

To: President's Cabinet  
From: Denise M. Trauth  
Subject: President's Cabinet Meeting  
May 18, 2019

### **Game Day Experience Task Force**

Mr. Pierce continued the discussion on the recommendations provided by the Game Day Experience Task Force. Cabinet members approved many recommendations, including but not limited to: relocating the main tailgating area (Tailgate Central) to the east-side stadium parking lot; allowing for all pre-paid tailgaters to setup their tailgate areas the night before the game; suspending any rules that require tailgating to close at the start of the game; opening the Paul and Pat Gowens Family Pavilion three hours prior to the start of the game; organizing a walk-through of Tailgate Central by the football players and coaches three hours prior to the game; organizing a walk-through of Tailgate Central by the full marching band, cheerleaders, and Strutters one hour prior to the game; establishing a marketing plan for each home game; and creating a marketing team of experts across many different divisions.

Cabinet members approved tailgating on the grassy area at the entrance of The Meadows Center for the first home game. After the game, the Tailgating Committee will evaluate the feasibility of this location for tailgating.

Cabinet members suggested debuting a beer garden for the Homecoming game on November 9, 2019, and evaluating its feasibility/success after the game.

Cabinet members would like to continue to discuss items at future cabinet meetings that may take longer to implement, including organizing a DJ or live concert at each tailgate and hiring a full-time "Fan Experience Coordinator."

Further, Cabinet members suggested that Mr. Don Coryell, Chair of the Tailgating Committee, be invited to President's Cabinet throughout the summer to discuss implementation of these recommendations.

DMT:ta

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