and employment process.

IV. Comments from Chair

- a. Hardship Fund
 - A

V. Executive Committee Report

- a. Covered in the meeting

VI. New Business

- a. Executive Committee elections
 - Rob Kulick was elected to the Chair-elect position.

Adjourn: 4:18 P.M.