

## **MINUTES OF THE APRIL 26, 2016 ATHLETIC COUNCIL MEETING**

### **I. CHAIR REPORT**

Dr. Hadley provided a general update which included the re-establishment of a professional sports counseling panel. Through the assistance of Mike Poterala, he noted that the panel is permissible under NCAA rules and serves as an advisory resource to assist student-athletes and their families about a future professional career (e.g., contracts, tryouts, agent selection, insurance, draft status).

### **II. DIRECTOR'S REPORT**

Kevin Anderson thanked Kelly Mehrtens for her five years of service and shared that she accepted a new opportunity as the Managing Director of the Trust for the NFLPA. He also thanked Dr. Martha Nell Smith for her participation as the panel moderator for ICA's April 18 LBGT Summit. The competitive accomplishments of the spring sports which are currently completing their regular conference seasons were also shared.

### **III. ALCOHOL BEVERAGE SALES REVIEW**

As part of the Athletic Council's agreement to review the alcohol beverage sales after the first year, Linda Clement and John Zacker provided the year-end assessment. The Task Force report included incident report and other data which reflected minimal significant consequences with the sale of alcohol at Maryland Stadium (football games) and Xfinity Center (men's and women's basketball games). After considerable discussion, it was agreed that it is difficult to determine culture change in one season. There was a sense of support to continue alcohol sales in ensuing years, with further points of discussion (e.g., associated clean-up and security costs, consideration of other venues) occurring at the next regular meeting.

### **IV. PROPOSED MEN'S SOCCER PLAYING AND PRACTICE SEASON MODEL**

Sasho Cirovski, Head Men's Soccer Coach, provided an overview of a proposed men's soccer two-season playing and practice season model. The model is designed to provide appropriate development and competition opportunities in keeping with the intercollegiate model and with concern for student-athlete health and safety, academic performance, student-athlete retention (APR, GSR), cost, and stature of college soccer in the U.S. Soccer development culture. Coach Cirovski also noted that in the results of the recent NCAA Division Time Demand Survey indicated that a majority of student-athletes and coaches support moving to a two-season model.

### **V. ANNUAL GENDER EQUITY REPORT**

Consistent with the Athletic Council's annual review to ensure broad-based equitable opportunities for student-athletes, Lori Ebihara and Colleen Sorem presented ICA's 2014-15 gender equity report.

### **VI. ALCOHOL ADVERTISING**

The Athletic Council engaged in additional discussion related to the advertising of alcohol, specifically as it relates to the use of institutional marks. Based on the samples provided, it was agreed that from a branding perspective that the consumer likely does not differentiate between Maryland athletics marks (Maryland full word bar and the M Bar logo) and a mark that includes "Sports Properties." The Athletic Council voted to recommend permitting the use of Maryland marks that do not include Maryland Sports Properties and noted that ICA has authority on the final use of all marks for all advertising purposes.