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

II. Approval of Meeting Minutes
Member Regner requested that the July 1, 2015 minutes be revised as follows:
Page 2, paragraph 5, strike “to more efficiently conduct business without Open Meeting Law constraints”, and add “Discussion ensued regarding whether this would be in violation of the Open Meeting Law.”
Motion by Member Garrison, second by Member Fisher, to approve July 1, 2015 as amended. Motion carries unanimously.
Chair Chevalier commented that the July 29, 2015 proposed minutes are not a sufficient recording. Vice Chair Regner commented that these minutes do not capture the content of the meeting.
Chair Chevalier requested that his comments be included at the conclusion of the Strategic Plan presentation as follows:
“Chair Chevalier requested that Dean Perey provide an informational presentation to the VVBAC upon completion of the Verde Valley Strategic Plan.”
Chair Chevalier requested that the July 29, 2015 be rewritten using prior minute formatting/content and include committee member’s comments.
Member Fisher highlighted page 2, item 5 ends with an incomplete sentence.

III. Member Updates
Committee member reports on information/activities
- Chair Chevalier contacted the District Governing Board Legal Counsel and ask if the VVBAC may form sub-committees to operate within open Meeting Law. Legal Counsel advised that members may work together on special projects outside of regular posted meetings and conform to the Open Meeting Law if the groups consist of one, two, or three members, which is less than a majority of members. If the groups or sub-committees consist of a majority of members, then the gatherings must be posted.
- Chair Chevalier will be meeting with the Sedona Mayor and City Manager to discuss a Sedona Town Hall meeting prior to the next VVBAC meeting.
- Member Regner spoke about Verde Valley news articles, including the July 31st article in the Verde Independent that referenced finding common ground with the VVBAC and the College, which was very positive. A few days later a Verde Valley Independent editorial was published regarding the College and included quotes from VVBAC member that were used “somewhat” out of context. The latter was not a positive article for VVBAC, but a reminder that the VVBAC recommendations are for the District Governing Board rather than staff.
- Member Garrison added that the article highlights the unrealistic system that the College uses and difficulties of how the Board works. He believes the statements quoted were accurate and to the point.
- Chair Chevalier read the Letter to the Editor from the Red Rock News, August 5th “Welcome UofA, See ya Yavapai College.”
- Chair Chevalier read Member Aniol’s feedback from the July 16th meeting with Montezuma Rimrock Fire District Meeting (see attached).
- Member Fisher referred to the ACCT article that Member Filardo forwarded to all VVBAC members and highlighted the positive impact that community colleges can have on communities.
- Member Fisher requests that the committee members share any news articles and/or media releases, including local, state, and national that would be relevant to the VVBAC’s work. Members are encouraged to share at the meetings or forward to Linda B for distribution to all VVBAC members.

IV. Yavapai College Arts Programs
Chair Chevalier introduced Dr. Craig Ralston, and added the VVBAC will not provide recommendations to the dean, but will be asking questions.

Dr. Craig Ralston, Dean for Arts & Humanities, and Director of the Performing Arts Center, has been in education for 28 years and shared his passion for student success. Dr. Ralston’s career includes being a professor for 28 years, department chair for 15 years, and continues to teach under his current role. Yavapai College is his 5th institution and delighted to be part of this community.

Dean Ralston is responsible for 18 full time, 50 part time faculty, 50 lab assistants, along with being the Director of Performing Arts Center. Dr. Ralston spends one day per week on the Verde Valley Campus, where he has two (2) full time history and two (2) full time art faculty reporting to him, along with several shared faculty.

Recap of 1st year:
- Dedicated time to discover the strengths of his programs
- The College’s musical groups included six (6) choirs, and six (6) band/orchestras
- Verde Valley campus activities included three (3) concerts in the 2014 Fall and in the Spring 2015 introduced Music Appreciation class, along with two (2) additional concerts
- Discovered that the majority of the music participants are community members rather than traditional students

Program goals:
- Growth for all programs by engaging community members and students through relationship building with high school visits and attending community events (i.e. auditions, performances, workshops, etc.)
- Offering an art classroom on the Sedona site
- Establish YC as the center piece of Yavapai County’s arts community, and providing a vision for multi-facet partnerships
- Faculty to participate in a monthly community contact/partnership
- Music concerts (instrumental and vocal) on the Verde Valley campus, both local and college groups
- Theatrical/Acting classes on both campuses
- Revising the direction of the Arts Program at both the Sedona Center and Verde Valley campus, which may include digital art

Dr. Ralston’s closing remarks included community colleges are in a tough world, but YC has great potential through a strong commitment to community partnering.

Member comments
- Member Fisher encourages Dr. Ralston to continue partnering with local schools, particularly in the Verde Valley community.
- Chair Chevalier requested the number of art courses that are being offered for both sides of the county. Dr. Ralston answered that currently the Verde Valley campus has one (1) full time and two (2) part time art faculty, with 2015 Fall semester offering 12 classes, but estimating that six (6) classes will happen. The current YC policy requires that a class is dropped if less than 15 students are registered, which has contributed to the decline of art classes. Dr. Ralston added approximately 40 art classes are being offered on the Prescott Campus.
- Chair Chevalier requested the number of music classes that are being offered for both sides of the county. Dr. Ralston answered that the Verde Valley Campus has two (2) music courses and Prescott Campus has about 25 classes.
- Chair Chevalier requested the number of private lessons that are being offered for both sides of the county. Dr. Ralston answered the Verde Valley Campus offers both piano and voice private lessons, and Prescott Campus offers 15 various (i.e. flute, cello, etc.) voice/instrument private lessons.
- Chair Chevalier requested the number of performing arts classes that are being offered for both sides of the county. Dr. Ralston has developed a performing arts track with four (4) new musical theater classes and now offering an Associate in Arts, Fine Arts (AAFA) degree. Yavapai College is collaborating with the
theatrical program currently in high schools throughout the county. Offering four (4) classes on both campuses.

- Vice Chair Regner complimented Dr. Ralston’s philosophy of community partnership, which is the also a VVBAC message. Regner asked how the VVBAC can support the art/humanity program and perhaps be included to their recommendations to the Board. Dr. Ralston suggested success and growth will be attributed to:
  - Student recruitment
  - Engage with the community
  - Build a base of supporters or donors
  - Financial support for recruitment/partnership/marketing/promotion

- Member Fisher commented that local schools are eager to partner and would suggest the College not cancel classes if less than 15 students.

- Member McCasland added that the College has several Arts/Music scholarships available.

- Member Fisher added that several churches in the Verde Valley area may be potential partners.

- Chair Chevalier requested information regarding the replacement of the Verde Valley Art Faculty. Dr. Ralston is working with Executive leadership and reviewing curriculum with potential renovation to the art program prior to replacing this position. He will be filling the position strategically to find the best fit for success and proposed new curriculum.

- Chair Chevalier asked if funds were unlimited, what Dr. Ralston would do differently in the Verde Valley. Dr. Ralston would not do anything different but increase efforts to establish relationship/partnerships with community groups/organization, and would use funds to support recruitment/partnership/marketing.

- Vice Chair Regner asked why the college hired/chose Dr. Ralston, if he is an example of the college moving to arrest the declining enrollment in the art programs, and if he was hired to bring back the art enrollment. Dr. Perey chaired the committee that hired Dr. Ralston, and informed the members that Dr. Ralston was chosen because of his fresh and innovative ideas, along with a deep commitment to community partnerships.

V. Ownership Linkage

  a) College’s response to request for detailed financial information

Chair Chevalier distributed two (2) documents:
1. Dr. Ewell’s email response to the VVBAC request of the financial statements
2. Larson Newspaper article

Chair Chevalier proposed that Dr. Ewell has the requested information for operating expenses for the Verde Valley based on Dr. Ewell’s quote in the Larson article, but may not have administration expenses broken out. Chevalier suggested the VVBAC make a formal request to the DGB to direct staff to provide the Verde Valley operating expenses and estimate the administrative expenses based on Verde Valley enrollment ratio. Chair Chevalier added that Dan Engler, Editor and Chief of the Verde Valley Independent, has emailed all DGB members asking if the VVBAC request for financial records is an appropriate request. Chair Chevalier would suggest the financial records request is appropriate because the VVBAC has a responsibility to analyze the amount of taxes from Verde Valley citizens versus the amount of money spent on Verde Valley operations and capital. The VVBAC has a secondary responsibility to develop a relationship with the Verde Valley communities by answering questions of where the college is spending their tax dollars.

Member Fisher understands the importance of the financial records request, but suggested that the VVBAC should not lose focus of the mission offered by the DGB.

Member Garrison agrees the VVBAC should not lose focus of the mission, but sees the importance of reviewing the financial records to help understand the College administration funding priorities. Garrison proposed reviewing the financial records will fulfill the VVBAC duty to identify and recommend fund allocation of the Verde Valley taxes monies to the Verde Valley programs.

Member Regner suggested that Dr. Ralston has ideas and the commitment to community outreach that VVBAC is recommending for the Verde Valley programs. Regner would like to put the questions to rest if $5.5 million from Verde Valley taxpayers are being used in other parts of the county.

Member Fisher suggested using this opportunity to send the message that the financial allocations will measure the College’s commitment to the Verde Valley community.

Chair Chevalier added that it is hard for the people on the other side of the mountain to change, but believes they are using too much of the Verde Valley tax dollars for their success. If the Board sees the actual figures, perhaps this will change the Board’s direction.
Member McCasland responded to Dan Engler’s email as follows: “My personal opinion is that this request for financial records is appropriate and helpful in the work of the VVBAC. I have been very impressed with their work and thoughtful recommendations to the College. Member Garrison suggested this will be a cultural shift for the College, and the current culture is not committed to keep Verde Valley monies in the east side of the county. Garrison added that today’s presentation highlighted key components needed for success, i.e. partnership and recruitment. Member Wathogoma suggested that the VVBAC does not give up on the financial statement request. The VVBAC agrees to submit a request to the DGB to direct staff to provide financial records being requested.

Chair Chevalier will compose the request and will submit to the committee for approval. The VVBAC will request to be included on the agenda for September DGB.

b) Finalize Summary of Recommendation that were presented at the June 2015 District Governing Board Meeting
Chair Chevalier proposed that the summary of recommendations be presented to the DGB and be available for public information. DGB Member McCasland suggested the summary be presented to the DGB with Chair Chevalier’s 15 points.

The members agreed to include Member Regner’s additions and the 15 points from Chair Chevalier in the original summary composed by Member Fisher. The VVBAC will ask DGB Member Filardo to present the summary at the September DGB Meeting.

Motion by Member Regner, seconded by Member Garrison, to approve the summary as revised. Motion carries unanimously.

c) Verde Valley Draft Strategic Plan - Dr. James Perey
Member Regner proposed that the VVBAC support the Verde Valley Strategic Plan process but separate from the VVBAC recommendations.

Chair Chevalier repeated that the VVBAC has requested Dean Perey present the final Strategic Plan to the VVBAC, and the committee would determine at that time if they will support the plan. Member Fisher suggested that the Strategic Plan get deeper and include implementation.

VI. Future Meeting Schedule
August 17 Yavapai County Board of Supervisors Meeting, Cottonwood location – 9:00 a.m.
Requesting staff send an email reminder to all members prior to the August 17th meeting.
August 19 Dean Stacey Hilton, Computer Technology & Instructional Support Division
September 2 Dean Scott Farnsworth, Sciences, Health, Public Safety

VII. Adjourn
Motion by Member Garrison, second by Member Regner, to adjourn. Motion carries unanimously.
Meeting adjourned at 10:35 a.m.