



APPROVED

**Salem State University Assistance Corporation
Board of Directors Meeting Minutes
February 1, 2019**

Present: Gordon Hall, Beth Debski, Tom Daniel, Beth Haran, Sally Janulevicus, Helen Corbett, President John Keenan, Mayor Kim Driscoll, Mike Wheeler and Claude Lancome. **Absent:** Anthony Nickas and Rinus Oosthoek **Guests:** Laura Swanson, Lynn Duncan, Susie Moulton

The SSUAC strategic planning meeting was called to order by Board Chairman Gordon Hall at 8:05 a.m.

Meeting Minutes:

Chairman Hall provided the Board with a historical overview of SSUAC, which was created by a special act of the state legislature in 1994 (which was amended in 1995, 2007 and 2012) as a growth and land acquisition vehicle for Salem State University (SSU). In Massachusetts, public colleges/universities are unable to hold title to land or buildings, which are instead owned by the Commonwealth through DCAMM (Division of Capital Asset Management and Maintenance). Per the legislation, the purposes of SSUAC are to (i) promote the orderly growth and development of the University; (ii) to assist the University in securing physical and financial resources necessary for the acquisition and development of properties that are important to allowing SSUAC to fulfill its purposes; and (iii) to manage and operate the Enterprise Center. There was Board consensus that SSUAC has successfully adhered to the responsibilities as outlined in the legislation.

Chairman Hall introduced meeting facilitator Lynn Duncan who reviewed the agenda which included the discussion questions:

- What value/benefit does the Enterprise Center contribute to the region?
- What value/benefit does the Enterprise Center bring to Salem State University and how can the Enterprise Center better align with SSU?
- Strategic direction.

There was Board agreement that the Enterprise Center plays an important role on the North Shore. Its mission of working with business owners, at all stages of development, by offering programs and technical assistance, is not met by any other regional organization. SSU values the work of the Enterprise Center and views it seen as a strong working partner that brings value to the University. The Board discussed the relationship between SSUAC and the North Shore Alliance for Economic Development. Many board members saw the Alliance as a helpful partner, to both the Enterprise Center and SSU. Having the Alliance housed in the Enterprise Center building, the Alliance is able to work closely with both the Enterprise Center and SSU. The Board would like to explore this relationship further.

The Board discussed two key strategic directions areas: how the Enterprise Center can create a long term and predictable revenue stream that will allow it to continue its operations and how the Enterprise Center and SSU can work more closely together to support the University, and what this collaboration will look like.

Chairman Hall discussed next steps and the Board agreed to create two Board Sub-Committees (Finance and Alliance). The Finance Sub-Committee will look at the financial stability of the Enterprise Center building, now and going forward. The Enterprise Center is heavily dependent on revenues generated by leasing office space in its building, and any future changes in the building will have a major impact on the operations of the Enterprise Center. Chairman Hall asked for volunteers to serve on the Finance Sub-Committee. Board members Gordon Hall, Mike Wheeler and Sally Janulevicus volunteered. Chairman Hall stated he would ask Board Member Anthony Nickas to chair the Finance Sub-Committee.

Chairman Hall also asked Board member Claude Lancome to Chair the Alliance Sub-Committee. He agreed. He also asked for Board volunteers to serve on this sub-committee. Board members Helen Corbett, Tom Daniel and Beth Debski volunteered.

A motion to adjourn the meeting was made by Beth Debski and seconded by Helen Corbett. All in favor, none opposed. The meeting adjourned at 12:02pm.