

## REPORT OF MINUTES

### BOARD OF TRUSTEES SPECIAL MEETING

**BAY de NOC COMMUNITY COLLEGE  
Catherine Bonifas Board Room (201D)  
Escanaba, MI**

**December 14, 2016**

The meeting was called to order at 12 p.m. ET by Board Chair, Philip Strom.

Roll call was taken by Assistant Board Secretary, Laura Johnson.

Members Present: Jim Hermans, Bill Lake, Tom England, Eric Lundin,  
Philip Strom, Joy Hopkins

Tom Butch entered at 12:10 p.m.

Administration: Laura Coleman, Kevin Carlson

Faculty: Molly Campbell

Recorder: Laura Johnson, Assistant Board Secretary

Philip Strom stated the meeting was called to discuss distribution of one time monies received by the College from a personal property tax distribution from the State to replace dollars lost in a Bill passed in 2012 and a written opinion from the College's attorney.

Trustees independently reviewed the opinion which addressed the potential impact of the distribution on negotiations with the Full Time Faculty Association.

Phil requested a motion to move to closed session to discuss the legal opinion which is exempt from public discussion or disclosure based on the Open Meetings Act.

It was motioned by Jim Hermans and seconded by Eric Lundin to:

**“Enter into closed session to consider the written attorney’s opinion dated  
Wednesday, December 14, 2016, from College attorney, Patrick Sturdy.”**

Roll Call:

Ayes: Tom England, Bill Lake, Eric Lundin, Joy Hopkins, Jim Hermans,  
Philip Strom

Nays: None

Abstentions: None

No discussion. Motion carried unanimously.

The meeting moved to closed session at 12:03 p.m. E.T. Molly Campbell left the meeting.

The meeting moved to open session at 12:30 p.m. E.T.

Trustees discussed recommendations from Administration for the personal property tax distribution of \$858,000 the College received as one-time monies. Lesser distributions are expected in following years.

Recommendations included:

Rewarding Employees

Trustees strongly supported rewarding all employees with a one-time payment for their efforts and doing more with less, but especially those who have not received a pay increase and had higher benefit costs over the past years.

Discussion was held to determine the payment amount for each of the employee groups. It was agreed new employees should receive a pro-rated amount.

It was motioned by Tom England and seconded by Tom Butch to:

**“Approve a 3.75% one-time payment for past years’ recognition to the full-time exempt, full-time and part-time non-exempt employees, and the adjunct faculty.”**

Roll Call:

Ayes: Eric Lundin, Joy Hopkins, Jim Hermans, Tom England, Philip Strom, Tom Butch,  
Bill Lake  
Nays: None  
Abstentions: None

No further discussion. Motion carried unanimously.

It was motioned by Joy Hopkins and seconded by Tom Butch to:

**“Give Dr. Coleman discretion within the limits discussed and if receiving assent from the Full Time Faculty Association, then proceed with distribution in an amount not to exceed \$25,000; contingent on settlement of the pending grievance.”**

Discussion was held.

Roll Call:

Ayes: Bill Lake, Tom Butch, Philip Strom, Tom England, Jim Hermans, Joy Hopkins,  
Eric Lundin  
Nays: None  
Abstentions: None

Motion carried unanimously.

Joy Hopkins stated she would like to see students share in the distribution and suggested the \$20 per course fee on biology and chemistry courses levied at the November meeting eliminated. Trustees agreed.

It was motioned by Joy Hopkins and seconded by Jim Hermans to:

**“Eliminate the \$20 per course fee on biology and chemistry courses levied at the November 16, 2016 meeting.”**

No further discussion. Motion carried unanimously.

Funds to Reserve

Trustees discussed the recommendation to deposit a large sum of the distribution to unrestricted net assets to maintain the College’s CFI score which is monitored by our accreditation body, the Higher Learning Commission.

It was motioned by Bill Lake and seconded by Eric Lundin to:

**“Accept Administration’s recommendation to increase the unrestricted net assets to increase the College’s net position not to exceed \$400,000 based on the personal property tax distribution from the State in December 2016 to replace dollars lost in a Bill passed in 2012.”**

Roll Call:

Ayes: Eric Lundin, Joy Hopkins, Tom Butch, Jim Hermans, Tom England, Bill Lake,  
Philip Strom  
Nays: None  
Abstentions: None

No further discussion. Motion carried unanimously.

Marketing & Consultants Investment

Trustees discussed recommendations to increase funding for marketing. Highly successful community colleges spend an average of 6% on marketing compared to the College’s budget of 3%. Trustees were in agreement to hire the marketing consultant who worked with the MCCA on a statewide campaign and other community colleges over the last year. The funds will include a campaign to extend awareness in outlying counties with great student potential. Investment in the College’s website, including hiring a digital web consultant/programmer, and development of high impact video and television ads included in the recommendation for marketing, was discussed favorably.

Trustees requested proposed wall vinyl graphics for around campus be removed from the recommendation.

Funding a Title III Grant Writer/Consultant was discussed with intent to move forward with application for Title III grant monies.

It was motioned by Bill Lake and seconded by Tom England to:

**“Accept Administration’s recommendation for focusing on marketing and an investment in the website to promote the College and consultants for marketing, the website, and a Title III grant based on the personal property tax distribution from the State in December 2016 to replace dollars lost in a Bill passed in 2012 not to exceed \$275,000.”**

Roll Call:

Ayes: Tom Butch, Jim Hermans, Tom England, Bill Lake, Eric Lundin, Joy Hopkins,  
Philip Strom  
Nays: None  
Abstentions: None

No further discussion. Motion carried unanimously.

Innovation Fund Investment

Trustees discussed development of an innovation fund which would allow grants to be requested to investigate and try new, innovative ideas. The Foundation would partner with the College by funding \$50,000 with an additional \$50,000 coming from the distribution.

It was motioned by Tom Butch and seconded by Joy Hopkins to:

**“Accept Administration’s recommendation to develop an Innovation Fund partnership between the Foundation and Bay College; \$50,000 from the personal property tax distribution from the State in December 2016 to replace dollars lost in a Bill passed in 2012 and \$50,000 from the Foundation, for application to try new, innovative ideas.”**

Roll Call:

Ayes: Jim Hermans, Tom England, Bill Lake, Eric Lundin, Joy Hopkins, Tom Butch,  
Philip Strom  
Nays: None  
Abstentions: None

No further discussion. Motion carried unanimously.

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With no further business, it was motioned by Jim Hermans and seconded by Bill Lake to:

**“Adjourn the meeting.”** No discussion. Motion carried unanimously. The meeting adjourned at 1:21 p.m. ET.

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Laura L. Johnson Assistant Board Secretary	12/16/2016 Completion Date	Approval Date
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Philip L. Strom Board Chair	Approval Date
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