

KHSAA Board of Control

February 17, 2021 at 10:00 AM
via Zoom, Lexington, KY

Attendance Taken at 10:00 AM:

Present Board Members: Debbie Beichler, Mark Evans, Pete Galloway, Scott Hawkins, Marlon Miller, Kim Parker-Brown, Darrell Billings, Trent Lovett, Lucy Moore, Kirby Smith, Greg Howard, Taylora Schlosser, Russell Thompson, Matt Wilhoite, Alvin Garrison, Jim Demler, Larry Coldiron.

Absent Board Members: Jerry Wyman

Guest: David Couch

KHSAA Staff: Julian Tackett, Joe Angolia, Michael Barren, Darren Bilberry, Sarah Bridenbaugh, Rob Catron, Chad Collins, Butch Cope, and Kara Howard.

Attachments can be found at the following link:

<https://portal.ksba.org/Secure/Meeting/Meeting.aspx>

Call to Order – President Darrell Billings called the February 17, 2021 meeting to order and then adjourned the Board into work session at 9:00 a.m. with President-Elect Marlon Miller presiding.

During the work session, the Board discussed the various items on the work session agenda. Those considered with no action taken were:

- **Discuss Hall of Fame Nominations, Screening and Next Steps**- Staff reviewed the next steps for the Hall of Fame process and the resumption of activity in that program.
- **Legislature and Legislation Review** -The Commissioner and General Counsel reviewed legislation having direct or indirect impact on the Association and its operations.

The remainder of the items discussed in the work session are reflected in the section of the main meeting entitled “Action Items Referred from Work Session” as all others were advanced to the full Board meeting.

The Board went into Closed Session per KRS 61.810 (c) on motion by Pete Galloway and a second by Kim Parker-Brown. The Board came out of closed session on a motion by Greg Howard and a second by Taylora Schlosser. General Counsel Collins provided an explanation of closed session and zoom meeting disclosure prior to going into closed session for the record.

The Commissioner and General Counsel reviewed current, pending and threatened legal matters, and threatened litigation and proprietary contractual information. There was no action taken.

Full Board Reconvened- Mr. Billings reconvened the Board at 11:00 a.m. to full meeting session.

Open Comment Session (10 minutes), Preference to school administrators- The Board opened the floor for any questions or issues. During this time Marlon Miller recognized Ty Scroggins who lost his battle with Covid-19.

Reflection- Kim Parker Brown

Consent Agenda (single consent vote to accept all)

The consent agenda was presented with one vote to approve all items.

1. January 2021 Regular Meeting Minutes

Motion Passed (14-0): Accept the items on the consent agenda passed with a motion by Debbie Beichler and a second by Greg Howard. Debbie Beichler Yes, Mark Evans Yes, Pete Galloway Yes, Scott Hawkins Yes, Marlon Miller Yes, Kim Parker-Brown Yes, Jerry Wyman Absent, Darrell Billings Yes, Trent Lovett Yes, Lucy Moore Yes, Kirby Smith Yes, Greg Howard Yes, Taylora Schlosser Yes, Russell Thompson Yes, Matt Wilhoite Yes, Alvin Garrison Yes, Jim Demler Yes, Larry Coldiron Yes.

Consider Items Referred from Work Session

Transfer and Eligibility Appeals January 1, 2021 to Present

Motion Passed (14-0): Accept the Report passed with a motion by Kirby Smith and a second by Russell Thompson. Debbie Beichler Yes, Mark Evans Yes, Pete Galloway Yes, Scott Hawkins Yes, Marlon Miller Yes, Kim Parker-Brown Yes, Jerry Wyman Absent, Darrell Billings Yes, Trent Lovett Yes, Lucy Moore Yes, Kirby Smith Yes, Greg Howard Yes, Taylora Schlosser Yes, Russell Thompson Yes, Matt Wilhoite Yes, Alvin Garrison Yes, Jim Demler Yes, Larry Coldiron Yes.

Current Budget Status

Motion Passed (14-0): Accept the Report passed with a motion by Taylora Schlosser and a second by Marlon Miller. Debbie Beichler Yes, Mark Evans Yes, Pete Galloway Yes, Scott Hawkins Yes, Marlon Miller Yes, Kim Parker-Brown Yes, Jerry Wyman Absent, Darrell Billings Yes, Trent Lovett Yes, Lucy Moore Yes, Kirby Smith Yes, Greg Howard Yes, Taylora Schlosser Yes, Russell Thompson Yes, Matt Wilhoite Yes, Alvin Garrison Yes, Jim Demler Yes, Larry Coldiron Yes.

Championship Review

Discussion of Football Championships (Bracketing)

Staff and Board members presented data and engaged in a discussion regarding the bracketing of the football playoffs, in particular, the first two rounds. Representatives of the Kentucky Football Coaches Association have asked that the issue of the pairings be reviewed again prior to the 2021 season.

Alternative 1 is to conduct a survey of school administrators (Principals/Designated Reps and Superintendents) as to their wishes on the first two rounds and make a final determination at the May meeting.

Alternative 2 is to reaffirm the decision made during realignment, leave the bracketing for those rounds as intra-district for the first 2 rounds, and reconsider with the realignment/reclassification for 2023.

Motion Passed (14-0): Accept the report and conduct a survey of the football playing member schools with one vote per school (Principal or Designated Representative per Bylaw 1) and report the results to the May Board of Control meeting passed with a motion by Mark Evans and a second by Kirby Smith. Debbie Beichler Yes, Mark Evans Yes, Pete Galloway Yes, Scott Hawkins

Yes, Marlon Miller Yes, Kim Parker-Brown Yes, Jerry Wyman Absent, Darrell Billings Yes, Trent Lovett Yes, Lucy Moore Yes, Kirby Smith Yes, Greg Howard Yes, Taylora Schlosser Yes, Russell Thompson Yes, Matt Wilhoite Yes, Alvin Garrison Yes, Jim Demler Yes, Larry Coldiron Yes.

Season and Championship Status- Winter-Bowling

Staff reported on the progress of the planning for the 2021 championships including logistics around regions and other rounds.

Following the last meeting, the priorities were -

- If possible, the same number advancing from region to state competition;
- Consider additional rounds if necessary for attendance restrictions;
- Award the same amount of individuals for state championship play as possible;
- Work to ensure that if possible, parents and potentially other fans be able to attend.

Motion Passed (14-0): Accept the report passed with a motion by Debbie Beichler and a second by Greg Howard. Debbie Beichler Yes, Mark Evans Yes, Pete Galloway Yes, Scott Hawkins Yes, Marlon Miller Yes, Kim Parker-Brown Yes, Jerry Wyman Absent, Darrell Billings Yes, Trent Lovett Yes, Lucy Moore Yes, Kirby Smith Yes, Greg Howard Yes, Taylora Schlosser Yes, Russell Thompson Yes, Matt Wilhoite Yes, Alvin Garrison Yes, Jim Demler Yes, Larry Coldiron Yes.

Season and Championship Status- Winter-Swimming

Staff reported on the progress of the planning for the 2021 championships including logistics around regions and other rounds.

Following the last meeting, the priorities were -

- If possible, the same number advancing from region to state competition;
- Consider additional rounds if necessary for attendance restrictions;
- Award the same amount of individuals for state championship play as possible;
- Work to ensure that if possible, parents and potentially other fans be able to attend.

Motion Passed (14-0): Accept the report including the amended tournament progression plan following the regional meets passed with a motion by Taylora Schlosser and a second by Kim Parker-Brown. Debbie Beichler Yes, Mark Evans Yes, Pete Galloway Yes, Scott Hawkins Yes, Marlon Miller Yes, Kim Parker-Brown Yes, Jerry Wyman Absent, Darrell Billings Yes, Trent Lovett Yes, Lucy Moore Yes, Kirby Smith Yes, Greg Howard Yes, Taylora Schlosser Yes, Russell Thompson Yes, Matt Wilhoite Yes, Alvin Garrison Yes, Jim Demler Yes, Larry Coldiron Yes.

Season and Championship Status- Winter-Wrestling

Staff reported on the progress of the planning for the 2021 championships including logistics around regions and other rounds.

Following the last meeting, the priorities were -

- If possible, the same number advancing from region to state competition;
- Consider additional rounds if necessary for attendance restrictions;
- Award the same amount of individuals for state championship play as possible;
- Work to ensure that if possible, parents and potentially other fans be able to attend.

Motion Passed (14-0): Accept the report including the amended tournament progression plan following the regional tournaments passed with a motion by Pete Galloway and a second by Matt Wilhoite. Debbie Beichler Yes, Mark Evans Yes, Pete Galloway Yes, Scott Hawkins Yes, Marlon Miller Yes, Kim Parker-Brown Yes, Jerry Wyman Absent, Darrell Billings Yes, Trent Lovett Yes, Lucy Moore Yes, Kirby Smith Yes, Greg Howard Yes, Taylora Schlosser Yes, Russell Thompson Yes, Matt Wilhoite Yes, Alvin Garrison Yes, Jim Demler Yes, Larry Coldiron Yes.

Season and Championship Status-Winter-Basketball

Staff report on the progress of the planning for the 2021 championships including logistics around regions and other rounds.

Following the last meeting, the priorities were -

- If possible, the same number advancing from region to state competition;
- Consider additional rounds if necessary for attendance restrictions;
- Award the same amount of individuals for state championship play as possible;
- Work to ensure that if possible, parents and potentially other fans be able to attend.

Motion Passed (14-0): Accept the report passed with a motion by Greg Howard and a second by Debbie Beichler. Debbie Beichler Yes, Mark Evans Yes, Pete Galloway Yes, Scott Hawkins Yes, Marlon Miller Yes, Kim Parker-Brown Yes, Jerry Wyman Absent, Darrell Billings Yes, Trent Lovett Yes, Lucy Moore Yes, Kirby Smith Yes, Greg Howard Yes, Taylora Schlosser Yes, Russell Thompson Yes, Matt Wilhoite Yes, Alvin Garrison Yes, Jim Demler Yes, Larry Coldiron Yes.

Season and Championship Status-Spring-ESports

Staff reported on the progress of the planning for the 2021 championships including logistics around regions and other rounds.

Following the last meeting, the priorities were -

- If possible, the same number advancing from region to state competition;
- Consider additional rounds if necessary for attendance restrictions;
- Award the same amount of individuals for state championship play as possible;
- Work to ensure that if possible, parents and potentially other fans be able to attend.

Motion Passed (14-0): Accept the report passed with a motion by Kim Parker-Brown and a second by Marlon Miller. Debbie Beichler Yes, Mark Evans Yes, Pete Galloway Yes, Scott Hawkins Yes, Marlon Miller Yes, Kim Parker-Brown Yes, Jerry Wyman Absent, Darrell Billings Yes, Trent Lovett Yes, Lucy Moore Yes, Kirby Smith Yes, Greg Howard Yes, Taylora Schlosser Yes, Russell Thompson Yes, Matt Wilhoite Yes, Alvin Garrison Yes, Jim Demler Yes, Larry Coldiron Yes.

Season and Championship Status-Winter-Dance

Staff reported on the progress of the planning for the 2021 championships including logistics around regions and other rounds.

Following the last meeting, the priorities were -

- If possible, the same number advancing from region to state competition;
- Consider additional rounds if necessary for attendance restrictions;
- Award the same amount of individuals for state championship play as possible;

Work to ensure that if possible, parents and potentially other fans be able to attend.

Motion Passed (14-0): Accept the report passed with a motion by Kirby Smith and a second by Lucy Moore. Debbie Beichler Yes, Mark Evans Yes, Pete Galloway Yes, Scott Hawkins Yes, Marlon Miller Yes, Kim Parker-Brown Yes, Jerry Wyman Absent, Darrell Billings Yes, Trent Lovett Yes, Lucy Moore Yes, Kirby Smith Yes, Greg Howard Yes, Taylora Schlosser Yes, Russell Thompson Yes, Matt Wilhoite Yes, Alvin Garrison Yes, Jim Demler Yes, Larry Coldiron Yes.

Season and Championship Status-Winter-Competitive Cheer

Staff reported on the progress of the planning for the 2021 championships including logistics around regions and other rounds.

Following the last meeting, the priorities were -

- If possible, the same number advancing from region to state competition;
- Consider additional rounds if necessary for attendance restrictions;
- Award the same amount of individuals for state championship play as possible;
- Work to ensure that if possible, parents and potentially other fans be able to attend.

Motion Passed (14-0): Accept the report passed with a motion by Greg Howard and a second by Larry Coldiron. Debbie Beichler Yes, Mark Evans Yes, Pete Galloway Yes, Scott Hawkins Yes, Marlon Miller Yes, Kim Parker-Brown Yes, Jerry Wyman Absent, Darrell Billings Yes, Trent Lovett Yes, Lucy Moore Yes, Kirby Smith Yes, Greg Howard Yes, Taylora Schlosser Yes, Russell Thompson Yes, Matt Wilhoite Yes, Alvin Garrison Yes, Jim Demler Yes, Larry Coldiron Yes.

Season and Championship Status-Spring Sports

Staff reviewed the coming spring sports seasons. There are no proposed changes from the previously approved calendar and scheduled dates. Final dates will be announced as facilities are contracted.

Motion Passed (14-0): Accept the report passed with a motion by Debbie Beichler and a second by Trent Lovett. Debbie Beichler Yes, Mark Evans Yes, Pete Galloway Yes, Scott Hawkins Yes, Marlon Miller Yes, Kim Parker-Brown Yes, Jerry Wyman Absent, Darrell Billings Yes, Trent Lovett Yes, Lucy Moore Yes, Kirby Smith Yes, Greg Howard Yes, Taylora Schlosser Yes, Russell Thompson Yes, Matt Wilhoite Yes, Alvin Garrison Yes, Jim Demler Yes, Larry Coldiron Yes.

Finance/Admin

President-Elect Election

Rationale:

The Board of Control annually elects from its membership, a President-elect to serve the following year, and then transition to the President position in the second year following.

Board members are reminded that the officers for the following year are elected at the 5th meeting of the year.

As adopted, the procedure for the election is as follows:

A. ELIGIBILITY AND NOMINATIONS

To be eligible to seek the position of President-elect, the individual shall be in the second year (rising to the third year) of his/her first term, or in his/her second term. Nominations shall be made in open session with a motion from a sitting member of the Board of Control. No second shall be required for the nomination.

B. BALLOTING

Balloting shall be done in open session with a public vote.

1. ELECTIONS WITH ONE CANDIDATE

In an election with one candidate, the candidate shall receive at least ten (10) votes to be elected or may be elected by approval of a properly made motion to accept the candidate by acclamation.

2. ELECTIONS WITH TWO CANDIDATES

In an election with two candidates, a candidate shall receive at least ten (10) votes to be elected.

A ballot that is tied or in which no candidate receives ten (10) votes shall be repeated a maximum of two times.

If three ballots are held with no member receiving ten (10) votes, the election shall be decided by a coin toss with the candidate alphabetically listed first having "heads" on the coin.

3. ELECTIONS WITH MORE THAN TWO CANDIDATES

In an election with more than two candidates, a candidate shall receive at least ten (10) votes to be elected.

If no candidate receives ten (10) votes and one candidate has a greater number of votes than the other two (2) candidates, and the other candidates not having the greater number of votes are tied, a candidate shall be eliminated by coin toss with the candidate alphabetically listed first having "heads" on the coin. The election shall then proceed according to either section (2) or (3) above based on the number of remaining candidates.

If no candidates receive ten (10) votes and one candidate has a greater number of votes than the other two (2) candidates, and the other candidates not having the greater number of votes are not tied, the candidate shall be eliminated with the fewest votes. The election shall then proceed according to either section (2) or (3) above based on the number of remaining candidates.

Motion Passed: Proceed with the election of the President-elect for 2021-2022 passed with a motion by Pete Galloway and a second by Trent Lovett. Debbie Beichler Yes, Mark Evans Yes, Pete Galloway Yes, Scott Hawkins Yes, Marlon Miller Yes, Kim Parker-Brown Yes, Jerry Wyman Absent, Darrell Billings Yes, Trent Lovett Yes, Lucy Moore Yes, Kirby Smith Yes, Greg Howard Yes, Taylora Schlosser Yes, Russell Thompson Yes, Matt Wilhoite Yes, Alvin Garrison Yes, Jim Demler Yes, Larry Coldiron Yes.

Update on Corporate Sales Agreement

The KHSAA has been in the corporate sales world since the administration of former Commissioner Tom Mills who retained a former high school principal to help sell its partnerships. Under Commissioner Louis Stout and with current staff negotiation, the Association originally signed with USA Properties, a division of Host Communications in a corporate sponsorship sales agreement that was fairly revolutionary at the time and allowed for both internal staff sales and

external sales. Under Commissioner Brigid DeVries, sales were shifted away from internal sales to solely focus on sales by an external group, eventually evolving into an agreement with iHigh.com, based in Lexington. During all of these times, multiple methods have been used to sell sponsorship. The previous external agreements were highly favorable to the sales companies, with few controls by the Association.

Under the current Commissioner, working in conjunction with staff and the Board of Control, corporate sales were again made an internal function with full-time staff hired in this area. Following a trial with that arrangement and further complicated by retirement system issues, the determination was made to outsource sales again to an outside entity where they remain today with a fair amount of success.

Teall Properties Group (TPG) is a newer player in the business, and is focused on the marketing of state high school associations, and in many cases, individual schools, exclusively around the marketing of high school athletics to the corporate community. They have solicited the KHSAA for more than a year and a friendly exchange of information has occurred without obligation on the part of either party.

TPG Deal Points

TPG sells at this level, and now includes the New York, Vermont, New Hampshire, Massachusetts, Maine, New Jersey, DC, Tennessee and South Carolina Associations, along with several large high school conferences.

TPG is currently the marketing arm for the NFHS and NFHS Networks and in discussions with many other state associations. TPG offers both guarantee models, where revenue is guaranteed for the Association budgets, and standard sales models.

TPG Deal Points and Considerations

For the guarantee model, revenue is guaranteed long-term so that the Association can more readily create a working budget for the year without having to dedicate other staff to constant monitoring and supervision. In other words, staff can do what they are trained to do and let a sales force do what they are trained to do.

Guarantee model presentations are longer term (i.e. 10 years) in which the company is likely upside down for more than two years (with the Association continuing to receive its guarantee). While 10-years is frequently a discussion point, the security of guaranteed income has a value. Any worries of "lost potential" are hopeful that sales will be at such a level that the company ends up advantaged, which is why safeguards are contemplated in the agreements.

Financial Model

Each year, Association and TPG must agree on a budget of revenues and expenses. Both jointly control the expense side of the equation through this process. The Association receives its contracted guarantee each year regardless of sales, a guarantee with a modest escalation each year.

Financial Model

Sponsorship agreements would be re-worked for existing partners to ensure that expenses (tickets, hotels, etc.) are separate and are paid to the Association for fulfillment. Specific agreements (agreements involving expense trade such as restaurants, auto dealers) as well as Musco Lighting would continue to be managed by the Association due to the nature of those agreements.

Implementation Model

If agreed, staff could finalize the agreement and sales could begin in early spring. Current marketing would be retained through the end of the school year with TPG not selling into the spring events for 2021 without concurrence by the Association. Staff would provide space and technical assistance for the TPG staff member (selected by TPG in consultation with KHSAA), and no other personnel costs would be involved. Included in the proposal is a signing bonus. If executed, staff would bring back to the Board in May potential uses for those revenues including potential consideration of "seed" money for the development of the foundation.

Recommendation

Authorize staff to continue negotiation and sign an agreed-to contract to shift the corporate sales operations to TPG for 21-22 following review of contract by General Counsel and signature by the Commissioner.

Motion Passed (14-0): Authorize staff to continue negotiation and sign an agreed-to contract to shift the corporate sales operations to TPG for 21-22 following review of contract by General Counsel and signature by the Commissioner passed with a motion by Greg Howard and a second by Lucy Moore. Debbie Beichler Yes, Mark Evans Yes, Pete Galloway Yes, Scott Hawkins Yes, Marlon Miller Yes, Kim Parker-Brown Yes, Jerry Wyman Absent, Darrell Billings Yes, Trent Lovett Yes, Lucy Moore Yes, Kirby Smith Yes, Greg Howard Yes, Taylora Schlosser Yes, Russell Thompson Yes, Matt Wilhoite Yes, Alvin Garrison Yes, Jim Demler Yes, Larry Coldiron Yes.

Member School Administrative Issues

Report Tryout Windows for Activities Shift as Part of the Calendar

Per the Board policy on tryouts, the Sport-Activities normally have a tryout window in April for the squads for the following year.

For 2021, the tryout period will begin the Monday following the state championship, and extend for two weeks.

Motion Passed (14-0): Accept report passed with a motion by Trent Lovett and a second by Pete Galloway. Debbie Beichler Yes, Mark Evans Yes, Pete Galloway Yes, Scott Hawkins Yes, Marlon Miller Yes, Kim Parker-Brown Yes, Jerry Wyman Absent, Darrell Billings Yes, Trent Lovett Yes, Lucy Moore Yes, Kirby Smith Yes, Greg Howard Yes, Taylora Schlosser Yes, Russell Thompson Yes, Matt Wilhoite Yes, Alvin Garrison Yes, Jim Demler Yes, Larry Coldiron Yes.

Status of Prime Date Monitoring

Staff presented a review of prime-date data for basketball scheduling for 2020-21 in compliance with the Board policy. A reminder that the Board had previously agreed that no school would be penalized for failure to meet the required standard during 2020-21, but would be expected to be fully compliant for 2021-22.

Motion Passed (14-0): Accept the report passed with a motion by Debbie Beichler and a second by Kim Parker-Brown. Debbie Beichler Yes, Mark Evans Yes, Pete Galloway Yes, Scott Hawkins Yes, Marlon Miller Yes, Kim Parker-Brown Yes, Jerry Wyman Absent, Darrell Billings Yes, Trent Lovett Yes, Lucy Moore Yes, Kirby Smith Yes, Greg Howard Yes, Taylora Schlosser Yes, Russell Thompson Yes, Matt Wilhoite Yes, Alvin Garrison Yes, Jim Demler Yes, Larry Coldiron Yes.

Reports and Information

Around the State and Nation

Information relative to the KHSAA and its operations from other entities was presented.

Motion Passed (14-0): Accept the report passed with a motion by Pete Galloway and a second by Kirby Smith. Debbie Beichler Yes, Mark Evans Yes, Pete Galloway Yes, Scott Hawkins Yes, Marlon Miller Yes, Kim Parker-Brown Yes, Jerry Wyman Absent, Darrell Billings Yes, Trent Lovett Yes, Lucy Moore Yes, Kirby Smith Yes, Greg Howard Yes, Taylora Schlosser Yes, Russell Thompson Yes, Matt Wilhoite Yes, Alvin Garrison Yes, Jim Demler Yes, Larry Coldiron Yes.

Adjourn

Motion Passed (14-0): To adjourn the February 17, 2021 Board of Control meeting passed with a motion by Jim Demler and a second by Matt Wilhoite. Debbie Beichler Yes, Mark Evans Yes, Pete Galloway Yes, Scott Hawkins Yes, Marlon Miller Yes, Kim Parker-Brown Yes, Jerry Wyman Absent, Darrell Billings Yes, Trent Lovett Yes, Lucy Moore Yes, Kirby Smith Yes, Greg Howard Yes, Taylora Schlosser Yes, Russell Thompson Yes, Matt Wilhoite Yes, Alvin Garrison Yes, Jim Demler Yes, Larry Coldiron Yes.

Darrell Billings, President

Date

Julian Tackett, Commissioner

Date