



**APPROVED**  
**Salem State University Assistance Corporation**  
**Board of Directors Meeting Minutes**  
**March 19, 2018**

**Present:** Gordon Hall, Beth Debski, Tom Daniel, Beth Haran, Anthony Nickas, and Rinus Oosthoek.

**Absent:** Mayor Kim Driscoll, Sally Janulevicus, Helen Corbett, Claude Lancome, President John Keenan, and Mike Wheeler. **Guests:** Laura Swanson, Noreen Hazelton, Terry Brancato, Lesley Smythe, Kim Crowley and Andrea DiVirgilio.

The meeting was called to order by Board Chairman Gordon Hall at 8:00 a.m.

**Meeting Minutes:**

A motion was made by Beth Haran and seconded by Tom Daniel to approve the Board meeting minutes of January 22, 2018. All in favor, none opposed.

Chairman Hall reminded Board Members that they must fill out a Conflict of Interest form on an annual basis. Chairman Hall requested that those Board members not in attendance at the January meeting to review, complete and return the Conflict of Interest form by the end of the meeting.

Swanson reported the financials continue to be in good shape and the rental income remains strong and above budget due to continued 100% building occupancy. Swanson stated that although the sponsorship income is under budget that shortage is off-set by the overage of rental income. Swanson reported that overall, the year-to-date total income is slightly under budget but the total year-to-date expenses are below budget. She stated the year-to-date net ordinary income is above budget. Swanson reviewed a financial cover memo included in the Board package that outlined the individual expense categories that had variances along with an explanation of those variances.

Swanson reported they had received the renewal rates for health and disability insurance and health insurance premium would be increasing by 15.6% and the disability insurance premium will increase by 19.6 % annually effective April 1, 2018. Swanson stated that the staff would continue to monitor the budget closely for the remaining months of FY 18.

Swanson stated that any leases expected to expire for the remainder of FY 18 will be renewed. Swanson reported they would begin working on the FY 19 budget at the end of April.

Swanson reported she would submit a preliminary FY 19 budget based on ten months of income and expense actuals at the May Board meeting for the Board's preliminary approval. She stated that after the close-out of FY 18 close out, they would review the year-to-date actuals will be used to revise the

FY19 preliminarily budget if necessary. Swanson stated that she would submit a final FY19 final budget at the September Board meeting for final approval.

The Board reviewed the financial reports and credit card statements.

Swanson reported the Enterprise Center hosted an “EC Tenant Super Bowl Party” and the tenants had an enjoyable time. Swanson acknowledged the Enterprise Center Staff that did a great job in organizing this tenant event which included lunch and video replays of Patriot games. Program Director, Lesley Smythe told the Board that Swanson surprised the staff on Valentine’s Day with the singing group the Northshoremens. The staff was appreciative of Swanson’s generosity and thoughtfulness.

Swanson stated that in they are in the final month of the Winter program schedule and the overall program offerings have been well received. She reported there were 599 registrations for the January and February programs. She informed the Board that March would be Marketing Month and featured only marketing workshops. Swanson reported the registration response had been very strong. Assistant Director, Noreen Hazelton reported that the Health Connector Session provided an information session to small and large businesses about this program available to business owners.

Swanson reported the 2018 Spring program was a robust and well-rounded program schedule that would begin in April with approximately 30 program offerings.

Swanson discussed the launched of the new Business Plan Program & Competition initiative in January and reported that the response has been very positive. Swanson reviewed the details about the two specialized business plan workshops as well as one Pitch Panel that has been offered to-date. She stated that participants in the newly created Pitch Panel include two prior entrants of business plan competitions. Swanson stated that she is continuing her efforts to obtain sponsors for the Business Plan Program and Competition.

Swanson informed the Board of the efforts of the Alliance in developing a “priority commercial development site list” for each of the 30 city and towns the Alliance represents. She stated that the communities had been contacted and are providing this information. She also reported that these efforts are included in a draft report that will be submitted to the Mass Office of Business Development as part of the required quarterly REDO grant report. She concluded that any feedback will be incorporated into this effort.

Swanson provided an update on Governor Baker has recently created “Commission on the Future of Transportation.” She stated this eighteen-member commission will review, analyze and identify reforms for state transportation and capital needs and send recommendations to the Governor by the end of this year. She reported that Karen Sawyer Conard had been appointed to this Commission. Swanson stated Ms. Conard is currently the Executive Director of the Merrimack Valley Planning Commission and previously served as the Peabody City Planner and had worked closely with the Alliance over the years. Swanson reported that Ms. Conard attended the Alliance Board meeting in January to hear the Board concerns and transportation priorities for the North Shore.

Swanson reported to the Board that she was one of four panel members who presented the draft Regional Labor Market Blueprint for the Northeast Regional Planning Team to Cabinet Secretaries Jay Ash (Housing and Economic Development), James Peyser (Education) and Rosalyn Acosta (Labor and Workforce) in December.

Swanson informed the board that she met with Congressman Moulton's District Director Rick Jakious and extended an invitation to him to attend the Alliance Board and Economic Development & Community Planners meetings. She stated the Mr. Jakious agreed to participate in these meetings and provide the Alliance Board with updates on district and federal programs and activities.

Swanson reported that Secretary Mark Nunnally, Executive Office of Technology Services and Security was the Alliance Policymaker Speaker on January 31<sup>st</sup>. Swanson announced that Secretary Jay Ash of the Executive Office of Housing and Economic Development would be next Policymakers Series Speaker on May 4<sup>th</sup>.

Swanson reported the Alliance's held its first 2018 meeting of the Economic Development and Community Planners on February 27th. She stated the City of Lynn hosted this meeting and Mayor Tom McGee provided welcoming remarks to the group and expressed his support of the work of the Alliance, especially in the area of regional transportation efforts. Swanson reported that nine communities were represented at this meeting. Swanson stated that the next meeting would be held on April 27<sup>th</sup> with the Town of Danvers as the host community.

Swanson stated that the members of the Technology Coalition of the North Shore members met on February 26th to identify the next steps of the Coalition. Swanson reported the group would reconvene in April to identify those projects that could be supported by the Coalition and to create a priority list based on the agreed-upon activities.

Swanson announced that the final edits for the Future of Work on the North Shore report have been submitted and expected the release of the formal report in early Spring.

Swanson provided an update on the 2018 Winter and Spring Talent Development Programs and the enrollees. She reported they will be revising the Business Skills Certificate Program for the Spring season. Swanson reported they will change the program model to allow individuals to choose from a broader course offering - an a la carte approach which they expect to have a broader appeal.

Swanson reported that she will be meeting quarterly with interim Dean Ted Baker to provide him an overview and update of the talent development programs.

Swanson reported that on February 5<sup>th</sup> she and Andrea DiVirgilio made a presentation to the Salem State University Alumni Association Board of Directors to provide the Board with an overview of the collective work of the Enterprise Center, Alliance and Salem State Professional Education.

A motion to adjourn was made by Beth Haran and seconded by Beth Debski. All in favor, none opposed. The meeting adjourned at 9:45 am.