

PCC Newberg Advisory Committee - Minutes

June 7, 2011

(Present: Mayor Bob Andrews, Don Clements, Shannon Eoff, Lynn Patrick, Paula Radich, Scott Salsberry, Marc Shelton, Michael Sherwood, Melinda Van Bossuyt, Kate Chester, Linda Gerber, Gary Sutton, Barb VanAmerongen)

Linda Gerber welcomed everyone, then turned over the bond construction update to Gary Sutton:

- We're in the "dried in" phase.
- A small army of drywallers is installing the sheet rock.
- A paved parking lot was put in last week.
- We're two weeks behind schedule but all should be done by mid-August.
- Because of all the activity, the site isn't safe right now.
- The group discussed a site visit in August, any time after 3 p.m. (as the crews will be gone by then). Kate Chester will work with Gary to determine possible dates, then loop back to the committee.
- Michael Sherwood noted that he's been past the site recently and it's looking really good.
- Lighting – We'll have lighting along Werth Blvd. that adheres to city standards. PGE makes a "hood" for A-Corn lights. Could we use these? Dan Danicic is checking on the cost of these – there's a likely large cost impact to using these. Marc Shelton offered to help, too. LED light fixtures will be used in the parking lots.

Linda highlighted recent events/meetings:

- The Allison Inn fundraiser on March 2 was a success. The Chehalem Valley Scholarship is limited to Dundee and Newberg students only and has about \$15,000 in it right now. PCC wants to hit \$25,000 in order to make it an endowed, perpetual scholarship. Another goal of PCC's is to establish something similar for Sherwood students, perhaps a year to two years from now.

Michael Sherwood asked if a business could host a fundraiser to raise money for the scholarship. Linda said yes, businesses could do this – and PCC would welcome it – and then described the recent fundraiser held by PCC to raise funds for the Deborah Evind Leadership Scholarship.

Michael said he has long-term funding ideas for PCC Newberg – art contest, t-shirt sales, etc., with a certain amount raised being put toward the scholarship. He would welcome speaking with Heidi Wilcox in the PCC Foundation. Kate will ask Heidi to contact Michael. Don Clements brought up the idea of a golf tournament – perhaps the local chamber, Kiwanis, Rotary Clubs, etc. could host it, with businesses sponsoring holes. Linda mentioned that PCC has its own golf tournament but the money it raises goes into the general fund, not specifically for the CV scholarship. She said that we'd try to get Heidi to our next meeting.

- Next, Linda highlighted the recent meeting on March 14 with neighbors nearest the PCC Newberg site. It went very well and they're very supportive! Kate will work with Gary to coordinate a site visit for them this summer.
- Kate arranged for Barb VanAmerongen to speak at a chamber luncheon on April 11. Barb spoke to about 35-40 attendees, giving an update on the project to the group, answering questions, and more. Michael Sherwood said Barb did a very good job!
- Kate highlighted a presentation she arranged for Teresa Salinas, Outreach Coordinator, and Mike Meade, Start Lab Coordinator/PCC Newberg to give to the NHS Yellow School. The

presentation – which covered career advising, advising about courses, and FAQs – took place May 12 and attracted 120 juniors and some other students.

- Barb met with NHS administrators on May 17 about a series of workshops – nine total throughout the school year – to be offered by PCC that pertain to college planning. She then passed out a handout that described the various workshops.
- Lynn Patrick outlined the most recent “Main Event” on May 21. It again went well although attendance was less than the first one in February. That said, she thinks there were 300 attendees, and the two food vendors outside in the parking lot helped keep engaged longer than they might have otherwise. The next “Main Event” is slated for Aug. 20. PCC has been a participant in the first two.
- Barb described the end-of-the-year party held on June 2 at the Cultural Center. She was so pleased that the students all “seem to have a plan.” Linda said she got to visit with faculty that evening.
- Linda will be traveling to Pittsburgh in October to speak at the AASHE conference, which is oriented toward “all things green,” and she’ll be showcasing PCC Newberg heavily. Video has been shot of PCC Newberg throughout its construction. Kate will work with Mike McNamara to have a video put together that Linda can show at the conference.

Next, Barb highlighted PCC’s participation in the upcoming Newberg Old Fashioned Festival and Parade July 29-31. PCC Newberg has purchased its own tent, and students are scheduled to work in the booth this year. Fern Berryman, Barb’s assistant, has ordered give-aways for the table. PCC will again participate in the parade with the Smart Car. Kate has made arrangements for it and ordered candy to be handed out to kids along the parade route.

Mayor Bob Andrews asked if PCC would be sponsoring a “Tunes on Tuesday” concert this summer. Kate said she’d contacted the concert coordinator she’d worked with last year but hadn’t heard back. However, PCC was most likely not going to sponsor a concert this year, as they’re slated to sponsor a “Wine on Tuesday” event in October.

Barb addressed educational programming next. PCC had 300 students enrolled for the spring term, and she had more than 100 enrolled for the summer term. She’s fine-tuning an articulation between Chemeketa Community College and PCC for an agreement to tie CCC’s viticulture program with PCC’s general education program. Also, she met with George Fox University about developing something similar between the two institutions’ general education programs so that PCC education students can transfer into GFU’s education department.

Barb said that we would welcome the committee’s ideas as to how best to market these articulations – to winegrowers, trade press, and more.

She also noted that she, along with PCC science faculty, had met with faculty at Sherwood High School about teaching courses there in the evenings using the high school’s newly constructed labs. The goal is to get high school students interested in medicine to take PCC “gateway” classes that expose them to medical professions.

Next, Linda addressed the welding program. NHS has expanded space at the high school for a welding lab. PCC donated equipment. Approximately 230 students are enrolled in the program and getting dual credit at PCC. Barb has had many conversations about whether it’s the right time to bring on a FT instructor for the program as part of PCC Newberg this coming year. PCC has willing faculty to teach, and Paula Radich and the school district are in support of this. That said, there is concern from PCC – it’s unusual for a new center to hire a FT technical support instructor. While there is high

enrollment in welding currently, in general PCC would hire a FTER for a high enrollment, lower division transfer discipline, or for Student Services – not CTE. Welding is resource intensive; if we do this, we'll need heavy industry support.

When PCC planned the Newberg center, it hadn't planned for Career Technology (CTE) – it doesn't result in as much FTE and it's resource intensive. Also, a FT instructor would be housed at the high school. PCC doesn't know if it will initially meet target enrollment goals. If we have a FTER, he or she should be housed at the center, where he/her can interact with students and the community.

Don Clements has heard loud and clear that there is a need for welders despite in the dip in the economy; such a program would fill a need. Perhaps it could be an economic development program – he thought PCC could attract many students. He would send staff to our program. Perhaps the City of Newberg would, too? Maybe the school district?

Michael Sherwood said it's hard to measure balance, but he's heard the same PT vs. FT discussion. A great FTER would be in PCC's best interest – someone that would fit into the community, which is artsy. Welding might be a natural bridge able to do this.

Barb said that if we were to embark on this, the FTER would teach four nights a week. Three welding instructors are currently at Rock Creek, and two are at Swan Island.

Mayor Andrews said that Newberg's industrial park isn't likely to be built out for the next 12-18 months.

Paula Radich suggested a hybrid approach – could juniors and seniors take night courses with their regular schedules? And Yamhill and Carlton students, too? Maybe St. Paul? Perhaps it could become a feeder program for PCC. Linda said that more discussions would take place at PCC.

Linda addressed smoking on campus and “Good Neighbor Zones.” She has the authority to install GNZs on the grounds but asked the group for their thoughts. Marc Shelton suggested a GNZ on undeveloped area on the property; Mayor Andrews suggested near the parking lot. Perhaps we should wait and see if there is a need.

Gary will check on the number of sub-contractors who are locally based and working on the PCC Newberg project, for Mayor Andrews.

Next up was a recap of recent public relations. Kate handed out copies of the summer issue of *Communities Magazine*, which includes a feature she wrote on the opening of PCC Newberg. She passed around a collection of copies of media breaks, Web site coverage, etc., since the last meeting, for the committee to review. Kate gave an update on banners for the parking lots – instead of creating a PCC Newberg banner this year, PCC's district Marketing office will produce some sort of 50th anniversary banner that is specialized for Newberg. Finally, video of the construction of PCC Newberg has been ongoing since January, and Kate is working with the producers to create videos and loop reels for conferences, the Web site, events and more.

Future events were highlighted next. Kate confirmed that PCC is hosting a chamber “Wine on Tuesday” at PCC Newberg on Oct. 11. The grand opening for PCC Newberg will likely take place in early to mid-October. The committee thought a family-themed grand opening that was inclusive for the entire community would be embraced. Paula Radich said that when ODOT hosted a block party - with burgers, chips and drinks over the lunch hour on a weekday, with merchants co-sponsoring – it

was a huge hit, attracting about 1,000 attendees. Ours would likely be on a weekend – we can build in a ribbon-cutting – it will be fun!

The next meeting will take place in August, date TBD. The purpose will be for Gary Sutton to lead a site tour for the group.

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