

THE UNIVERSITY OF LOUISIANA AT MONROE
MASCOT COMMITTEE MEETING
February 22, 2006

The University of Louisiana at Monroe (ULM) Mascot Committee met at 3:30 p.m. on Wednesday, February 22, 2006, in Administrative Conference Room #622 on the 6th floor of the ULM Library. Committee members present: Chairman George Luffey, Wayne Brumfield, Skeet Creekmore, Kyle Gallman, Eveta Gambah, Laura Harris, Richard Hood, Stuart Keyes, John Knesel, John Rettenmayer, Dorothy Schween, Don Skelton, Bobby Staub, Joey Trappey, Elee Trichel, Rod Washington, Don Weems, Chris Wilson, Amanda Wing, James Wright, Keith Brown, Sue Edmunds, and Joe Farr. Committee Members absent: Dave Norris, Mary Ann Newton, Stacy Lamb, Amy Weems and Scott McDonald. Others attending by invitation were: Kevin Stuart, Lindsey Wilkerson, Lillian Brown, and Ryan Prowell. Media personnel attending were: Jordan Blum – News-Star and Cody Futrell – PowWow.

The meeting was called to order promptly at 3:30 p.m. by Chairman Luffey with Don Skelton being asked to execute a roll call of members. Chairman Luffey then recognized Sue Edmunds, a new committee member, who was not able to attend the last meeting. Following a review of the minutes of February 8, 2006, on a motion by Elee Trichel, second by Richard Hood, and vote of the committee, the minutes were approved as presented.

Chairman Luffey recognized Bobby Staub for a report from the Subcommittee. Staub made a few comments and then recognized Kevin Stuart to introduce Ryan Prowell, a representative for Collegiate Licensing Company. Prowell reported that after a thorough review of prospective consulting firms the list had been narrowed to four possibilities. The subcommittee unanimously decided that Rickabaugh Graphics, an internationally renowned design firm based in Ohio, to be the best fit. Prowell commented that Rickabaugh Graphics has the experience and can offer guidance through the design and marketing phase of developing a mascot.

On a motion by Don Skelton, seconded by Sue Edmunds, the committee voted to employ Rickabaugh Graphics to aid in the design and marketing of the new mascot. As a followup to a question regarding funding, Skelton added that the Indian Athletic Foundation and the ULM Foundation would partner to fund up to \$40,000 for consulting fees.

Chairman Luffey called upon Don Skelton to review the Mascot Selection Process. Skelton presented a proposed timeline and decision making process beginning from today forward. The recommendation was made that beginning March 1, four subcommittees of seven members each be charged with reviewing mascot suggestions and narrowing to a list of ten semi-finalists and present their findings at the March 8 meeting where a single list of 10-15 semi-finalists will be identified by the full committee. The full committee will meet again on March 15 to narrow the semi-finalists to 3-5 finalists. Other timeline issues were discussed and upon motion by Don Weems and second by Dorothy Schween, the committee approved the two-week period of March 16–31 for on-lining polling by university constituencies. It was then agreed that the committee could meet as early as April 3-5 to discuss and choose a mascot. Kevin Stuart acknowledged that this time frame would allow eight weeks for design development in order to satisfactorily meet the June 1 unveiling deadline.

Members of the ULM University Relations staff next discussed the mechanics of the proposed online polling process. Online polling will be done via assigned registration numbers so as to provide a secure vote and prevent ballot box stacking. The use of registration numbers for faculty, staff, students, alumni, donors and the general public will also provide for constituent group tracking.

Lindsey Wilkerson, ULM Director of Web Services, presented a sample format of how the mascot suggestion list will be provided to the committee on March 1. All suggestions will appear in a designated category "A-Z" or "Other" for easy reference.

The committee charged Skelton with aligning the four subcommittees, each being representative of a "good-mix" of faculty, staff and students and distributing via e-mail to the membership ASAP. On March 1, these subcommittees will receive a master list of mascot suggestions and move to respective meeting places to begin the process of narrowing the suggestions to a listing of semi-finalists.

The committee discussed whether "qualifiers" or "criteria" should be stipulated for consideration by the four subcommittees when narrowing the list to determine the semifinalists. Ryan Prowell suggested that the semifinalist choices be something that is unique to the region, or has a unique story the community can embrace.

There being no further business, the meeting adjourned at 4:35 p.m.