

SUNY Oswego
Campus Concept Committee

Minutes for the Campus Concept Committee Meeting

May 12, 2017
11:00AM
304 Park

Present: Mitch Fields, Lisa Glidden, Rich Weyhing, John MacDonald, Amanda Fenlon, Chris Hebblethwaite, Peter Cardone, Miranda Kryskow, Adrienne McCormack, Pam Caraccioli, Julie Pretzat, Mike Flaherty, Casey Walpole

1. Welcome & Call to Order:

- a. Co-Chairs Lisa Glidden, J. Mitchell Fields

2. Approval of the Minutes:

- a. M. Flaherty approved the minutes, Chris Hebblethwaite seconded, all approved

3. General Housekeeping

- a. None

4. Sub-Committee/External Committee Reports:

- a. Start Up NY – P. Caraccioli introduced two new businesses for consideration.
 - i. Ascension Gaming Network (TCG player), Seth Mulligan, Operations Manager gave a brief presentation. They are located in Downtown Syracuse, near the Metro Center, they have solid ties to the campus. They are an ecommerce company dealing in game based trading cards. It is a big market worldwide, they are similar to eBay and Amazon. Employment is increasing monthly and currently have jobs open. He is excited about accessing the talent of our students at Oswego. Sees many opportunities for Internships. See attached brochure. Motion to recommend business partnership with Ascension and Oswego State by A. Fenlon; seconded by J. Pretzat. All approved
 - ii. Thedigitalhyve, Jeff Knauss did a phone presentation, they are located in downtown Syracuse and will soon be moving to a larger space at 100 Clinton St. near the Metro Center. They are a web design and full service digital marketing firm. They already have 6 employees who are graduates of Oswego. Sees multiple Internship opportunities. See attached. Motion to recommend business partnership with thedigitalhyve and Oswego State by J. Pretzat, seconded by C. Walpole. All approved.
- b. Tyler Hall Soundstage –Julie spoke about Syracuse Stage and the bricks that generate sound created by an alumnus Emmitt VanSlyke. She would like to see something similar at the Northeast end of Tyler that would link Tyler and Hewitt. She is not sure about how yet or where. This could be a good project for classes. More to come!
- c. John MacDonald mentioned that there should be a plaque near Leatherman letting everyone know its background.

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- d. Mitch gave a quick update on all open projects.

5. Old Business:

- a. Lisa updated everyone on institutionalizing Campus Concept. She spoke with CEAC. By having these committees report to CCC it would help know who has to approve changes, some of the committees have not been meeting. We are thinking it would be CEAC (Campus Environment Advisory Comm), CASC (Climate Academic Steering Comm) and AEAB (Arts Exterior Advisory Board). CTS should be included in the committee as well as representatives from these other committees.

6. New Business:

- a. It was decided we would meet this summer, a do-doodle poll will be sent out
- b. P. Cacaccioli motioned to adjourn the meeting; all approved.

Ascension Gaming Network, Inc. (aka TCGplayer)

[TCG = trading card game]



Seth Mulligan, Operations Manager

Business Description:

Ascension Gaming Network, Inc. (a/k/a TCGplayer.com a/k/a TCGplayer) is a fast growing e-commerce company for buyers and sellers of collectible items. Founded in 1996, we are the stock market of collectible games. TCGplayer.com hosts real-time pricing information and executes tens of thousands of daily transactions for a multi-billion dollar industry with more than 25 million players.

TCGplayer creates and maintains a digital marketplace that allows buyers and sellers to find each other, mutually list and vend products as well as consume value-added content like industry articles on game play strategy, events and tournaments. We have hundreds of thousands of users and web traffic in the tens of millions of page views.

Current employment: 175

Projected new employment over (5) years: +100

Current square footage: 19,000

Square footage of new space: 30,000 in Downtown Syracuse

Total investment over (5) years: \$528,000

Best Workplaces for Women, 2015, Fortune Magazine (ranked 73)

Business of the Year (over 50 employees), 2017, CenterState CEO

What Employees Say:

- ***I'M PROUD TO TELL OTHERS I WORK HERE. 100%***
- ***PEOPLE CELEBRATE SPECIAL EVENTS AROUND HERE. 100%***
- ***PEOPLE LOOK FORWARD TO COMING TO WORK HERE. 98%***
- ***THIS IS A FUN PLACE TO WORK. 98%***
- ***WHEN PEOPLE CHANGE JOBS OR WORK UNITS, THEY ARE MADE TO FEEL RIGHT AT HOME. 98%***



Jeff Knauss ('07), co-founder
Jacob Tanner ('12), co-founder

Business Description:

Digital Hyve is a full service digital marketing firm creating and executing engaging strategies that create lasting bonds between customers and brands. They are a diverse crew of marketers, drawing on a wide variety of different backgrounds, histories and skill sets to drive their clients' brands. Their services include:

- Web Design and Development
- Search Engine Optimization
- Search Engine Marketing
- Social Media Advertising
- Retargeting
- Online Audience Targeting

Current employment: 16

Projected new employment over (5) years: +30

Current square footage: 1,500

Square footage of new space: 5,000 (may expand to 7,500) at 100 Clinton Square

Small Business of the Year, 2017, SBA

Business of the Year (under 50 employees), 2017, CenterState CEO