



**BOARD AGENDA ITEM:**  
**DATE:**

**3.0–Regular Meeting Minutes**  
**November 5, 2019**

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**REGULAR MEETING MINUTES**  
**Tuesday, October 14, 2019**  
***CGCC The Dalles Campus – Board Room, Building 1, Room 1.162***

ATTENDANCE:

**Board of Education:**

Sarah Segal  
Kim Morgan  
Antonio Baptista  
Robin Feuerbacher  
Dave Mason

J. Carmen Gamez  
Randy Helm (call-in)  
**Staff and Representatives:**  
Dr. Marta Cronin  
Lori Ufford  
Gerardo Cifuentes

Mike Mallery  
Tiffany Prince  
Courtney Judah  
Dan Spatz  
Rick Leibowitz  
Danny Dehaze

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**1.0 CALL WORK SESSION TO ORDER**

Kim Morgan called the work session meeting to order 5:10 pm.

**2.0 RECRUITMENT AND OUTREACH PROJECT**

Gerardo Cifuentes, Vice President of Student Services, shared a comprehensive recruitment plan that the college has/had underway, which included a call and text campaign that was just initiated and completed. He spoke to a college-wide, high school outreach team, where several different employees are coming together to better recruit in the Gorge Region high schools, and beyond. Under the direction and guidance of Dr. Cronin, Gerardo established an innovation team that is working together to come up with some better marketing materials for recruitment and to expand on previous marketing materials. Mark your calendars because Columbia Gorge Community College is hosting the second annual College Fair on November 7<sup>th</sup>!

**3.0 ADJOURN**

The work session adjourned at 5:56 pm.

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**1.0 CALL REGULAR MEETING TO ORDER**

Kim Morgan called the meeting to order at 6:00 pm.

**2.0 WELCOME AND INTRODUCTIONS**

**3.0 APPROVAL OF MINUTES**

### **3.1 Regular Minutes – September, 2019**

Tiffany asked the board to table the September meeting minutes to be reviewed/approved at a later date.

## **4.0 PUBLIC COMMENT & PUBLIC HEARING**

No public comments were given.

## **5.0 REPORT ITEMS**

### **5.1 Fall Term Enrollment**

Gerardo reported that by the end of the fourth week, there was an increase of 2.5% in tuition and fees. However, more specific numbers can be provided by the end of the current week. Presently, CGCC is getting a lesser number of students this year, but they are taking more credits per term – which translates over to the revenue factor in the budget. Director Segal asks about dual-credit revenue, but, at this point in time it is not easy to pull the data and separate it. There are hopes to use CollegeNow as a bridge program to get those high school students to enroll at CGCC.

### **5.2 Monthly Financial Update & Treaty Oak Financials**

Mike Mallery, Vice President of Financial Services, shared that there are no concerns or alarms at this point in the year, in regards to the budget. Although, recruiting efforts for next fall need to be in the foreground, to keep increasing enrollment. Moss Adams was on campus for the preliminary audit work and it was a smooth experience, this year. On the Treaty Oak Project side, the only real expense is PlanB, the project manager, but it is still being tracked.

### **5.3 President Cronin's Chinook Brief**

Dr. Cronin's brief included updates about the first week back for students and new student day as student services has been trying to revamp this experience for students. On the first of October the Teacher Ed program hosted a reception for the elementary educator pathway as it kicked off the beginning of the program, and the first cohort of students began their observation in local elementary schools! This pathway links directly to the Oregon State University Bachelors of Science of Teaching. Additionally, as follow up items; the Associated Student Government brought together a team to for the Torgerson Memorial in support of the Columbia Gorge Habitat for Humanity and The Big Read debuted on October 4<sup>th</sup> in collaboration with The Dalles Library, as our community was one of 77 selected across the country to participate this year.

### **5.4 Foundation Report**

Director Segal, liaison to the foundation board, reported that the Foundation is still recruiting to fill some vacancies and announced that Richard will be the Foundation President for the year. The scholarship team on the Foundation is working with the

college's financial aid to potentially realign the scholarship calendar to match with the FASFA schedule.

## 5.5 Director's Reports

Director Baptista asked Dan Spatz to speak on the LatinX meeting.  
Director Mason spoke about the upcoming OSBA regional fall meeting.

## 5.6 Chair's Report

Chair Morgan reported that the ACCT Leadership Congress is fast approaching, and will provide an in-depth report following that trip/conference. She also, is requesting everyone who wasn't able to attend the summer training work session, to reach out to complete.

## 5.7 Other

# 6.0 BUSINESS ITEMS

## 6.1 Treaty Oak General Contractor, prior approval for contract

Similar to the Architectural and Engineering contract process, Dan Spatz, in coordination with PlanB is seeking prior approval to enter into contract negotiations with a future Construction Manager/General Contractor. There were three primary contractors whom went through the process. Conversation ensued about potentially adopting a resolution for an environmentally friendly footprint build.

### **MOTION #1 – APPROVED**

Director Mason moved to **authorize the college to proceed with contracting with one of the General Contractor/Construction Management finalist, with the caveat of being brought back to the board for final ratification.** Director Segal seconded.  
Motion passed unanimously.

## 6.2 Other

# 7.0 PUBLIC COMMENT

# 8.0 EXECUTIVE SESSION

*ORS 192.660(2)(e) Real Estate Deliberations*

*The Board of Education entered Executive Session at 7:19 pm for the purpose of conducting deliberations with persons they have designated to carry on real estate property negotiations. The Board adjourned Executive Session at 8:20 pm.*

# 9.0 CRITICAL DATES

Chair Morgan reviewed the critical dates with the Board.

**10.0 ADJOURN**

The meeting was adjourned at 8:22 pm.

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As recorded by Tiffany Prince,  
Administrative Assistant to the President and Board of Education