

January 30, 1999

MEMORANDUM

TO: The External Affairs Committee:

T. Keister Greer, Chair
Charles M. Caravati, Jr., M.D.
Elsie Goodwyn Holland
Timothy B. Robertson
Terence P. Ross
Albert H. Small
Henry L. Valentine, II
John P. Ackerly, III, Ex Officio

and

The Remaining Members of the Board:

J. Michael Allen	Elizabeth A. Twohy
Champ Clark	Walter F. Walker
William G. Crutchfield, Jr.	Benjamin P.A. Warthen
William H. Goodwin	James C. Wheat, III
Joseph E. Wolfe	

FROM: Alexander G. Gilliam, Jr.

SUBJECT: Minutes of the Meeting of the External Affairs Committee
on January 30, 1999

The External Affairs Committee of the Board of Visitors of the University of Virginia met, in Open Session, at 10:10 a.m., Saturday, January 30, 1999, in the East Oval Room of the Rotunda; T. Keister Greer, Chair, presided. Charles M. Caravati, Jr., Mrs. Elsie Goodwyn Holland, Timothy B. Robertson, Terence P. Ross, Albert H. Small, Henry L. Valentine, II, and John P. Ackerly, III, Rector, were present. William G. Crutchfield, Jr., William H. Goodwin, Jr., Ms.

Elizabeth A. Twohy, Benjamin P.A. Warthen, Joseph E. Wolfe, and James Michael Allen also were present; as were John T. Casteen, III, Alexander G. Gilliam, Jr., Richard Kast, Leonard W. Sandridge, Jr., Robert D. Sweeney, Robert W. Cantrell, Peter W. Low, Ms. Colette Capone, Ms. Polley Ann McClure, Gene D. Block, L. Jay Lemons, Terry Holland, Mark E. Fletcher, and Ms. Jeanne Flippo Bailes.

The Chair asked Mr. Sweeney, Vice President for Development, to present the Agenda.

To follow the discussion just ended in the Buildings and Grounds Committee, (see Minutes of the Buildings and Grounds Committee, January 30, 1999) Mr. Sweeney suggested that the Agenda be shifted to begin with a report on Scott Stadium.

Mr. Sweeney then introduced Mr. Terry Holland, Director of Athletics, and Mr. Mark Fletcher, Associate Director of Athletics, and asked them to report on the progress of construction at Scott Stadium.

Mr. Holland told the Committee that construction on the Stadium project is going well. The Stadium Expansion, he said, will "be a terrific addition to the University of Virginia." Mr. Fletcher also reported that construction is going well. The lower bowl of the Stadium should be finished by the next football season, which will mean 4,000 additional seats. The base work for the pergola at the north end will be done, though the pergola itself will not be built by then. Work will begin on the Press Box and the President's Box.

Mr. Small asked if parking at football games next fall will be disrupted. Mr. Fletcher said there shouldn't be problems; Mr. Sandridge added that a hundred-odd new spaces will be available adjacent to the Aquatic and Fitness Center.

Dr. Caravati commented that Mrs. Richards, a Member of the Charlottesville City Council, told him that citizens living in the neighborhood were complimentary on the way the University has worked with neighbors in the Stadium area to minimize disruptions.

Mr. Sweeney reported on fund-raising for the Stadium. In addition to the \$23m gift from Mr. Carl Smith, as of December 31st \$12.7m in gifts and pledges had been received. An

additional \$1.25m has been committed in trusts and other conveyances. Mr. Sweeney said there have been 22 oral commitments for suites; of these, deposits have been received for 9. Most of the commitments, he noted, have been from individuals, not corporations. Ultimately, there will be 40 suites available for leasing; 4 more have been designated for Athletics Department use - for visiting schools and the like. Suites, he said in response to a question, rent from \$50,000 to \$55,000.

Mr. Small suggested that a model be made of a typical suite for use in marketing. This was a very successful ploy in selling suites at the new Redskins Stadium in Maryland.

Mr. Sweeney said that was a useful suggestion and could help overcome a prejudice against suites in the south end zone: potential suite holders are used to sitting at midfield and it is necessary to prove to them that seats in the end zone are just as good.

Mr. Goodwin suggested that there be a discussion of Stadium finances at the next Board meeting.

Turning to the Capital Campaign, Mr. Sweeney reported that figures for the end of 1998 are not yet in, but that as of the end of November, \$799m in gifts and pledges had been received. Indications are that when the year end totals are calculated, the figure will be about \$820m. Citing more statistics, he said that as of the end of November, the monthly average of gifts was \$12.2m which breaks down to \$9m in outright commitments and \$3m in promises of future support.

Stressing the importance of leadership gifts, he noted that there have been over 113,000 donors to the Campaign; less than 1% of these have given 83% of the amount collected so far.

Among current and planned development strategies for the remainder of the Campaign, Mr. Sweeney said that major donors who have done well recently in the stock market would be re-solicited.

Mr. Sandridge then gave his annual report to the Board on University-Related Foundations. He referred Members to his written report in material previously distributed to the Board. Mr. Goodwin asked if the Board's representatives to the various Foundation boards were required to attend the meetings of these boards; Mr. Sandridge replied that they were expected to do so. Mr. Goodwin suggested that at the fall Board of Visitors meeting when the Board designates these representatives, that there be a report - perhaps in Executive Session - on attendance at these Foundation board meetings.

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On motion, the meeting was adjourned at 10:50 a.m.

AGG:lh

- Copies to: Mr. John T. Casteen, III
Mr. Gene D. Block
Dr. Robert W. Cantrell
Ms. Colette Capone
Ms. Louise Dudley
Mr. Ernest H. Ern
Mr. Paul J. Forch
Mr. William W. Harmon
Mr. Terry Holland
Mr. L. Jay Lemons
Mr. Peter W. Low
Ms. Polley Ann McClure
Mr. Leonard W. Sandridge, Jr.
Mr. Robert D. Sweeney