Verde Valley Board Advisory Committee

Yavapai College – Verde Valley Campus
601 Black Hills Drive, Clarkdale AZ 86324

Approved Minutes
April 1, 2015

VVBAC Members present: Paul Chevalier; Bill Regner; Carolyn Fisher; Randy Garrison; Janet Aniol; Amber Marchant-Lee

VVBAC Members absent: Leona Wathogoma

DGB Members present: Al Filardo, VVBAC Liaison to DGB; Deb McCasland, DGB District 2

College employees present: James Perey, Executive Dean, Verde Valley Campus, Alexandria Wright, Executive Director, Regional Economic Development; Kurt Haskell, Small Business Development Center; Linda Buchanan, Verde Community Education Coordinator

Call to Order
Meeting called to order at 8:30 a.m. with VVAC Chair Paul Chevalier presiding.

Approval of March 4 2015 Meeting Minutes
Motion by Fisher with second by Aniol for approval of March 4 2015 meeting minutes and March 18 meeting minutes, carries unanimously.

Report from Verde Valley Campus

Executive Dean James Perey reports current focus on schedule building for 2015-16 academic year. New program launches for Fall 2015 include Culinary, Hospitality, Enology Certificate w/re-launch of Film Media Arts. The LEAD program for secondary/postsecondary transition has 10 CVHS and 10 MUHS nominations; some Verde secondary students prefer to attend LEAD program on Prescott Campus. Perey expects cohort of 12 – 15 LEAD students on Verde June 1 – July 30.

College For Kids will return to Verde Valley Campus in Summer 2015. Grant application submitted w/YC and UA to build 2+2 w/MUHS and C-OC districts for Natural Resource Conservation. Executive Dean’s Advisory Committee will be evaluating complete SWOT analysis at April 15 meeting.

Recent campus activities include Explore Yavapai (Mar 25) and AZSciTech (Mar 27) attended by more than 200 visitors. Upcoming events: Student Recognition (Apr 28), Plant-a-Vine in Southwest Wine Center vineyard (May 2); Verde Valley Commencement (May 8); League of Women Voters state convention (May 16-17) and Verde Valley Wine Symposium (5/30).

Chevalier requests FTSE projections regarding new programs be shared with Committee, as available. Committee favors maintaining current stipend for dual enrollment, and keeping dual enrollment available at no charge to students.

Perey explains that current $2.7 million line item in CIP budget for Sedona Center focuses on interior and exterior repairs and improvements, while additional data is gathered regarding possible retrofitting of interior space. Estimate based on cost per sq. ft. to retrofit. Current use reflects strong day-market for OLLI, increasing night-market for non-credit; continuing music coursework, and exploring expansion of performing arts in conjunction with SRRHS and MUHS.

Building L on the Verde Valley Campus may be scheduled for retrofitting in 2017-18.
Perey reports that further exploration with Yavapai-Apache Nation students and governance will help ascertain needs and challenges, and how ITV may bridge gaps. Fisher encourages exploration of Yavapai County-ETC capacity throughout Verde Valley.

Chevalier questions results of recent inter-agency planning meeting in Prescott Valley regarding proposed healthcare training facility. Perey recommends Committee request presentation by Dean Scott Farnsworth on this topic.

Committee member reports on information/activities
- Chair Chevalier states City of Sedona presentation set for May 13 w/Chevalier, Garrison and Regner. Requests Committee presentations by each Committee member during May, in each Committee member’s geographical area of representation. Staff raises technical point as to why Fisher (Village of Oak Creek) is not presenting to Sedona?
- Vice Chair Regner willing to step down from Sedona presentation to allow Fisher’s participation.
- Randy Garrison invited County Supervisor Chip Davis to present on administrative organization for Verde district; announced Governor Ducey recommending split to Yavapai County, forming Verde Valley County (Garrison clarified to Committee that this was April Fool’s joke)
- Janet Aniol appreciates feedback from specialty interests, such as presenters, but desires feedback from general public through survey process.

Yavapai College Regional Economic Development Center
Vice Chair Regner introduces Alexandria Wright and Kurt Haskell from Yavapai College Regional Economic Development Center (REDC) and Small Business Development Center (SBDC), respectively.

Kurt Haskell, SBDC, reviews information on indicators for progress, rack card on services, explains funding mechanism of nationwide program with matching grant to provide housing SBDC within YC at Regional Economic Development. Primary focus areas are entrepreneurship, business retention, expansion. Arizona has Procurement Technical Assistance Centers (PTAC) to help procure government contracts, and identify preferential status, where possible. SBDC Mission: provide high impact, quality counseling services and training to help small business owners achieve their goals, strengthening the Arizona economy. Haskell provides national data and network site alignment, including university vs. community college model. Currently 26 Arizona locations, w/specialties including international trade, government contracts and clean technology; 1 site in Prescott, 1 in Sedona, 1 in Verde; entrepreneurial culture is richer in Verde Valley than Quad Cities. YC President Wills requested strong SBDA focus in Verde Valley; 60 – 70% of clients are in Verde Valley. Five + hours of counseling services equates “long-term clients.” Volunteer SCORE presence in Verde Valley also assist small business clients. #1 Goal: Jobs, jobs, jobs. #2: Business starts. #3 Capital formation. Achievement of goals leads to future funding of SBDC. Paid advertising in not allowed by SBDC, but REDC marketing helps carry message, as do partnerships with Chamber. Counseling is now available at YAN (including year-long entrepreneurial program) and Camp Verde Library.

Alexandria Wright presents Verde Valley Workforce Demand Analysis 2015: quantitative and qualitative data. Study draws and cross-references from traditional and “real-time” data sources, identifying best investment options for public and private sector. Study shows opportunity exists in professional, scientific and technical services for Verde communities and college. Further explanation of current labor conditions; emerging occupations and industries; competitive effect; location quotient; Verde Valley supply chain; incubation framework. Arts & Entertainment and Agriculture sections added to newest publication; co-marketing between Sedona Arts Center and REDC under development.
Wright also provides economic impact and multiplier analysis regionally. REDC rack card and web presence provide county information; today’s presentation is entirely Verde-centric. REDC has objective to be self-supporting (not drawing from YC General Fund). Will hold Job Fair w/39+ employers on Verde Valley Campus April 8, in collaboration with Chambers and Goodwill. Free bus tickets will be provided for job fair participants.

Presentations/Recommendations

K-12 Superintendents. Amber Marchant-Lee reports on feedback from superintendents of Verde Valley K-12; presents aggregated information from polling. Don’t change Dual Enrollment process, keep at no charge to students; transportation continues to be major issue from east side of I-17; students need help with internet access and speed; increasing outreach to elementary and secondary students/parents; need better alignment with secondary – postsecondary pathways. Randy Garrison: overarching theme and focal point: better communication and marketing

Transportation. Janet Aniol reports public options in Verde Valley, including CATS, LYNX, Beaver Creek Buggy and Yavapai-Apache Transit. Biggest challenge is linking learning services and coordinating community services with transit options. Recommends seeking innovation in meeting local needs; Invite CATS/LYNX as future VVBAC presenter.

YC Property Taxes. Chair Chevalier suggests Committee recommendation to DGB that College property taxes in the Verde Valley not be raised. Chairman Chevalier states previous perception of equity between YC taxation and services to Verde Valley residents is no longer relevant. Taxation system in not fair; objects to 2% property tax raise.

Vice Chair Regner recuses himself from discussion while disclosing Town of Clarkdale taxing jurisdiction does not make recommendations to other taxing authorities.

Chevalier makes motion that Committee advise DGB to not raise property taxes. Aniol states that Lake Montezuma Property Owners Association objects to YC raising property taxes. Marchant-Lee objects to raising taxes, and believes other superintendents are like-minded.

Fisher and Filardo request vote be held pending April 15 presentation by VP Clint Ewell regarding taxation and budget.

Aniol objects under Roberts Rules of Order that Chair shall not make motion; Aniol makes motion to recommend taxes not be raised in the Verde Valley at this time, second by Marchant-Lee.

Garrison requests vote be held pending April 15 presentation correlation of taxation to services; recommends motion be amended based upon correlation.

Aniol calls for the question, stating she cannot remain past planned agenda for extended meeting. Fisher proposes amendment to request more data to show beneficial interest of taxation to Verde. Chair Chevalier calls for unanimous vote. Motion carries (without amendment); four ayes, with 1 abstention (Fisher) and 1 recusal (Regner).

Chairman Chevalier suggests Committee overturn vote if April 15 presentation by Dr. Ewell is compelling, which Chevalier doubts.
Ownership Linkage

Review of REDC/SBDC presentation. Vice Chair Regner recommends Committee use REDC analytic report as source document. Joint meeting between YC DGB and VACTE led to current analysis. Regner states Ms. Wright has challenges with YC administration having this document integrated deeply within curriculum and program planning, and states that Wright has requested Regner serve as conduit to this committee for Verde Valley Workforce Demand Analysis.

Garrison recommends REDC return later in year for follow-up presentation. Fisher wants to keep focus on education and not be drawn too deeply into economic development. Chevalier doesn't understand how proposed healthcare complex in Prescott Valley relates to this report.

Future Meeting Schedule

July 1 YC Healthcare (Filardo to invite). July 15 CATS/LYNX Transportation (Garrison to invite). Marchant-Lee suggests Counselors from high school; perhaps Sep 2? Regner suggests presentations scheduled once monthly, with business conducted on alternate meeting, beginning in August. Vice Chair Regner will chair April 15 meeting; Karen Jones in YC Office of President will be primary VVBAC contact April 3 – April 15.

- April 15 8:30 a.m. w/Dr. Clint Ewell, YC Vice President, Finance and Administrative Services
- May 6 8:30 a.m. Sedona Center, Room #34 w/Lois Lamer and Steve Dockray, VACTE
- May 21 8:30 a.m. Verde Valley Campus M-137 w/ Barbara Dember, VVMC CEO
- June 3 8:30 a.m. TBD, w/ Stacey Hilton presentation of YC online delivery
- June 17 8:30 a.m. Sedona Center, Room #34, Craig Ralston, YC Dean of Arts & Humanities
- July 1 8:30 a.m. TBD, invite Dean Scott Farnsworth, HPER
- July 15 8:30 a.m. TBD, invite CATS/LYNX

Adjourn

Motion to adjourn by Garrison/2nd by Marchant-Lee; carries unanimously. Meeting adjourned at 10:55 a.m.

Staff note: 3 of past 5 Committee meetings have run an average of 30 minutes past schedule, creating scheduling conflicts. Recommend reverting to 8 a.m. start time, or adhering to agenda.