

Board of Visitors  
Appalachian State University  
Plemmons Student Union, Parkway Ballroom  
October 3, 2014  
Minutes

CALL TO ORDER: The Board of Visitors of Appalachian State University met at the call of the Chairman on October 3, 2014 at 10:12 a.m. at the Plemmons Student Union, in Boone, North Carolina. Mr. Tom Lawson, Chairman, presided and called the meeting to order.

Members Present:

Susan Mills  
Steve Wyatt  
Clark Bierbaum  
Ruth Bierbaum  
Reba Moretz  
James Reaves  
Doug Miskew  
Mary Elizabeth Barwick  
Frank Gentry  
Tasse Little  
Tom Lawson  
Sheri Everts  
Andrea Breazeale  
Laura Aiken  
George Baldwin  
Virginia Parker  
Brad Adcock  
Fernando Little  
Vaughn Hayes  
Todd Poole

Non- Members Present:

Hank Foreman  
Patrick Setzer  
Geoff Graham  
Rick Beasley  
Andy Ball  
JJ Brown  
Cindy Wallace  
Beth Marsh  
Dayton Cole  
Randy Edwards  
Susan Pettyjohn  
Susan McCracken

Members Absent:

Bob Hatley  
Chris Swecker  
Edward Reeder  
Martha Guy  
James Broyhill  
Jim Harrell  
Paul Brown  
Pat Anderson  
Steve Metcalf

WELCOME REMARKS: Chairman Lawson opened the meeting announcements and made introductions of new members: Todd Poole, George Baldwin, Doug Miskew, Clark Bierbaum, and Ruth Bierbaum. Tom Lawson welcomed Dr. Everts, our new Chancellor.

APPROVAL OF THE MINUTES: Upon motion duly made, seconded and approved, the minutes from the May 20, 2014, meeting were approved as presented.

NEW BUSINESS: Chairman Lawson addressed the Board with the following items:

- Board of Visitors nomination forms – please recommend individuals for future BOV appointments
- Updated Charter – The BOV now has the authority to elect its own officers without Trustee approval
- Meet the Chancellor Events- Over the next months, there will be “Meet the Chancellor” events in locations in North Carolina as well as the East Coast. Please attend these if you can.

Chancellor’s Remarks:

The Chancellor made her remarks and welcomed the committee to campus.

COMMITTEE REPORTS:

**Legislative Advocacy:** Laura Aiken reported to the committee. SGA President Carson Rich spoke to the committee about the SGA priorities for the year. Susan McCracken talked about the College of Health Sciences and the current status of project funding. Appalachian submitted a finance report to the Legislature and the UNC Board of Governors on October 1, 2015. Abbreviated versions of the report were distributed to members

**Scholarship and Advancement:** Tom Lawson reported to the committee. Aaron Galliher gave a student Philanthropy presentation. Tom Lawson explained how import private gifts are in addition to the state funding that we receive.

ALUMNI COUNCIL UPDATE:

Patrick Setzer and James Reaves provided an Alumni Council update. During this report Patrick and James explained how they have begun more outreach to Alumni and how the "Meet the Chancellor" events have helped to reach out to Alumni members on a larger scale. Patrick Setzer stressed the importance of Alumni and what they bring to the University.

#### TOWN OF BOONE UPDATE:

Mayor Andy Ball provided the committee an update of the Town of Boone priorities. Mayor Ball expressed how important growth is for the town as well as for the university community. In order for all of us to grow together the town will have to grow in order to support Appalachian's needs. He explained the need for more stores, restaurants, and services and the corresponding need for land and resources to accommodate growth. Mayor Ball spoke highly of the newly hired Town Manager, John Ward, and said he looks forward to introducing him to the campus community.

#### CAMPUS SAFETY INITIATIVE REPORT:

JJ Brown, Dean of Students, provided a presentation on Appalachian Campus Safety and Initiatives. JJ Brown also provided information on the *It's Up to Me Campaign* and explained the steps that the campus was going to take in order to ensure campus safety as well as an overview of many referral and direct services that are in place to identify students in need of support.

#### OUTDOOR PROGRAMS PRESENTATION:

Mr. Rich Campbell, Director of Outdoor Programs, gave a presentation on the history of the Outdoor Programs and recent accomplishments including international programming and the very successful Banff Film Festival. Mr. Campbell shared with members a video as well as a magazine that displayed some of the Outdoor Programs activities that Appalachian provides for its students. Mr. Campbell also explained the experiences that students gain are incomparable and are changing the way students look at both sustainability and nature. Appalachian is being recognized nationally for these efforts.

#### CLOSING REMARKS:

Chair Lawson opens the floor for any talking points. Chair Lawson, thanked the members, and presenters for attending the meeting and gave his final closing remarks to the board.

Meeting Adjourned at 3:07 p.m.