



**(APPROVED)**

**Salem State University Assistance Corporation  
Board of Directors Meeting Minutes  
March 18, 2019**

**Present:** Gordon Hall, Beth Debski, Tom Daniel, Anthony Nickas, Beth Haran, Sally Janulevicus, Helen Corbett, Rinus Oosthoek, Mike Wheeler and Claude Lancome. **Absent:** President John Keenan and Mayor Kim Driscoll. **Guests:** Laura Swanson, Noreen Hazelton, Terry Brancato, Rita Colucci and Ben Szalewicz

The meeting was called to order by Board Chairman Gordon Hall at 8:06 a.m.

**Meeting Minutes:**

A motion was made by Claude Lancome and seconded by Mike Wheeler to approve the Board Meeting minutes of November 19, 2018 and February 1, 2019. All in favor, none opposed.

Chairman Hall asked all the Board members present to review, sign and return the 2019 Conflict of Interest Policy and Affirmation Statement. Board members in attendance reviewed the policies and signed and returned the Affirmation Statement.

Finance Sub-Committee Chairman Anthony Nickas reported that the Committee had met and reviewed all of SSUAC bank accounts and discussed the possibility of consolidating some of the accounts to achieve a higher return on the funds in those accounts. Nickas reported that SSUAC does not have a 501(3)c or 501(6)c status making it ineligible to apply for a number of grant opportunities – especially those requiring applicants to apply directly online. Swanson added that many years ago, the SSUAC Board had its attorney explore the possibility of SSUAC obtaining this status (which was not necessary due to SSUAC being created by a special act of legislation). At that time the SSUAC Board decided not to move forward. Nickas said the Finance sub-committee would look further into this designation.

Alliance Sub-Committee Chairman Claude Lancome reported that he had decided to reschedule the meeting in order to invite Mayor Driscoll (who is Chair of the Alliance) to participate in the discussion.

SSU Center for Entrepreneurship Task Force and SSUAC Board member Mike Wheeler reported that the Task Force has met twice since the beginning of the year. It is charged with identifying entrepreneurship opportunities at SSU. Wheeler stated at the last meeting, the group had requested clarification around the focus relating to entrepreneurship initiatives and entrepreneurial mindset.

Swanson reported the financials remain in good shape and she and staff had conducted a mid-year budget review. She stated that the Grant income category is under budget due to the challenges associated with not having a 501(3)c or 501(6)c status when applying to grant organizations. Overall,

the total net loss of not receiving grants in FY19 total \$6,000, which would be offset by the overage in rental income. The Board reviewed the financials and credit card statements.

Swanson reported they are coming to an end of the Winter program season and that March is “Marketing” month at the Enterprise Center. She stated the Spring program has been finalized and will be launched in April. Swanson reported the workshops and pitch panel component of the Business Plan Program and Competition will also begin in the Spring.

Swanson shared with the Board several new initiatives underway at the Enterprise Center. Swanson reported the “Open Hours” Business Assistance services have been very well received. She stated that since the beginning of January through mid-March there have been 24 appointments scheduled – either in-person meetings or telephone calls where business owners discuss their needs and challenges and the Enterprise Center assists in providing those needed services or making referrals to those who can best assist with those needs. Swanson stated that as a result of these one-on-one engagements she is seeing a need to expand or create a referral network for some of these specialized needs. Swanson sought the advice from the Board in how to best structure this network. The Board discussed possible frameworks, criteria and best practices when exploring this type of offering.

Swanson reported that in an effort to expand the EC program experience and reach, they are testing the feasibility of using Facebook Live through several of the March workshops. She stated they would be evaluating the technology and staff requirements needed to provide this offering on a consistent basis. Swanson reported they plan to launch a new Managers Peer Group in May that will be modeled after the CEO format. Swanson stated the program will help managers navigate their new role, responsibilities and the skills needed to “manage up.” As part of the application process, she stated the participants would be asked to work with their employer in identifying the areas of professional development to focus on.

Swanson reported her outreach efforts included her speaking to the Salem Main Streets Retailers Group and being the Keynote Speaker at the Ipswich Chamber of Commerce Annual Dinner. She stated that these opportunities are great vehicles to discuss the programmatic work of the Enterprise Center and resulted in a number of follow-up assistances.

Swanson reported the Alliance applied for a REDO Special Project Allocation Grant to increase its Regional Priority Developments & Downtown Districts Site Listing work and expected the award announcement to be made some time in March. Swanson reported Speaker of the House Robert DeLeo was the Alliance Policymaker Series speaker in February. Swanson reported that Essex County Community Foundation had launched its Impact Essex County Alpha Project. She stated she has a meeting scheduled in April to see what partnership opportunities there might be with their Small Business Resiliency and Venture Fund.

Swanson reported they have changed the scheduling time of the SSU Talent Development Program, which will now include one-day, evening and Saturday classes. She stated they created this new schedule to see if it impacts enrollment and identifies preferred course times.

Chairman Hall asked for a motion to go into Executive Session for the purposes of a real estate discussion. He stated there were no further matters to come before the Board after the Executive Session was concluded. A motion was made by Claude Lancome and seconded by Mike Wheeler to go into Executive Session. All in favor, none opposed. SSUAC board adjourned into executive session at 9:16 a.m.

The SSUAC Board completed its discussion and voted to come out of Executive Session at 9:37a.m. A motion to adjourn the meeting was made by Mike Wheeler and seconded by Claude Lancome. All in favor, none opposed. The meeting adjourned at 9:32 a.m.