



APPROVED

**Salem State University Assistance Corporation
Board of Directors Meeting Minutes
June 12, 2017**

Present: Gordon Hall, Helen Corbett, Joy Snell, Beth Haran, Tom Daniel, Claude Lancome, Patricia Meservey, Anthony Nickas and Mike Wheeler. **Absent:** Rinus Oosthoek, Kim Driscoll and Beth Debski
Guests: Laura Swanson, Noreen Hazelton, and Terry Brancato.

The meeting was called to order by Board Chairman Gordon Hall at 8:02 am.

Meeting Minutes:

A motion was made by Claude Lancome and seconded by Joy Snell to approve the Board Meeting minutes of May 15, 2017. All in favor, none opposed.

Chairman's Report

Chairman Hall reported that Patrick Delulis has resigned from the SSUAC Board as the Salem Partnership representative. Hall stated that the Beth Debski, Executive Director of the Salem Partnership will be the new Partnership representative on the SSUAC Board. Hall also reported that Beth Haran had been appointed to the SSUAC as an SSU Board of Trustees appointment.

Chairman Hall acknowledged that this meeting was President Meservey's last meeting as the President of SSU and SSUAC Board meeting. Hall and other Board members expressed their appreciation to President Meservey for her dedication, support and contributions over the past ten years. Claude Lancome made a motion to enter into the minutes a statement of appreciation to President Meservey and seconded by Chairman Hall that President Meservey had done an outstanding job at SSU and SSUAC. All in favor, none opposed. President Meservey concluded by saying it has been a team effort thanked the Board and the Assistance Corporation for their partnership.

Chairman Hall reported that there was no update to report regarding the State Audit.

Update on Salem State University

President Meservey reported that Fall student enrollment is strong. She stated that SSU Board of Trustees voted to recommend John Keenan as the next President of Salem State University. The next step would be the approval from the Board of Higher Ed which is expected to meet on June 20th. Meservey stated if Mr. Keenan is approved at that meeting she expected to retire in late July or early August.

Financials

Swanson reported that after eleven (11) months into the FY17 budget the financials continue to be in good shape. Rental income remains strong as well as the tenant occupancy despite the lack of

sponsorship income. She reported that major expense categories to date are in or under year to date budget. The Board review the financials and credit card statement.

FY18 Draft Budget

Swanson submitted to the Board a draft FY18 balanced budget. Swanson stated the FY18 budget reflects the programming, staffing, operational and maintenance needs to continue to build upon the accomplishments of FY17. Swanson reviewed the major income and expense categories with the Board. She stated the rental income was based on 90% occupancy as in previous years. Swanson stated the proposed FY18 budget was based on eleven months of actual income and expense activity and would like to request preliminary approval of the FY18 budget. Swanson stated that she would report back to the Board in September if the draft budget needed to be amended and request final approval of the FY18 budget. A motion was made by President Meservey and seconded by Helen Corbett. All in favor, none opposed.

Executive Director Report

Swanson updated the Board on the collective accomplishments of the Enterprise Center, North Shore Alliance for Economic Development and SSU Professional Education in FY17. Some of the highlights include new program initiatives for the Enterprise Center, Alliance and SSU Professional Education; the creation of external partnerships and the expanded impact of the Enterprise Center, Alliance and SSU Professional Education individual and collaborative efforts.

Swanson outlined the following FY17 accomplishments:

North of Boston Business Plan Competition Advisory Committee

The North of Boston Business Plan Competition was put on hiatus for 2017 to research and identify ways to improve and deepen the experience of all the entrants. A Business Plan Competition Advisory Committee was formed and made up of past judges to discuss ways of moving the Competition from a transactional, one-time submission action to a year-long program with multiple opportunities for engagement. The program has been revamped based on the feedback from the judges to offer business owners the opportunity to pitch their ideas to a panel of experts and receive feedback on their business several times a year and offering multiple workshops on how to write a business plan. The goal is to assist business owners in developing a much stronger plan.

Chamber of Commerce Outreach

The Enterprise Center expanded their marketing efforts on those business who are members of Chambers of Commerce located on the North Shore. Over 1,600 chamber businesses received the three season (Fall, Winter, Spring/Summer) workshop flyers through direct mail and hundreds more through Chamber electronic newsletters. This outreach creates the opportunity to “reintroduce” the Enterprise Center to those businesses who may think they have outgrown the EC or introduce our offerings to those business not familiar with the work of the Enterprise Center.

Inner City Capital Connections – North Shore (ICCC- NS)

New Initiative - In collaboration with Congressman Seth Moulton, the Enterprise Center and the Alliance became regional partners with Initiative for a Competitive Inner City (ICIC). The national program Inner City Capital Connections (ICCC) positions small businesses for immediate and long term growth through

executive education, personalized business coaching, networking and access to growth capital. The ICC Program added a North Shore recruitment focus for the first-of-its-kind regional effort.

Through the combined work of the Enterprise Center and the Alliance they were able to secure eighteen regional nominating partners to promote and recommend businesses to regional “class” program. Thirty-five companies have been accepted into the June 2017 ICIC program.

Technology Coalition of the North Shore 2017 (Technology Coalition)

New Initiative – The Enterprise Center together with the North Shore Technology Council, North Shore InnoVentures, North Shore Workforce Investment Board and the North Shore Alliance, formed the Technology Coalition of the North Shore 2017. The Technology Coalition’s goal is to support the continued growth of North Shore technology companies and jobs across the region and will provide complementary resources to support start-up and growing technology companies. This will be accomplished through coordinated and collaborative planning, programming, talent pipeline development, regional branding, business recruitment and advocacy. The Technology Coalition was formally launched in February 2017 at Analogic World Headquarters in Peabody.

The Coalition created a mission statement and identified the goals and objectives of The Coalition. The Coalition will offer a series of joint events during the next several months, and members will cross-promote programs when consistent with the mission of each individual member. A North Shore Technology Summit is being planned for early fall.

Regional Workforce Skills Cabinet – Northeast Planning Team

Governor Baker created a Workforce Skills Cabinet made up of Labor and Workforce Development Secretary Ronald L. Walker, II, Education Secretary James Peyser and Housing and Economic Development Secretary Jay Ash. The mission of the Cabinet is to strengthen the existing workforce system and to close the workforce skills gap. The plan is to divide the state into seven regions and convene cross-sector regional teams (workforce, education, and economic dev.) for the purpose of building consensus about industry and occupation priorities with the goal to develop a Labor Market Blueprint specific to the region. **The Alliance was appointed as a member of the Northeast Regional Planning Team**

International Council of Shopping Centers (ICSC) Conference

New Initiative - At the start of the fiscal year, the Alliance had an exhibit booth for the first at the International Council of Shopping Centers (ICSC) Northeast Dealmakers Conference held in Boston. The purpose of participating in this conference was to use it as a vehicle for business recruitment for the North Shore. Along with Alliance and EC staff, Congressman Moulton’s Economic Development Director Jason Denoncourt, Mayor Kim Driscoll, Mayor Ted Bettencourt and Mayor Mike Cahill were all in attendance promoting the North Shore and meeting real estate developers and specific business representatives of that they were interested in locating in their communities.

Future of Work on the North Shore (FOW)

The Alliance and the North Shore Workforce Investment Board have concluded the eighteen month Future of Work research project. The final report will be released to the public on June 22, 2017.

MOBD Business Clinics

New Initiative - The Alliance and the Enterprise Center partnered with MOBD (Mass Office of Business Development) to host Small Business Clinics in the Spring 2017. These clinics offer business owners the opportunity to meet one-on-one with state business organization representatives to discuss their specific needs and identify state or regional resources available to assist their business. Two Small Business Clinics were held during this fiscal and will continued to be offered in FY18.

Alliance Policymakers Series

The Alliance Policymakers Series serves to foster an informed dialogue of current issues that may have an impact on economic development and regional business interest.

The Alliance hosted five (5) Policymakers Series events during this fiscal year

- Congressman Seth Moulton
- Secretary Ronald L. Walker, II, Executive Office of Labor & Workforce Development
- Secretary Jim Peyser, Executive Office of Education
- Secretary Kristen Lepore , Executive Office of Administration & Finance
- Francois-Laurent Nivaud, MA Office of Travel & Tourism Executive Director

Economic & Community Development Directors and City & Town Planners Meetings

By the end of FY17 the Alliance will have hosted three Economic Development Planning Meetings with the region's Economic Development & Community Development Directors and City & Town Planners with an overall of sixteen communities participating in a least one meeting. .

Talent Development Program Module

Refocused the SSU Non-Credit Professional Education programs into three content areas- In-Person & Online Non-Credit Courses, the creation of a Continuing Education Credits Center and a Talent Development Center. The goal is to create three mini-centers of excellence addressing workforce educational needs.

The primary focus has been on the creation of a Talent Development Business Management Skills Certificate Program for first time supervisors/managers.

Chairman Hall asked for a motion to go into Executive Session to discuss a personnel matter. Hall stated there were no further matters to come before the Board after this session was concluded. A motion was made by President Meservey and seconded by Mike Wheeler, Jr. All in favor, none opposed. SSUAC Board adjourned into Executive Session at 9:11am.

The SSUAC Board completed its discussion and voted to come out of Executive Session at 9:34am

A motion to adjourn was made by Michael Wheeler and seconded by Joy Snell All in favor, none opposed. The meeting adjourned at 9:34am.