



TEXAS SOUTHMOST COLLEGE DISTRICT

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Texas Southmost College District

Minutes of the Regular Meeting of the Board of Trustees

November 15, 2012

The Board of Trustees of the Texas Southmost College District convened in open session on November 15, 2012, at 5:30 p.m., in the Gorgas Board Room at Texas Southmost College. Board members present were Francisco G. Rendon, Chair; Trey Mendez, Secretary; Dr. Robert Lozano; René Torres; Ramon Hinojosa and Dr. Reynaldo García. Also present was Dr. Lily F. Tercero, President of Texas Southmost College. Board member absent was Adela G. Garza.

1. Call to Order

The meeting was called to order by Chairman Rendon at 5:31 p.m.

2. Announcements

There were no announcements.

3. Speakers to Agenda Items and Public Discussion

There were no speakers.

4. Mission Statement

Chairman Rendon read the existing mission for Texas Southmost College District as follows:

“Transforming our communities through innovative learning opportunities”

5. Approval of Minutes of Previous Meetings

Consideration and Approval of Minutes of the Regular Meeting on October 18, 2012

A motion was made by Mr. Hinojosa to approve the Minutes of the Regular Meeting on October 18, 2012 as presented. The motion was seconded by Dr. Lozano and carried. Mr. Torres abstained from the vote.

6. Recognition of Ms. Gloria Alcaraz by Representative Eddie Lucio, III

Chairman Rendon called on Dr. Tercero to present the item. Dr. Tercero introduced the Honorable Representative Eddie Lucio, III. Representative Lucio recognized Ms. Gloria Alcaraz, a former student, for her outstanding submission during the Valley Environmental Summit, which was recently held in Brownsville and hosted by Representative Lucio and the Texas Commission on Environmental Quality. Ms. Alcaraz turned in a project dealing with water policy, specifically, the Brownsville PUB Resaca Restoration Project. Her environmental project is a bright example of the solutions that need to be brought to the table to bring sustainable results that provide favorable outcomes.

7. Support the City of Brownsville's Grant Application to Texas Department of Transportation Enhancements Program for Brownsville Historic Battlefield Trail Fort Brown Connection

Consideration and Approval Support the City of Brownsville's Grant Application to Texas Department of Transportation Enhancements Program for Brownsville Historic Battlefield Trail Fort Brown Connection

Chairman Rendon called on Chet Lewis, Vice President for Finance and Administration, to present the item. Mr. Lewis stated that the City of Brownsville is developing a proposal for the Texas Department of Transportation (TxDOT) grant program called Transportation Enhancements. He introduced Ramiro Gonzalez, City of Brownsville Comprehensive Planning Manager to make the presentation. Mr. Gonzalez said that the proposed project, called the Historic Battlefield Trail Fort Brown Connection, will extend the existing Hike and Bike trail from Linear Park (at Harrison and 7th Street). The route being considered extends from the La Plaza bus terminal and travels along International Blvd, takes a left onto Elizabeth Street/University Boulevard, and continues to the Fort Brown Historic Landmark on the golf course. Bike lanes will be added to city streets and sidewalks will be improved to make them ADA accessible. The City of Brownsville is requesting a letter of support from Texas Southmost College for inclusion in the City's grant application to TxDOT.

A motion was made by Dr. Lozano to authorize the President to write a letter of support for the City of Brownsville's Grant Application to Texas Department of Transportation Enhancements Program for the Brownsville Historic Battlefield Connection as presented. The motion was seconded by Mr. Hinojosa and carried unanimously. Exhibit "A"

8. Branding Campaign for Texas Southmost College

Consideration and Approval of Branding Campaign for Texas Southmost College

Chairman Rendon called on Dr. Tercero to present the item. Dr. Tercero stated that it is important to communicate with and keep the community informed about its College. She explained that a branding campaign serves to coordinate all the elements of an effective marketing message that is consistent and memorable. She said that a new logo and color scheme have been developed for the Board's consideration and approval. Dr. Tercero informed the Board that these materials were designed based on the information gathered at the Community Summits and Focus Group Sessions as well as the work of the TSC Strategic Planning Committee and that they should serve the College well for many years to come. Dr. Tercero stressed that the new logo and color schemes being presented reflect the beginning of a "new" era for Texas Southmost College, while respecting its rich history and tradition. Dr. Tercero introduced Mr. Don Breeden and Mr. Ben Guerrero from Breeden, McCumber & Guerrero Advertising to make the presentation of the new TSC branding campaign, which included two slightly different colors schemes: a darker blue, which is currently being used by the partnership and a lighter blue, which is a new color variation.

A motion was made by Mr. Torres to approve the Logo as presented. The motion was seconded by Mr. Hinojosa and carried unanimously.

A motion was made by Dr. García to approve the Light Blue Color Scheme for the Branding Campaign as presented. The motion was seconded by Mr. Hinojosa and carried unanimously. Exhibit "B"

9. Update on Transition Process

Chairman Rendon called on Dr. Tercero to present the item. Dr. Tercero introduced five new staff members: Julieta Ontiveros, Senior Administrative Assistant for the Vice President of Instruction and Student Services; Luz Hernandez, Senior Administrative Assistant for the Vice President of Finance and Administration; Mr. Mike Shannon, Associate Vice President for Student Services; Dr. Marti Flores, Dean of Health Care, Career and Technical Education; and Mr. Arnold Gonzalez, of Dynamic Campus, who will serve as the Chief Information Officer for Texas Southmost College.

Dr. Tercero reported that the hiring of additional staff and faculty will begin in January 2013. She stated that there are currently nine positions posted on the TSC web page: Director of Human Resources, Associate Vice President of Instruction, Director of Educational Technologies and Curricular Innovation, Director of Program Administration and Evaluation, Director of Admissions and Records, Director of Financial Aid, Director of Institutional Planning, Research, and Effectiveness, Director of Marketing and Community Relations and Controller.

Dr. Tercero reported that weekly meetings continue with the staff and the UT System Transition Team members; the next Transition Team meeting is scheduled for November 27, 2012.

10. Executive Session as provided by Government Code, Chapter 551.071 and Chapter 551.074.

The Board convened in Executive Session at 6:18 p.m.

The Board reconvened in Regular Session at 8:07 p.m.

11. Consideration and possible action on matters discussed in Executive Session

Consultation with Attorney on Pending Real Estate Issues, Section 551.072, Texas Government Code. The Real Property Discussion will address the purchase, exchange, lease, or value of Real Estate.

No discussion or action was taken.

Consultation with Attorney on Pending Personnel Issues, Section 551.074, Texas Government Code. The Deliberation will include a discussion of the Evaluation Process of the President and the Board of Trustees Appraisal Process.

No discussion or action was taken.

12. Proposed Meeting Dates

Thursday, December 20, 2012

Adjournment

The meeting was adjourned by Chairman Rendon at 8:07 p.m.



Mr. Francisco G. Rendon
Chairman, Board of Trustees



Trey Mendez, J. D.
Secretary, Board of Trustees

NOTE: The tape of the Regular Board of Trustees meeting held on November 15, 2012, is on file at the District Office of the Texas Southmost College District. The master tape is on file at UTB/TSC Media Services. These minutes were taken and transcribed by Max E. Roca, Administrative Assistant. Videotaping of the Board of Trustees' meetings began on April 11, 1996. They are aired on Channel KBSD in cooperation with the Brownsville Independent School District.