

**PALO VERDE COMMUNITY COLLEGE DISTRICT**  
**STUDY SESSION**  
**BOARD OF TRUSTEES**  
**Tuesday, January 14, 2014**  
**4:30 p.m.**  
**One College Drive in Blythe – CL 101**

**Meeting 14-01**

**MINUTES**

**I. OPENING OF MEETING**

1. Call to Order  
The Study Session of the Board of Trustees was called to order by the President of the Board, Ms. Rodriguez, at 4:33 p.m.
  
2. Flag Salute  
The Salute to the American Flag was led by Mr. Arneson, Trustee.
  
3. Roll Call  
Trustees Present:                      Millie Rodriguez, President  
   George Thomas, Vice President  
   Ned Hyduke, Clerk of the Board  
   Ted Arneson, Trustee  
   Ed Gonzales, Trustee  
   Jerry Lewis, Trustee  
   Alex Munoz, Student Trustee  
  
Administrators Present:                Donald G. Wallace, Ph.D., Superintendent/President  
   Sharon Jones, Interim Vice President of Instructional  
   and Student Services  
  
Absent:                                        Lincoln Edmond, Trustee  
   Russi Egan, Chief Business Officer  
  
Recorder:                                    Carrie Mullion, Administrative Assistant to  
   Superintendent/President and Board of Trustees  
  
Visitors:                                      On file in the Superintendent/President's Office.
  
4. Approval of the Agenda for this meeting.  
It was moved by Dr. Thomas, seconded by Mr. Hyduke, and unanimously carried, that the Agenda be approved.

**II. HEARING OF CITIZENS (AGENDA ITEMS)**

*Members of the public have this opportunity to directly address the Board on agenda items, subject to a five (5) minute time limitation per individual. Pursuant to the Brown Act Government Code Section 54954.2(a): "No action or discussion shall be undertaken on any item not appearing on the posted agenda, except that members of a legislative body or its staff may briefly respond to statements made or questions posed by persons exercising their public testimony rights under Section 54954.3."*

None.

### III. ANNOUNCEMENT OF RECUSAL FROM AGENDA ITEMS

*The Superintendent/President respectfully asks if any of the Governing Board members need to recuse themselves from any item where there might be a potential conflict of interest.*

None.

### IV. STUDY SESSION/WORKSHOP – GENERAL OBLIGATION BONDS

Dr. Wallace, Superintendent/President, led a Study Session/Workshop on General Obligation (GO) Bonds. The Board Finance and Audit Committee has been the steering council for studying the possibility of a GO bond, and the committee has decided it prudent to update the Board of Trustees, as well as fill out the Survey Questionnaire from AMN Key Solutions.

Dr. Wallace explained that a decision to put a GO bond on the ballot would not come until after summer 2014 when results of the survey were back. Ann Noch, AMN Key Solutions, has data specific to our community that indicates a November election would be more successful than a primary election.

The Governing Board was provided a handout from AMN Key Solutions that describe the top 7 factors impacting success at the polls, which are;

1. identify your team and timeline,
2. analyze electorate demographics,
3. answer the 5 w's (who, what, where, when, why),
4. create trust of the institution,
5. communicate urgency,
6. insure support from key influencers,
7. commission statistically valid research, and execute a strong campaign.

Demographics were reviewed, and examples of successful bond campaigns were provided. Dr. Wallace stated that the college would need to figure out what programs and services would be provided if a bond were passed. The condensed timeline would be:

- Phase 1, November through April - communication and public education plan implementation;
- Phase 2, April through May - community opinion survey development and execution;
- Phase 3, June through July – communication and public education plan implementation, development of bond proposal, and work with community college bond counsel and financial advisor to develop bond election documents. These documents stating our intent to put a bond on the ballot would have to be delivered to Riverside County Registrar of Voters by early August.

The letter from bond counsel, David Casnocha of Stradling Yocca Carlson & Rauth, showing the date/timeframe for a June 3, 2014 election vs. a November 4, 2014 election was discussed. Dr. Wallace stated there is probably not enough time to run the bond on the June 3, 2014 ballot, and that November 4, 2014 would be more realistic.

Discussion occurred and Dr. Thomas asked if the college would want a bond on the ballot when four board members were up for re-election. Dr. Wallace stated that presently the timing is not real good, and if the survey came back indicating that now was not a good time to run the bond, then the college could plan for 2016.

Mr. Arneson stated the Board Finance and Audit Committee has discussed that the money from the bond would be used to restructure debt of the COP's, and that this has been done by other colleges throughout the state. Mr. Arneson very strongly expressed that the college

needs to figure out the direction they want to go as far as programs and services offered,  
**IV. STUDY SESSION/WORKSHOP (continued)**

and whether the college is willing to take on more debt to restructure in order to get where we want to go. Mr. Arneson presented ideas for future development such as a new library, moving the Child Development Center to the main campus, sharing our land with the hospital and expanding courses in the medical field, an agriculture program, criminal justice programs, fire and sheriff's academies, and classes in solar.

Dr. Wallace stated that the college is not in good financial shape, and if we are not able to pass a bond, restructuring of the college might need to take place. The FTES are much lower than expected; optimistically at 1400, realistically under 1300. The hope is to generate 110 more FTES by the end of the fiscal year, but this is still 300 FTES short of what was budgeted. Even at 1400 FTES, the college will not be able to make the debt service payment, so without passing a bond the college will be in very bad shape. The COP's will be refinanced in January 2016, so to put a bond on the 2016 ballot would not be timely. Mr. Lewis asked if a retreat could be arranged that includes Russi Egan, Chief Business Officer, and Sheri Jones, Interim Vice President of Instructional and Student Services, in order to discuss if the college could survive for two years without a bond initiative, and if restructuring would need to take place due to FTES being below 1300.

Ms. Jones, Interim Vice President of Instructional and Student Services, stressed the importance of having a plan as to how the bond money would be used. Dr. Thomas stated that the community needs to know how they would benefit from the bond.

Dr. Thomas asked about putting the bond on the 2015 ballot. Dr. Wallace telephoned Ms. Noch of AMN Key Solutions, in order to address the question. Ms. Noch explained that if there is a regularly scheduled county-wide election on the same date in 2015 in both San Bernardino and Riverside Counties, the college could piggy-back on those elections. If not, the college could do a special election, but that would require a 2/3 vote for approval and the college would have to pay the full cost of the special election. Dr. Thomas stated that a regular election is scheduled in 2015 for City Council, and asked if that would be acceptable. Ms. Noch stated that if 90% of the electorates would be participating in the election normally then it would count, but since we need both counties to hold an election simultaneously, that is not likely to happen. Dr. Wallace explained the concerns of running a bond in 2014 because four of the board members will be up for re-election in November of this year. The thought is that 2016 will be too late due to refinancing the COP's in January 2016. Ms. Noch stated she could investigate with Mr. Casnocha if there is a ballot overlap that would allow an election in 2015, or a possible alternative would be to be a part of Super Tuesday. Dr. Wallace requested that Ms. Noch speak to Mr. Casnocha and report back.

Ms. Jones stated the college has a new pathways grant that begins at the Middle School level and into high school, and that agriculture is a perfect pathway. Discussion occurred and Mr. Lewis asked if someone could call Imperial Valley College (IVC) to find out if their agriculture programs are beneficial to the community, and why they got into agriculture programs. Mr. Hyduke stated that he and Dr. Wallace looked into the agriculture programs at Imperial Valley College, and they are strongly supported by the agriculture community. Mr. Hyduke also stated the big push at IVC is an advanced officer training program for the prisons in their area, which creates substantial FTES for their college. Dr. Wallace and Ms. Jones are looking into the same type of program for PVC.

Dr. Thomas stated that we must show the tax payers how a bond can benefit them. He also commented that not only is the college providing an affordable education for students, but it also provides jobs which helps the community as a whole.

**IV. STUDY SESSION/WORKSHOP (continued)**

Ms. Rodriguez commented on question #4 of the Survey Questionnaire, and discussion occurred. Ms. Jones stated there has been a lot of good outreach from the college to the community. Dr. Thomas felt that city leaders would be favorable towards a college bond, but the City of Blythe might also be discussing putting a GO bond on the ballot. Mr. Arneson stressed the importance of the Governing Board being knowledgeable in regards to the GO bond in order to promote it within the community.

Dr. Wallace stated the next step is to find out from Mr. Casnocha if an election will be held in 2015. Dr. Wallace will speak to Mr. Casnocha tomorrow and report back to the Governing Board at that time. Further discussion about a Board retreat will take place at the next Board of Trustees Meeting.

**V. HEARING OF CITIZENS (NON-AGENDA ITEMS)**

*Members of the public have this opportunity to directly address the Governing Board on items of interest to the public, subject to a five (5) minute time limitation per individual.*

None.

**VI. ADJOURNMENT**

The meeting was adjourned at 5:44 p.m.

The next Regular Meeting will be held on Tuesday, January 21, 2014 at 5:00 p.m.

**Minutes approved at the February 11, 2014  
Regular Board Meeting.**

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**Donald G. Wallace, Secretary of the Board**