

The University of Central Arkansas Board of Trustees convened in a called teleconference meeting at 9:30 a.m., Friday, February 26, 2016, with the following officers and members present:

Chair: Ms. Shelia Vaught
Vice Chair: Ms. Elizabeth Farris
Secretary: Mr. Joe Whisenhunt
Mr. Bunny Adcock
Mr. Victor Green
Mr. Brad Lacy

Mrs. Kay Hinkle was absent.

ACTION AGENDA

Contract Review Procedures – Board Policy No. 416

Pursuant to Board Policy No. 416, Contract Review Procedures, the administration must seek board approval for (i) any contract which will require the expenditure by the university of funds (at any time) in excess of \$250,000; or (ii) any contract with a term exceeding one year, unless the Office of General Counsel certifies, in writing, that the contract may be terminated by the university on the giving of written notice of 90 days or less.

The administration is seeking board approval for the university to enter into a contract with Global Synthetics Environmental, LLC.

The following resolution was unanimously adopted upon motion by Joe Whisenhunt and second by Bunny Adcock:

“BE IT RESOLVED: That the Board of Trustees authorizes the administration to enter into a contract with Global Synthetics Environmental, LLC.”

UNIVERSITY OF CENTRAL ARKANSAS

REASON FOR REQUIRING BOARD REVIEW AND ACTION
(Board Policy No. 416)

Contract involving more than \$250,000

SUMMARY

1. Parties: Agreement between the University of Central Arkansas and Global Synthetics Environmental, LLC (Baton Rouge, Louisiana).
2. Purpose: The installation of artificial turf on the intramural softball fields.
3. Term: N/A.
4. University Funds to be Paid: \$328,650.00. Change orders cannot exceed 25% of the original bid amount.
5. Funds Received: N/A.
6. Public Bid/Purchasing Approval: A competitive sealed Invitation for Bid (“IFB”) was issued to obtain a contractor to provide and install artificial turf on the intramural softball fields. The IFB opened on February 16, 2016. Four bids were received, and Global Synthetics Environmental, LLC, submitted the lowest bid in the amount of \$328,650.00
7. Special Provisions/Terms/Conditions: N/A.
8. Approval/Notification to UCA Foundation: N/A.

Form prepared by: Warren Readnour, General Counsel

Date: February 19, 2016

Property Acquisitions – 121, 123, 125, 127, 129, 131, 133, 135, 137, and 139 Baridon Street, Conway, Arkansas

SLC Properties, LLC, owns five duplexes (121, 123, 125, 127, 129, 131, 133, 135, 137, and 139) on the west side of Baridon Street between South Boulevard and Robins Street. The duplexes were built in 1987 and 1989 and range from 1,792 to 1,920 square feet. These properties are in a prime location on Baridon Street. This is an area in which the university has acquired two properties within the past two years. The university recently paved a parking lot at the corner of South Boulevard and Baridon Street, which is adjacent to one of the duplexes. The duplexes initially will be used for student housing.

The university has signed an offer and acceptance with SLC Properties, LLC, for \$625,000. A copy of the signed agreement is attached. The agreement requires that the closing occur by July 29, 2016. It is anticipated that the closing will occur in early July, after the start of UCA's 2017

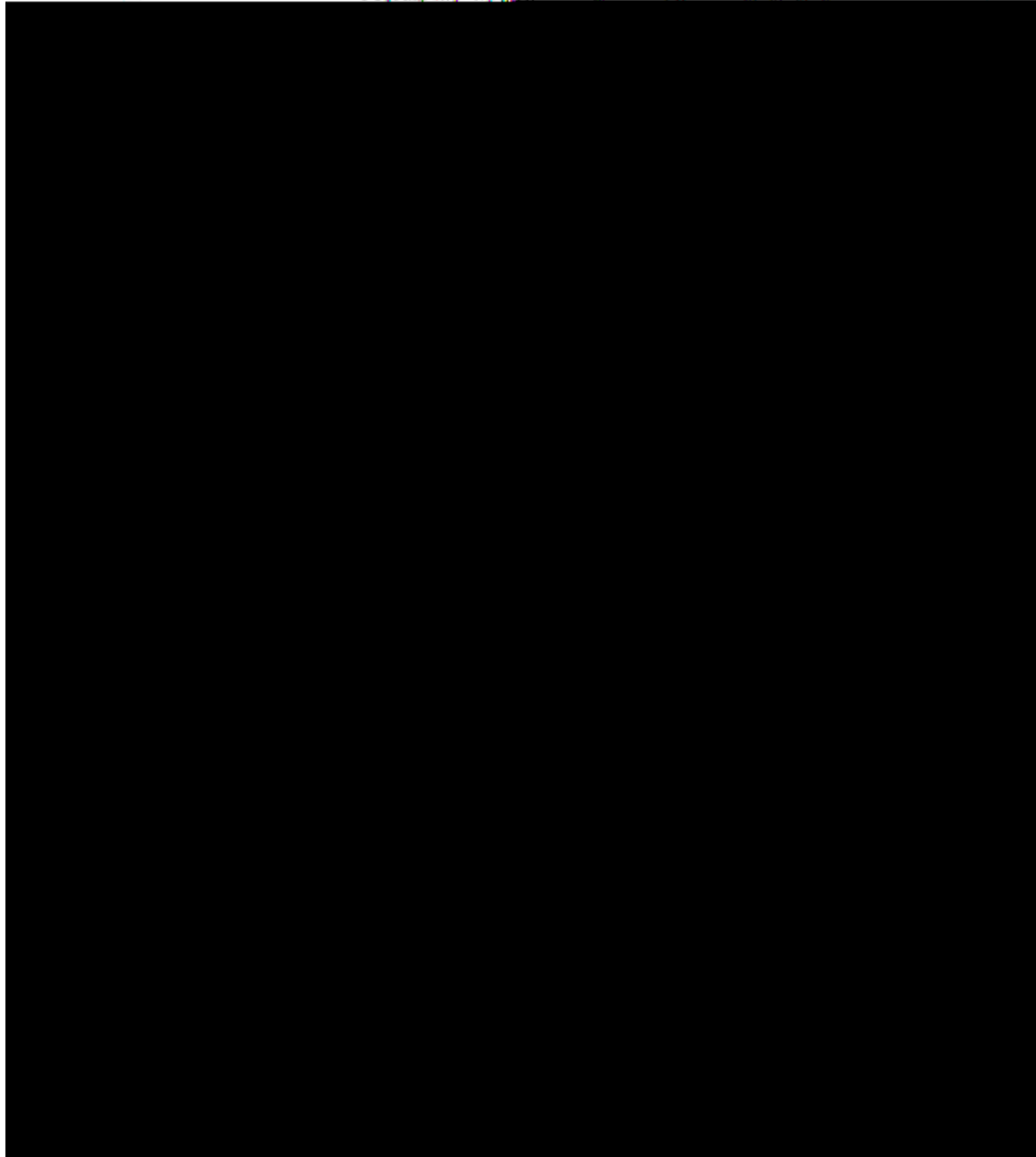
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University of
Central Arkansas

OFFICE OF THE
PRESIDENT

February 4, 2016



with the following: (a) a warranty deed in standard form conveying fee simple absolute title to the Property (and any mineral interests owned by Seller), free from all liens, claims or encumbrances of any kind with the grantee being "The Board of Trustees of the University of Central Arkansas" and (b) an assignment of any leases and all rents from the Property, if any;

4. Sellers shall deliver at closing (a) a warranty deed in standard form conveying fee simple absolute title to the Property (and any mineral interests owned by Seller), free from all liens, claims or encumbrances of any kind with the grantee being "The Board of Trustees of the University of Central Arkansas" and (b) an assignment of any leases and all rents from the Property, if any;

5. Sellers shall be responsible for all taxes, including but not limited to property taxes, on the Property from the date of closing until the date of the recording of the deed conveying the Property to Buyer.

6. Sellers shall be responsible for all taxes, including but not limited to property taxes, on the Property from the date of closing until the date of the recording of the deed conveying the Property to Buyer. An exemption under Arkansas law for conveyances by or to a state agency (Buyer):

7. If any personal property shall be stored or situated on the Property, the same shall be removed prior to closing:

8. Sellers represent and warrant to Buyer that Sellers are the sole owner of the Property, and no other person or entity has any form of ownership interest in, or right to use or occupy the Property, except for leases, copies of which have been delivered to representatives of Buyer.

9. Sellers represent and warrant to Buyer that all liens against the Property and all money owed on the Property, if any, are the responsibility of Sellers, and if existing will be satisfied and paid in full at, or prior to, closing;

10. Sellers represent and warrant to Buyer that there are no unrecorded rights-of-way for roadway, utilities or other matters affecting the Property;

11. Sellers represent and warrant to Buyer that all mineral interests conveyed, maintained, or assigned to Buyer from any other activity below the surface of the Property, and all mineral interests conveyed, maintained, or assigned to Buyer from any other activity below the surface of the Property, are included in the deed conveying the Property to Buyer, but not limited to the right of way said sub-surface purposes;

at there are no proceedings, either pending or threatened, which, if decided adversely against Seller, constitute a lien on the Property. Sellers represent and warrant to Buyer that there are no money judgments entered against Seller that constitute a lien on the Property.

Sellers represent and warrant to Buyer that there are no unrecorded contracts of sale, or other agreements, on the Property, or any interest in the Property, which are not of record in the public records of the County of Clark, Nevada, or any other jurisdiction.

Work Order Agreement



Academic Logo

In summer 2015, the University of Central Arkansas began the process of reviewing and renewing the university's brand as it relates to general awareness and student recruitment marketing. This process specifically looked at the current academic logo. It was determined there is a need to update the university's logo to embody academic integrity, prestige and spirit of the institution, while also appealing to prospective traditional and non-traditional students, and highlighting the university's academic heritage. The need for change is also due to several inconsistencies in usage, brand confusion, a need for modernization and better recruitment strategies, and an opportunity to emphasize the name/region "Central Arkansas" rather than the acronym "UCA."

Eric Rob & Isaac, the university's full-service advertising agency, was selected to design the new academic logo. Before developing designs, the agency conducted extensive brand awareness research both externally (including focus groups and phone calls with high school students and their parents) as well as internally (including focus groups with key university administration, faculty, staff, and current students). Internal focus groups included representatives from the following:

- x Executive Staff
- x Council of Deans
- x Faculty/Staff
- x Students
- x University Relations and Creative Services

Based on this research, as well as a competitive analysis of universities inside and outside the state, Eric Rob & Isaac developed five logo options for review/feedback. These options were narrowed to three, followed by the final recommended new logo.

The updated logo prominently features the UCA window within a shield shape accompanied by laurels and, with a large font, emphasizes the university's location in Central Arkansas. The crest allows for both official school colors, purple and gray, to be prominently featured. The overall shape of the logo is an academic shield, which is a conventional symbol of strength, trust and security. The shield is also a subtle nod to the Great Seal of the State of Arkansas, which was the primary symbol of the institution for many decades. The window, a long-standing symbol of the school that represents the opportunity to explore new worlds, is featured in campus architecture. In the logo, it is reversed out of purple for emphasis and accentuated with subtle lighting details. Finally, as a traditional symbol of academic achievement, the laurels flank the shield and represent the institution's heritage of and commitment to academic excellence. In addition, the seven leaves on each laurel is a subtle nod to 1907, the year the university was founded.

This would be the only official logo for the university's academic marketing and apparel. The logo is complete as a primary trademark with some secondary marks. . . -7(s)-1(i)-2(y)20 -1.15 sicach w0.004 T

The following resolution was unanimously adopted upon motion by Victor Green and second by Joe Whisenhunt:

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