Meeting Location: Conference Room, Human Resource Council Building, 316 North 3rd Street, Hamilton
Meeting Time and Date: 3:30 PM, Monday, September 15, 2014
Chair: Dixie Stark
Vice Chair: Terry Berkhouse

1) Call to Order and Roll Call
   a) Reminder to Council Members to Declare any Conflict of Interest (per Bitterroot College Advisory Council Bylaws, Article V, Section 1) as May Arise during the Course of the Meeting
   b) Advisory Council members present: Terry Berkhouse, Perry Brown (left after dinner break), Pat Connell, Roger Maclean, Jaime Middleton, Bob Nicholls, Dixie Stark, and Nancy Valk
   c) Advisory Council members absent: Kaweh Etminan-Rad, Tom Korst, Deb Morris, and Lynn Stocking
   d) BC staff present: Victoria Clark (Director) and Patricia Skinner (Operations Manager; taking notes)
   e) Members of the public present: Wendy Fawns (Community Advocate), John Robinson (past chair of the Bitterroot College Steering Committee; left after dinner break), and Terry Ryan (BC Facility Expansion Committee member; left after dinner break)

Discussion Summary: None

2) Public Comment
   Discussion Summary: Terry Ryan suggested that Council Member’s names and respective positions be put into the agenda. Victoria Clark apologized that she had forgotten to bring the Council Member name plates.

3) Work Items
   a) Proposed FY2015 Strategic Goals
      i) Facility Expansion
         (1) Facility Expansion Committee
            (a) Report Out from Committee
            (b) Member Input
            (c) Moving Forward
   Discussion Summary: Clark provided three documents to the Council which comprised the Facility Expansion Committee’s report out to the Council. The documents (provided with these minutes) include the Facility Expansion Committee summary report, the matrix developed for evaluating potential lease properties (with the Westview Center and the Ravalli Entrepreneurship Center [REC] rated in the matrix), a table summarizing other property options which were reviewed using the matrix, and a table calculating the return on investment potential re: enrollment comparing the Westview Center with the REC. The Council was given approximately 10 minutes to read through the documents and then discussion was opened. Chair Dixie Stark commented that once the lease criteria were understood it became apparent that there simply were not many lease options available that would work for the College. Terry Ryan noted that at first she was not in favor of the College moving to the Westview Center, but once the matrix was developed and the parameters understood, she changed her mind. Pat Connell said the development of a matrix was a good tool for determining what worked and what did not. Ryan remarked that the matrix put all the Committee members on the same page. Provost Brown noted that with the larger classrooms at Westview more students could be served with fewer duplicated sections. Provost Brown cautioned that if remodeling costs exceeded $500,000 then there would be more involvement from the Board of Regents and a fall 2015 move-in date at Westview for the College would likely be compromised. Connell suggested that the remodeling could be approached in staggered fashion, so that the $500,000 mark wouldn’t be exceeded outright. Provost Brown suggested that parking could be viewed as a separate project. Stark, Bob Nicholls, and Wendy Fawns all recommended that community businesses and organizations be approached to contribute to some of the remodeling costs, such as Donaldson Brothers contributing materials for parking expansion or the Building Association donating for the new entrance feature.
The discussion then turned to consider possible lease terms for the Westview Center. Ryan emphasized the importance of having an option to purchase in the lease contract. Too, she stated that setting a purchase price now was critical. Nancy Valk noted that the current political climate seemed to favor the College being at the Westview Center; she cautioned that this situation could change in the next few years and that getting things in writing now seemed prudent. Connell moved that the Council recommend to the University of Montana that the UM enter lease negotiations with the Hamilton School District for a lease of the Westview Center. Terry Berkhouse seconded the motion. The motion carried unanimously.

DINNER BREAK (5:00 – 5:45 PM)

ii) Community Outreach
   (1) Establish a Task Force
   (2) Member Input
   (3) Moving Forward

iii) Other Goals of Interest
   (1) Member Input

iv) Develop process for accomplishing strategic goals

Discussion Summary: The Council generally discussed and agreed that community outreach was needed and that establishing a speaker’s bureau to present at various local organization and employer meetings was one way the Council could assist with such outreach. Berkhouse commented that UM Internship Services had secured a student intern last year to assist them with marketing. The intern created brief testimonial videos highlighting several UM internships as well as supporting posters. Berkhouse said that now when he goes out into the community to promote UM Internship Services he first always shows these testimonial videos, as they connect the audience directly with the students. Also the videos can be viewed from the UM Internship Services website. Berkhouse played several of the video testimonials to the Council. Berkhouse noted that his department would be getting another marketing intern this academic year, and he was willing to share this intern with the Bitterroot College to assist in the development of such promotional videos for the College. The Council fully supported this idea. Jaime Middleton said she would be much more comfortable in going out into the community to promote the College if she could first show a couple of student testimonial videos to the group she was speaking to. It was proposed that a Task Force be established (much like the Facility Expansion Committee) to ensure that the video project was started and completed. Clark said that she would tap Roch Turner (BC Workforce Programs Coordinator) to be the BC staff lead on the new Task Force. Stark suggested that a CDL student and a CNA student be tagged for the videos. Wendy Fawns suggested that MAPS might also be included in the project.

In terms of other Council goals of interest, Connell expressed concern about Bitterroot College funding. A discussion about ways in which Bitterroot College’s state funding might be provided directly rather than at the discretion of the UM via its general fund allocation ensued. Stark suggested that in order to increase recognition that the Governor be asked to speak at the next Bitterroot College graduation. The discussion finished on an open-ended note.

4) For the Good of the Order
   Discussion Summary: None

5) Adjournment
   Meeting adjourned at 8:00 PM.

Meeting notes subscribed by Patricia Skinner and summarized by Victoria Clark