

# Navajo County Community College District Special Governing Board Meeting Minutes

March 1, 2007 – 2:00 p.m.

2251 Navajo Boulevard, Holbrook, Arizona, 86025

**Governing Board Members present:** Norris Baldwin, Bill Jeffers, Daniel Peaches, Neal Thompson

**Governing Board Members absent:** A.T. Siquah

**Staff present:** Blaine Hatch, Brian McLane, Ralph Orr, Jeanne Swarthout, Lisa Jayne, Mark Vest

**Others present:** Mira White, Sandy Johnson JoAnn Barnes-Slocum, Everett Robinson, Pat McCann, Rickey Jackson, Cindy Hildebrand, Mindy Neff, Bill Grindstaff, John Darst, Ben Schoening, Trudy Bender, Doug Seely, Frank Pinnell, Janet Turrietta, Eva Purvis, Terra Tanner, Karalea Kowren, Helen Yazzie, Harry Lomahoma, Susan Kirkland, Lance Payette, Chester Crandell, Michael Pahl, John Chapin, Peggy Belknap, Donna Ashcroft, Barbara Hockabout, Cynthia Hutton, Jonathan Taylor, Randy Hoskins, Vicki Owen.

**Call to Order and Pledge of Allegiance:** Mr. Peaches called the meeting to order at 2:03 pm. Mr. Thompson led the Pledge of Allegiance.

**Adoption of Agenda:** Neal Thompson/Norris Baldwin/Unanimous vote

**Agenda item:** Northeastern Arizona Training Center Project

**Executive Session:** As allowed in ARS 38-431.03 A5, the Board moved into executive session at 2:05 pm upon unanimous vote in support of a motion by Norris Baldwin and a second by Neal Thompson. Jeanne Swarthout and Lance Payette remained for discussion.

The Board returned to regular session at 2:55 pm. Chairman Daniel Peaches stated there was no action necessary.

**Agenda item:** Personnel

**Executive Session:** As allowed in ARS 38-431.03 A5, the Board moved into executive session at 2:57 pm upon unanimous approval of a motion by William Jeffers, and a second by Neal Thompson.

The Board returned to regular session at 6:04 pm upon unanimous approval of a motion by Bill Jeffers and a second by Norris Baldwin. Chairman Daniel Peaches stated there was no action to be taken.

**Agenda item:** Consider Marketing Firm Contract - Sue Kirtland (Propeller Communications) presented media items to the Board as examples of her company's work with NPC and other community colleges done over the last four years. She presented her company's ideas about marketing for community college advertising. Mr. Thompson brought up need to emphasize actual students in media. Bill Jeffers asked about Propeller Communications' turn around time and staff numbers. Sue Kirtland explained she has a subcontracted staff. Neal Thompson inquired about how NPC and Propeller Communications quantified results. Sue Kirtland stated it was by inquiries and a rise in enrollment. Mr. Thompson asked Mark Vest to comment on Propeller Communication's work and effectiveness. Mark Vest stated that he was in agreement with Propeller Communications emphasis and stated there was no way to tell, as of yet, if the new advertising was successful as it would require time to make a valid summation of any results. Ralph Orr presented the contract for Propeller



Communications and Norris Baldwin made the motion for approval of the contract, ratification of the past invoices and approval of future listed projects. Neal Thompson seconded the motion.

There was a question from Neal Thompson about future projects by Propeller Communications for NPC. Sue Kirtland stated that each year the budget would be allocated for specific outcomes. Bill Jeffers asked that if the contract was approved if there would still be project-by-project approval. Sue stated that each project would be authorized by a purchase order indicating project-by-project approval. Ralph Orr added that Sue Kirtland is paid a retainer for her direction of the marketing activities of the College. The motion was approved unanimously.


**Announcement of next meeting:** Jeffers suggested another special board meeting be scheduled as soon as possible in which all Board members could attend.

The meeting adjourned at 6:51 pm upon a motion by Bill Jeffers and a second by Norris Baldwin, and a unanimous vote.

Respectfully submitted,



Lisa Jayne  
Recording Secretary to the Board



Daniel Peaches  
Chairman



Neal Thompson  
Secretary to the Board

