

Snow College Foundation Board Meeting
Meeting Minutes
March 4, 2020

Members in attendance: Mark Jones, David Christensen, Bradley Cook, Jeff Kahn, Rusty Bastian, Carson Howell, Roger Thompson, Jim Tatton, Brent Thorne, Timothy Blackham, Leonard Blackham.

Employees in attendance: Janie Harris, Tracie Semadeni, Rick Wheeler.

Guests in attendance: Meagan White, Dmitri Peskov, Vance Larsen, Alex Peterson, Rob Nielson, Andrew Mitchell, Heidi Stringham, Bob Morphis.

Members not in attendance: Beverly Nielson, Ken Denos, Michael Carlston, Kay McIff, Mark Howard.

Call to Order: The Snow College Foundation Board meeting was held on Wednesday, March 4, 2020 on the Ephraim Campus of Snow College in the Heritage Room of the Noyes Building. The meeting was called to order by Mark Jones at 12:13 p.m.

Approval of Finance Report: Dr. Carson Howell reported that the market is very volatile right now; the DOW is up 776 points today. The federal emergency rate has been cut and may be cut once more on March 18, which will affect the market again. As of January 31, 2020, the endowment pool rate of return was down by 0.77%, most likely due to the volatility of the market. The year-to-date rate of return is currently at 5.67%, up from 4.67% for fiscal year 2019. There is approximately \$11.2 million in the endowment pool, \$8.9 million being regular endowment funds, and \$2.2 million being quasi-endowment funds. In January, there were 82 scholarship donations totaling \$217,069. This increase in donations is likely due to the recently announced *Reimagine Scholarship Campaign*.

A motion was made by Leonard Blackham to approve the finance report and was seconded by Tim Blackham. The motion passed unanimously.

Approval of Minutes: *A motion was made by Jim Tatton to approve the minutes of the November 13, 2019 meeting and was seconded by David Christensen. The motion passed unanimously.*

Foundation Board Introduction: The Board expressed its welcome and gratitude to the two new members, Jeff Kahn and Rusty Bastian. President Cook stated that Jeff Kahn has served on many boards for various entities, including the Board of Trustees, and will be a great asset to the Snow College Foundation Board. Jeff conveyed his thanks to the Board and his enthusiasm to help the Board and Snow College reach and exceed its goals. He has already helped to establish, and is the chairman of, the advisory board for the Music Department.

A motion was made by Tim Blackham to approve both Rusty Bastian and Jeff Kahn to serve on the Foundation Board. The motion was seconded by Brent Thorne and passed unanimously.

Foundation Board Reappointment: Mark Jones reported that Michael Carlston is up for reappointment to the Board. Michael expressed that he would be willing to serve for an additional two years.

A motion was made by Jim Tatton to approve the reappointment of Michael Carlston to serve on the Board for an additional two years and was seconded by Leonard Blackham. The motion passed unanimously.

Foundation Board Resignation: Mark Jones stated that Dave Parrish's term with the Board has expired, and he opted to resign at this time. The Board expressed their gratitude for Dave's dedication and support

to both the Foundation Board and the College during his term.

A motion was made by Tim Blackham to accept the resignation of Dave Parrish and was seconded by Roger Thompson. The motion passed unanimously.

Auto Meter Property: Rick Wheeler stated that the Snow College Foundation owns 3.148 acres west of the old auto meter building located directly west of the College's West Campus. A commercial real estate realtor by the name of Tom Heal contacted Rick and told him that he is repackaging the auto meter building to be sold. Tom would like to package the College's property with the building and sell it all together. Rick said in his discussions with President Cook they decided that they would be willing to look at an offer, but the decision is up to the Foundation Board. Rick asked the Board if they would be willing to sign a listing with Tom to package the College's property with the auto meter building. He added that Tom has offered to donate half of his commission, upon the sale of the property and building, back to the College. Tom does not want to set a price at this time as he would like someone to make an offer, then the Foundation and administration can look at the offer and accept or decline. Rick stated that the listing would be exclusively through Tom; if anyone wanted to purchase the land, they would have to go through him. It would cost an extra 3 percent if there was another party involved. The listing would be for six months in total. Rick asked the Board for approval to accept the listing and allow Tom to accept offers.

Rick stated that based on discussions with Carson and President Cook and in review of the master plan from three and a half years ago, there are currently no plans for the property, so it is simply a Foundation asset. President Cook stated that if the property is sold, they would continue to look at properties that are near to the campus. The property by the auto meter building is too far away from main campus to be productive to the College. West Campus is far enough away that it is difficult to adequately utilize, and this property would be even farther away.

A motion was made by Roger Thompson to approve the listing of the property by the auto meter building and review offers received. The motion was seconded by Jim Tatton and Jeff Kahn. The motion passed unanimously.

Urgent Care Facility: Jim Tatton reported that the lower level of the Suites at Academy Square student housing building has been discussed as a potential location for the Urgent Care Facility. The entire section running north and south on 200 East is entirely unfinished, and there are no current plans to use the area.

Jim Tatton, Carson Howell, Janie Harris, and the MHTN architects have reviewed this area. There are almost 12,000 square feet that can be utilized. The area already has heat, air conditioning, plumbing, and electricity. The architects believe that within a year, they could begin to make this area an Urgent Care Facility; a separate building would have taken two years. Jim added that there are three-bedroom and four-bedroom areas that are separated by cinderblock walls. These areas would work well for healthcare and diagnostic services. Each of those areas, which is 50 feet long and 24 feet wide with a hall in the center, would be perfect for two healthcare pods, a diagnostic pod, waiting area, business area, and two pods for the wellness program. There would also be a group therapy conference or seminar area that would be available for the College as well. Jim said that he had just submitted his sketches to the architectural firm and they will work with him and Allen Riggs in the Wellness Department to develop a plan for the area that will be the most beneficial. As soon as Carson, Allen, Jim, the architects, and others have worked on and developed the plan, an RFP can be developed and presented to the private organizations that have expressed an interest in partnering with the College for this effort.

President Cook shared that this could be the solution to multiple problems with establishing the Urgent Care Facility. The original lot was not large enough to both house the facility and have room for the

required parking stalls. This new location being at the base of a residence hall is very accessible and therefore in a better position to help the students. There is also parking capacity already accounted for. The idea is to make the facility open to not just students, but to the public as well. There would have to be a separate entrance way, which would be placed on the north side of the building. This option is also financially more pleasing as most of the infrastructure is already in place, and the College would not have to demolish any other building as with the original lot. Jim Tatton stated that though there will be a private partner, the facility will be known as Snow College Urgent Care and Wellness Center. The company partnering will have its name somewhere in the general area of the north main entrance. He added that there will be an additional outside entrance for the Wellness Center toward the south potentially on the west side of the building. There is a large sewer pipe that runs along the entire east side of the building, which makes it impossible to put an entrance there.

Jim Tatton stated it was estimated that it would cost \$1.5 million to retrofit the area to house the Urgent Care Facility. This is about half of the cost of building a separate facility. This estimate does not include furnishings or equipment. Rick and President Cook added that the Legislature will likely appropriate a significant amount of money to support mental health at every institution in the state, which will include the addition of another full-time wellness position at Snow College. President Cook also stated that the College has committed to add another position on top of the one that will be supported through legislative funds. He stated that there has been a significant increase in depression, anxiety, and suicide attempts by students.

The next step in this project is waiting on the architectural firm and the decision on how the feasibility study will be completed so that the RFP can be completed. In two to three weeks, the feasibility study should be completed; it will then take about one month for the RFP to be developed by the architects and College. Bidding organizations have approximately one month to review and respond to the RFP. Rob Nielson, Director of Auxiliary Services, added there was originally about \$48,000 committed to this project; approximately \$25,000 - \$28,000 was spent on the house and lot of the original location. That leaves about \$23,000 left that is being used to pay the architect and feasibility study.

President Cook stated that there are about 100 beds unused at the Suites at this point in the semester, but the building is expected to be filled near capacity in the next year. Rob Nielson stated there were about 75 beds unfilled, but they have started to put more athletes in the Suites. There were about 15 – 20 football players who were attending only in the spring semester who were all put in the Suites, and now there are only about 60 beds unfilled. Next school year, both soccer teams will be put in the Suites, along with football and other athletic groups. He anticipates the Suites will be completely filled next school year. This will bring more students from off-campus housing to on-campus housing and help bring more funds into the College. President Cook added that the Suites building was a \$14 million project that was bonded, which has maxed the College's bonding capacity. The payments up to this past year were primarily paid from income received through housing. Now as auxiliary programs such as food services, the bookstore, and summer programs are grown, the College can use the residual to pay off more of the bond. Placing athletes in the Suites will help pay off the bond by keeping scholarship housing money on campus, therefore increasing the College's bond capacity for other projects.

Scholarship Committee Update: Brent Thorne reported that the College is within approximately \$760,000 of the goal to reach the \$5 million *Reimagine* Scholarship campaign. He added that Janie Harris had created an informational webpage for the scholarship campaign in addition to a crowdfunding page to help draw in more donations to the campaign. There is also a plan to approach those who are already making annual scholarship donations to the College and asking that they increase their donations or raise the amount in their scholarship fund to \$50,000 so that it can be converted to a perpetuating endowment fund. Janie Harris added that the end date for this campaign is December 31, 2020.

Fundraising Priorities: President Cook explained to the Board that there are specific needs around the College that have been prioritized through the Strategic Planning Committee. Though the main priority for fundraising is scholarships, there may be donors who would be more interested in helping with other areas of need at the College. After discussion with Deans and other members on campus, presentations have been put together to share with the Board. President asked members to consider if there are areas that resonate with them in these upcoming presentations in terms of helping reach the fundraising goals or if they know anyone in their network, to reach out to the presenter.

Dance Floor: Dmitri Peskov, Dance Chair at Snow College, shared with the Board that the dance floor is not sufficient and is unsafe for students and faculty. Snow College dance students participate in many festivals or competitions with significantly larger schools. Snow's students tend to do better than those with more resources and often win the competitions. Snow College also provides one of the most diverse dance programs in the country.

In September 2019, the dance department had to move to the Horne Activity Center and out of the Business Building where their studio originally was. The new studio is a former gym & workout room situated between a racquetball room and basketball court. This becomes problematic when in yoga or other relaxing classes that help with the mental health of students as it does not allow them to truly relax because there is often chaos heard on the other side of the wall. More worrying, the dance floor in the new studio is not soft enough for dances where students are asked to jump; this can cause joint pain. The floor is also quite slick and, in shoes, is very dangerous and problematic to attempt dancing. If students choose to go barefoot, they are not only getting their feet dirty, but it is too sticky for many dance moves.

Dmitri concluded that approximately \$100,000 is needed to redo the floor.

Music Practice Rooms: Vance Larsen shared that there are four priorities within the music programs, though only the major two would be discussed. He stated that when the Eccles Building was constructed in 2008, there were only 65 music majors; with the bachelors degree in commercial music that was established in 2012, there are now 230 music majors. The music practice rooms and capacities have not been able to increase with the growing need. The hours that the practice rooms are open have significantly increased, but students are still often unable to get the needed practice time in just at the facility. Many students, due to the nature of the program they are in, have to practice a specific number of hours per day and just cannot fit that time in in the overcrowded practice rooms. There are times when they have to practice at home, or in any space they can find.

The proposal, which is believed to cost approximately \$50,000, is to repurpose rooms at West Campus into eight to ten practice rooms. He said that having practice rooms at West Campus would not be an issue as there are already music rooms, such as the recording studios and a rehearsal area. Many of the junior and senior level students are at West Campus often, and therefore the distance is not an issue. Adding the additional eight to ten practice rooms would add 720 hours per week or 15 hours per week for 48 students. Vance also stated that the rooms are currently tiered and would require demolition and an HVAC system to help with sound isolation. The sound isolation is an important part of the music practice rooms, as there have been instances when students in the recording studios struggle due to the noise of activities in the other parts of the building.

Institute for Contemporary Commercial Music: Vance expressed his gratitude to Jeff Kahn in establishing an advisory board to assist in achieving the goals of the music department. He added that this proposed Institute for Contemporary Commercial Music would be a great naming opportunity for a donor. The current goal is to raise \$100,000 for three years, totaling \$300,000 for this project. Jeff Kahn added that the advisory board is set to do a golf tournament for the music department on September 7th at

Sleepy Ridge in Orem. They are also planning on doing a chalk event for individuals to showcase art. Jeff mentioned that during similar events held at SUU, \$20,000 - \$30,000 was raised. Vance stated that sound isolation at West Campus would be one of the priorities with this money. Vance believes that with some rearranging of class times, the sound isolation can be achieved without the significant cost of renovating the existing recording studio. If this is the case, he then believes that the top priorities with money raised would be practice rooms and the Institute for Contemporary Commercial Music. Music scholarships are also another priority for the music department.

Leonard Blackham suggested getting groups such as Odyssey Dance Theater to come to Snow to create a fundraiser. He stated that he has attended some of their performances such as Thriller, which was very fun and a very crowded event. There is potential to involve both the Snow College dance teams as well as the music program in the event. As Odyssey Dance Theater is well-known, this could be a large event for the College and could be an annual event or a partnership to boost the two programs.

Global Engagement Center: Alex Peterson, director of the Global Engagement Center, shared that there are currently 155 international students from 43 countries attending Snow College. That is the highest number of countries represented at Snow College in its history, and the highest number of international students since the 1990s.

Alex stated that there is a naming opportunity in the Global Engagement Center for \$500,000. There are two main areas that the money would be used for, the first being used on the international students themselves. The students bring in about \$4.1 million to the local economy each year. There is an international scholarship fund that has approximately \$37,000 in it; with the interest of around \$2,000 per year, small scholarships are given to these international students. The scholarship is spread across as many students as possible each year and is often the emergency cash that students may need for rent or various other items. Each international student must provide a bank statement showing they have at least \$20,000 in their account before they can get a visa to study in the United States. This amount of money, though necessary, can leave the international students on extremely tight budgets, and any increase in scholarships can assist them significantly.

The other part that the money could be used for is to help local or American students to have more international connections and opportunities. The Global Engagement Center has found that employers are looking more often for American students to have intercultural awareness skills and be able to communicate and interact with people from other countries. Thus far, there have not been enough resources or personnel at Snow College to expand global or international learning. There are a few small study abroad programs with one or two faculty-led trips where students will go to another country. The nursing program, for example, will be going to Ireland in the upcoming summer. This will include 14 students, several who have never left Utah. There is plenty of opportunity to expand into more study abroad programs with additional funding. There is one partnership the College has with Japan where two Snow College students and two Japanese students exchange places for two weeks. If more partnerships can be developed like this one, students can have more opportunities for life changing experiences and learning.

Alex mentioned that the Global Engagement Center is also working on is reconnecting with international alumni and establishing fundraising opportunities for them to give back to Snow. As many of the students attended Snow College before the internet, email, and cell phones, the only connection tools are the addresses they listed when they attended. A postcard mailing was made and sent to each of these 1,500 addresses with a QR code that can be scanned and link them back to the College. Responses have started coming in with updated contact information for international alumni.

President Cook concluded that the naming opportunity would allow the name to be put on anything and everything related to the center from letterhead, correspondence, the building areas, etc. and would make a significant difference at Snow College.

Athletics Bus: Rob Nielson, athletics director, stated that the first priority for the athletics department is to purchase a Coach bus to transport athletic teams. In 2018, the College paid approximately \$200,000 in bus and airfare expenses, and the cost has increased to approximately \$290,000 in 2019. Currently, contracting with a Coach company costs approximately \$4.00 per mile; if the College owned a Coach, it would cost about \$0.60 per mile. There are three different options the College is looking into; the first option is purchasing a used 2014 or 2015 56-passenger coach for \$250,000, which would last 10 to 12 years. The second option is purchasing a new 56-passenger Coach at \$550,000 which could last up to 15 or 20 years. The last option would be purchasing a 36-passenger bus for \$195,000; neither the soccer or football team would fit on this bus. A challenge with owning this vehicle would be hiring and maintaining a driver. Maintenance on this vehicle would be done in Salina at one of the truck stops.

Though a Coach is expensive, it would pay for itself quickly in the amount of savings it would provide to the College. The projected savings are as follows: volleyball - \$15,000; soccer - \$15,000; basketball - \$20,000; and softball - \$14,000. The total savings is approximately \$64,000 per year. In addition to athletics usage, this vehicle would be available for other departments of the College and could save between \$15,000 to \$20,000 more in savings. In the summer, this vehicle could be leased to another company to use during their busy season and generate additional revenue for the College.

President Cook stated that the idea is to partner with another company such as NuSkin; the Coach could be a moving billboard for a company to help their marketing and advertising efforts. Jeff Kahn suggested working with Vivint as their main color is orange, which would correlate well with Snow College's orange and blue logos.

Meals for Student Athletes: Rob Nielson shared that student athletes participating in fall sports come to Snow starting August 1, which can be up to three weeks before school starts. Students' scholarships do not start until the first day of school, and they are often on their own for meals and housing until that time. The athletics department is asking for \$25,000 per year to provide at least one meal per day for the students during this three-week period. Any funds donated to this cause would have a double impact at the College. The funds would pay for students' meals, and those funds would then go to the food services department.

Football Coach Andrew Mitchell replied that \$36,000 would cover two meals per day, and \$50,000 would cover three meals per day for the student athletes. He added that in the past, students participating in fall sports were required to write a check for between \$300 and \$500 to cover the cost of their meals for the three-week period, and those funds would also help fund equipment and uniforms for the teams. At most of Snow's competing institutions, all athletes who receive a scholarship have meals included within the scholarship. If these costs can now be covered through donations, it would help the College recruit more athletes. Jim Tatton mentioned that the College should look into potentially increasing student athlete fees to help cover this cost; tuition costs are currently under review, and this will be further discussed.

Athletics Recruiting Vehicle: Rob Nielson expressed that Snow College has incredible coaches who are often underpaid. Assistant coaches are paid about \$8,000 to \$13,000 per year, but they are very dedicated to the teams that they coach. Right now, there are three options for the coaches to do recruiting. Coaches can use their own vehicle, take a school state motor pool vehicle, or rent from either Spanish Fork or Richfield. The cost to take a motor pool vehicle is \$0.50 per mile; taking a personal vehicle costs \$0.41 per mile. The athletics department is asking for \$25,000 to purchase one recruiting vehicle, or \$50,000 for two. Purchasing a recruiting vehicle will save coaches the cost of wear and tear on their own vehicles.

Jeff Kahn asked if car dealerships in the area have been approached to sponsor the recruiting vehicles. Rob stated that the dealerships have been approached, but they were not interested at this time. Leonard Blackham stated that the College may not be allowed to own a recruiting vehicle due to state laws or limitations. A dealership may be able to loan the College a vehicle but carry the insurance. Leonard suggested asking the state for an additional motor pool vehicle to be used exclusively as a recruiting vehicle, or designating an existing motor pool vehicle for recruiting. Rick Wheeler added that the only way Snow College would be allowed to own a recruiting vehicle outside the motor pool would be if they received permission from the Legislature.

Mark Jones shared that in Nephi, the vehicles used by law enforcement are leased for \$2,000 per year and used for two years before returning them to the dealership for new ones. When the vehicles are returned to the city, they are then sold by the dealership for a profit. This could be an affordable option for the athletics department.

Richfield SVC Scoreboard: Heidi Stringham, executive director at the Richfield campus, shared that the scoreboards at the SVC are in need of upgrades. The scoreboards are original to the building which was completed in 2003. The SVC has been used for many events ranging from athletic state championships to concert; it is in almost constant use. There are four scoreboards, with one in each corner. They would like to replace these old scoreboards with an LED screen that would allow for playbacks, sponsorship advertising, and more. The cost to update these scoreboards and the system is approximately \$50,000 per board for a total of between \$200,000 and \$250,000. These scoreboards could be run on one system, instead of the four systems it requires right now, which would free more staff to help run the rest of the event. The current four scoreboards have been reviewed and can be used for between five and ten more years, but they will have to be replaced as the technology will be out of date by that point.

Heidi added that the arena has not been named, and this could be a naming opportunity. Jorgenson Ford in Richfield has expressed some interest in being involved however, she asked that if any of the Board members know of any other individuals or entities that would be interested as well to please reach out to Heidi. The arena floor is currently being sponsored by Zions Bank, but that is a timed sponsorship which is close to its conclusion.

Mormon Pioneer Heritage Festival: President Cook shared that the Mormon Pioneer Heritage Festival would like to partner with Snow College in developing a program that could drive economic growth to replace the Mormon Miracle Pageant that will no longer occur in Sanpete County. This festival would keep the tradition of heritage going in the valley and keep those who used to attend the pageant coming in the summer. The plan is to do a limited run in May 2020, but the desire is to make this a destination event for all and draw international tourists who visit all of Utah's national parks to come to Ephraim for the Mormon Pioneer Heritage Festival.

Bob Morphis, executive director of Utah Pioneer Heritage Arts, stated that they have been gathering and curating stories of Utah's history with performances and videos. His request is for \$25,000 to underwrite pre-production costs and cover the costs paid to students who will help run the festival. The ensemble would include Snow College performing arts students and two Native Americans to make up the cast of singers, musicians, and storytellers. The program would run from May through October both on the Snow College campus and at various locations through the MPNHA (Mormon Pioneer National Heritage Area). There would be 90 shows in total with 60 at the College, and 30 in Richfield and surrounding areas.

The festival would include three parts: The first is the marketing and asking of website visitors to share their own 90-second story from their own life or that of an ancestor. The second part is the free part, which is the 1800's era presentations, including basket weavers, blacksmiths, and other demonstrators. There will also be a video area, where children can watch pre-recorded clips of the history of that time.

The last part would include the ticketed event, which costs \$20. The tickets would be discounted to \$10 if individuals record a 90-second story about their own family's heritage. The ticketed event would include presentations including songs and stories with some of the 90-second recorded clips mixed throughout.

President Cook added that through grant writing and ticket sales, this program could be self-sustaining and continue on in place of the Mormon Miracle Pageant. Bob said there would be about two ticketed shows each day during the already established Scandinavian Days, as this event ties in perfectly with the Mormon Pioneer Heritage Festival.

Leonard Blackham asked if the Legislature had funds that could be procured at this time to support this program as part of rural development. Bringing a program like this could greatly boost the economy in this area, and therefore, should be an easy ask to the Legislature. Rick Wheeler stated that this is such a small amount to ask that a legislator might be able to help Snow College secure the funds to establish this program. Mark Jones asked if the Church of Jesus Christ of Latter-Day Saints might be interested in donating the \$25,000 to help establish this program as it no longer will hold the Mormon Miracle Pageant. President Cook stated that there are people trying to recruit individuals to help fund the money, but they have not approached the church just yet.

Legislative Priorities: President Cook stated the College has asked for just over \$1 million in performance-based funding to help fund additional faculty, academic advisors, and other key positions that relate to student success. They also asked for \$600,000 to expand the technical and trades programs. Compensation of 2% to 2.5% for salary increases should be funded as well. Rick Wheeler added that they are asking for \$100,000 in strategic workforce money and a tuition offset with UTEC for the technical programs. The state is only funding three buildings this year, and Snow College barely missed the cut to have a building funded. The hope is to be funded in the next Legislative session.

Upcoming Events: Janie Harris informed the Board that commencement this year will be held in Richfield on May 1 at 11:00 a.m. and in Ephraim on May 2 at 10:00 a.m. If Board members would like to attend either event, they were asked to let Janie know and she will provide tickets for them and their guests.

Adjournment: *The motion to adjourn the meeting was made by Tim Blackham and was seconded by Roger Thompson at 3:00 p.m. The motion passed unanimously.*