

ST. CLAIR COLLEGE OF APPLIED ARTS AND TECHNOLOGY

MINUTES

of the

FULL BOARD MEETING of the BOARD OF GOVERNORS

Held January 27, 2009 at 7:30 p.m., in the Board Room 200F, Thames Campus,
1001 Grand Avenue West, Chatham, Ontario

PRESENT:

Mr. M. Benoit
Mr. P. Choma
Mr. T. Farron
Ms. L. Gall
Ms. B. Jones
Ms. D. Livneh, **Chair-Elect**
Ms. M. Lucas
Mr. V. Marcotte
Ms. S. McLelland
Ms. K. Mingay
Ms. R. Parak
Mr. C. Parrott
Mr. R. Shaw, Chair
Dr. J. Strasser, **President**
Mr. J. Wickett

ABSENT:

Ms. K. Curtis
Mr. M. Helal

Also Present:

Mr. D. Barsanti, Chief Financial Officer
Mr. J. Cameron, Observer, Retirees Association
Mr. E. Chant, Editor, SAINT, Student Newspaper
Ms. P. France, Senior Vice President, College
Operations
Ms. S. Garant, Board Secretary
Ms. J. Harris, Vice President, Corporate & Community
Services
Ms. A. Hetherington, Director, Marketing &
Recruitment
Ms. L. McGeachy Schultz, Director, College
Advancement, Chatham-Kent
Mr. K. McLain, Observer, OPSEU Local 138, Faculty

Ms. A. Murray, Acting Director, Economic
Development Services, Chatham-Kent Economic
Development Services
Mr. F. Sorrell, Vice President, College Advancement
Services
Dr. P. Tumidajski, Vice President, Academic

A quorum of the Board of Governors in attendance and the Notice of the Meeting and the Agenda having been duly sent to all Board members, the meeting was declared regularly constituted. A copy of the Notice of Meeting/Agenda is attached as **Appendix 'A'**.

Mr. Shaw chaired the meeting and Ms. Garant was the Recording Secretary.

1.0 **Adoption of the Agenda and Declaration of Conflict of Interest**

A motion to adopt the agenda was moved and carried and after calling for and hearing no declarations of conflict of interest, it was therefore,

RESOLVED THAT the Board
of Governors adopt the agenda
as distributed.

2.0 **Approval of Minutes of the November 28, 2008 Full Board Meeting**

A motion to approve the Minutes of the November 25, 2008 Full Board Meeting held in Chatham was moved and carried and having asked if there were any omissions or changes to be made and hearing none, it was therefore

RESOLVED THAT the Board of
Governors approved the Minutes of
the November 25, 2008 Full Board
Meeting, as distributed.

3.0 **Constituent Reports**

When called upon by the Chair, the representatives of the Retirees and Faculty constituent groups each announced they had nothing to report at this time.

4.0 **Board Education/Information Items**

4.1 Chatham-Kent Economic Development Services

Mr. Shaw welcomed Ms. Aileen Murray, Acting Director of the Chatham-Kent Economic Development Services, on behalf of the Board of Governors.

Ms. Murray explained the purpose for her presentation was to inform the Board of future Chatham-Kent Economic Development Services strategies and the role St. Clair College has an important link between them and the industry and the community of Chatham-Kent.

The current Council, she added, is committed to establishing Chatham-Kent as a centre for excellence and energy development by providing perspective investors with a thriving environment in which to prosper.

The Economic Development Services are also targeting retailers in hopes of attracting them to the community. The goal is to establish a business enterprise centre which will provide resources where small businesses can develop their marketing and business plans. New retail businesses will increase tourism in the area and in turn encourage tourists to spend their vacation dollars here, added Ms. Murray.

The future direction In the area of agriculture is to focus on the conversion to value added initiatives in greenhouse development and waste energy materials to create an agriculture/business centre in partnerships with Ridgetown Agricultural College and the University of Guelph.

The Council is pursuing a delivery structure within the municipal department that will divide the necessary functions that best fit/work in accomplishing these goals. Partnerships with the College would be aimed at developing the skills required within the workforce to support innovation and entrepreneurship and practical methodologies to grow and maintain small businesses.

The Chatham-Kent Economic Development Services are also mounting a strategy to update their web-site to make them more accessible to the community and clearly outline their services.

The Economic Development Services are working to establish a niche market focusing on wind energy, bio diesel sources, high value

agriculture (linked to health) and crop production linked to a food processor.

Diversification of the applications of composite materials is also an area that needs to be explored, which transitions the focus from bronze to brains, added Ms. Murray.

Joint efforts with the University of Guelph to pursue renewable energy sources are underway and part of the “centre for energy” initiative.

“Green” energy products leading to more efficient manufacturing modalities are the wave of the future, explained Ms. Murray. These efforts have to be transferred into the agricultural area to achieve more “green” energy products.

Focusing on the tourism initiative, continued Ms. Murray, the area must seize the opportunity of the group tours coming to the region to enjoy the black history and the war of 1812 features and offer exceptional fine dining and accommodations in an effort to extend their stay, keeping the tourist dollars in the area.

Various incentives shall be provided to business owners to encourage them to enhance the look of their establishments to attract shoppers/diners, etc. to their establishments.

A tourism specific web-site to support these activities will be developed as these initiatives move forward and become realities. Marketing dollars can be derived from “bed tax” monies supported by the increase in these activities.

Rondeau Park is another initiative that needs attention and could be an excellent draw for increased tourism with assistance from the Provincial government to improve park services.

The Wallaceburg community poses challenges for the Development Services office. There is a need for training for the inexperienced workforce in an evolving environment where the dynamics have switched away from manufacturing over the past ten years.

The Wallaceburg community task force groups are poised to work with the Chatham-Kent Development Services to achieve enhancements for the area. At the Council meeting, this evening, explained Ms. Murray there is a debate expected around municipal funding for Wallaceburg.

In closing, Ms. Murray assured the Board that the Workforce Development Council is supporting the Post Secondary institutions,

including the St. Clair College Healthplex initiative in conjunction with SOBIN (Southwest Ontario Bio Industry) and CARES (Centre for Agriculture & Renewable Energy Sources).

At this time Ms. Murray invited questions from the Board of Governors.

Dr. Strasser informed the Board of the following; that Mr. Lawrence is a College participant in the SOBIN group and Ms. McGeachy Schultz is involved in the Wallaceburg task force group and Mr. Benoit is an executive for the Chatham/Kent Development Council, on behalf of St. Clair College. With their presence the College is in position to offer suggestions or act on any initiatives or opportunities presented by these organizations. Dr. Strasser also stated that Ms. McGeachy Schultz would be the College representative on the Workforce Development Council Secretariat.

When asked where they are in relation to the development of composite materials, Ms. Murray indicated that experts have indicated that the Chatham-Kent manufacturers present a good fit into the research that is ongoing in this initiative and are tapping into the research for product diversification.

One member raised concerns about the growth of our Chatham campus considering the statistics cited at the Fall Board Retreat which indicated high school students in Chatham-Kent are seeking Post Secondary education at other colleges outside their region and wondered if there was any dialogue related to this issue.

Ms. Murray responded by saying that to date there has not been a Municipal strategy developed. The Municipality is aware of the educational challenges of some of the residents who have only grades 9 and 10 educational levels. These individuals largely joined the workforce at a young age and with the loss of jobs in the manufacturing sector are now in need of retraining in order to enter a more competitive workforce.

Ms. Murray, further added, that the new healthplex should add much needed value and aid in retention and attraction of students from outside the region, providing a more dynamic community.

In response to a member's question, Ms. Murray noted that there is an increased focus to bring additional literacy programs to the region and such programs/training will be sought through local training partners, namely St. Clair College.

Mr. Shaw thanked Ms. Murray for her presentation and a copy of the Power Point presentation is attached to the Minutes as item 4.1.

4.2 Presidential Update

Dr. Strasser addressed the Board to bring them up to date with the fundraising efforts. He informed the Board of the various personnel who are spearheading those efforts in the areas of staff, retirees, alumni and members of the Boards of Governors of the College, past and present.

In addition, the President noted that Ms. Hetherington will present a short video presentation designed to introduce the campaign to the various community groups and stakeholders in eliciting donations for the healthplexes in Windsor and Chatham.

The President's presentation to the Board included the campaign target areas along with the projected and actual dollar amounts raised to date.

Dr. Strasser announced to the members of the Board that they could expect a personal call for support from former Board Chair, Richard Pollock.

Further, Dr. Strasser added, that a gala evening will be organized to bring together the major community leaders, friends of the College and local business owners in a concerted effort to increase donations.

In concluding his presentation the President noted that \$12M has been raised thus far toward the \$23M goal.

A copy of Dr. Strasser's Power Point presentation titled "Healthplex Fundraising Campaign Update" is attached to the Minutes as Item 4.2.

Ms. Hetherington proceeded to play the video presentation for the Board which will be used to introduce the College's fundraising initiative to future donors.

4.3 Board/College Advocacy Letter Writing Campaign

The Chair announced that this item had been discussed during the Board's In-Camera meeting and there was no further discussion to add at this point.