

— APPROVED MINUTES OF THE RETREAT MEETING —

ALPENA COMMUNITY COLLEGE BOARD OF TRUSTEES

Monday, March 15, 2021, 9:00 a.m. to 1:00 p.m.
Roger A. Bauer Board Room
400 Natural Resources Center, 665 Johnson Street, Alpena, MI 49707

- 1) Call to Order — Chair Briggs 9:05 a.m.
- 2) Pledge of Allegiance
- 3) Introduction of Retreat Format — Chair Briggs
- 4) Discussion Topics
 - Discussion with Mike Mahler — All
President MacMaster introduced Mike Mahler, Target Alpena Director.
“The View from 5,000 feet”
 - i. COVID changed the mission of Target from development to redevelopment and helping small businesses stay afloat.
 - ii. Pot of \$200,000 for grants.
 - iii. Things have shifted back to being an economic developer.
 - iv. CARES Act has given \$100,000,000 to Michigan for distribution. State still has CARES Act money. Over 1,000 grant requests; over 700 were granted. \$5.6 million has been given out to small businesses.
 - v. Recently there have been more inquiries about new economic development in the area. Most inquiries are related to retail and involved unskilled labor. Most are not related to manufacturing.
 - vi. He’s been facilitating contact between the MEDC, Michigan Works!, and other agencies, and inquiries.
 - vii. Potential employers complain they can’t get workers, and they can’t get skilled workers.
 - viii. He doesn’t know of many businesses that have failed during the last year. Other economic factors, such as the housing market, are strong right now. The area’s quality of life is also attracting people from outside the area. Real estate prices are still attractive and there is less traffic that TC, etc.
 - ix. President MacMaster: why is the housing marketing hot right now? Mike: it would be interesting to see census data and the number of people moving into the area and competing for homes. Rents for nice apartments are going up. There are people from far away that are moving to the area. We’ve got good healthcare and it’s getting better and better. We’ve got

access to good education through ACC. Townsend: 10 years ago the area lost a lot of skilled tradesmen due to retirement and recession; these days it's hard to find someone who can build houses, etc. Mahler: improved access to the Internet is also helping make the area more attractive. Cell phone reception is improving.

- x. Mahler: there is interest in developing property between Culvers and Meijer gas station but there is difficulty getting tradespeople in the area to do the building. MacMaster: ACC had a hard time getting local tradespeople to bid on our Van Lare Hall renovation project.
 - xi. Mahler: connection between ACC and APS on the Marshall Plan; there is a connection between education and the public schools in preparing people to work in new areas such as electric cars. MacMaster: EDA grant is part of the College's efforts to help prepare people for jobs. Trustee Townsend wondered if ACC needs to recruit more in areas like welding and manufacturing.
 - xii. President MacMaster: Asked Mahler for Target Alpena's stance on the BSN program. Target Alpena supports the College's ability to deliver a BSN program cheaper and more conveniently.
 - xiii. President MacMaster: Are there any areas that the College isn't delivering that are needed? Mahler: not that he is aware of, but there are employers in the area that have special needs.
 - xiv. Chairman Briggs: Do you see there are opportunities in our counties such as in Iosco County. Mahler: he has discussed topics with other economic developers and there is a growing belief that the launch initiative may be developing. There is a lot of capacity for launching satellites outside of our area that aren't being used right now. The College should be proactive in working with participants to see what their educational needs would be. Outside of Iosco County there isn't much momentum for growth. Chairman Briggs: Kaletta Air in Oscoda seems to be vibrant and could drive growth in that area. President MacMaster: he is believing more that the launch initiative could go forward. Private sector investment will come to Oscoda after the FAA grants Oscoda a license.
 - xv. Mahler: another positive change in the area is the change in leadership at the CRTC. The new base commander lives in the area and plans to retire in the area.
 - xvi. Chairman Briggs thanked Mahler for sharing his perspectives on the area.
- SWOT Analysis — President MacMaster (10:00 a.m. to noon)
The trustees conducted a Strengths, Weaknesses, Opportunities, and Threats analysis (see separate document).

- Board Goals Update — President MacMaster

President MacMaster distributed a presentation outlining advancements in the goals. That presentation included an outline of the Campaign for the Future program with a list of areas and estimated dollar figures. He went on to discuss details in each of the areas of the plan.

- High School Students Enrollment Discussion — All

This topic came up and was discussed during the SWOT analysis. Vice President of Instruction Steve Fosgard talked about some of the courses ACC is now offering via VCS to schools. He also provided an overview of other dual enrollment and early college offerings from other educational providers.

- Granum Theatre Programming — All

President MacMaster reported that the grant money has now been passed to the ACC Foundation, approximately \$600,000 now. He has been working with Brenda Herman, ACC Foundation Executive Director, on how to use the money. One idea was to have an ACC employee coordinate programming. Most details have not been set yet. It's possible that the program and staffing could be set by the fall. The biggest stumbling block will be continuing social distancing requirements in Granum Theatre. Trustee Stibitz wondered if she is going to be included on the committee handling programming for the theatre. President MacMaster said he will talk with Brenda Herman about next steps.

- Additional Topics for Discussion — All

Commencement plans update: we are planning a hybrid event which would include a YouTube video and a drive-through event where students could receive their degree cover, shake the president's hand, and take pictures. The trustees are invited to take part; they were interested in participating. Secretary Walterreit will relay that to the committee and they will firm up arrangements for seating.

5) 12:45 p.m. Retreat Wrap-up and Next Steps — Chair Briggs

Regular board meeting this coming Thursday, March 18, 2021. Chairman Briggs suggested the trustees could meet a couple times a year in retreat session.

6) Adjournment — 1:20 p.m.