

NIPISSING UNIVERSITY BOARD OF GOVERNORS

COMMUNITY RELATIONS COMMITTEE MEETING

OPEN SESSION

May 14, 2018

The Community Relations Committee of the Board of Governors met on Monday, May 14, 2018, at 1:30 p.m. in the Nipissing University Board Room (F303).

Members Present: Gord Durnan, Board Chair
Karl Neubert, Committee Chair
Janet Zimbalatti
Kristen Ferguson
Ryan Hehn
Daniel Goulard
Sean Feretycki (via Skype)
Rose Jawbone
Mike DeGagné
Andrew Wood (non-voting)
Arja Vainio-Mattila (non-voting)
Cheryl Sutton (non-voting)
Christine Dowdall, University Secretary (non-voting)

Regrets: Derek Shogren
Paul Cook

Guests: Casey Phillips
Kelly Brown
Judy Smith

Recording Secretary: Melinda DeBenedet, Secretary, Marketing & Communications

1. Welcome/Call for Conflicts of Interest – Committee Chair, Karl Neubert

Chair Karl Neubert welcomed everyone to the meeting and briefly went through the agenda for the day's meeting. A call for conflicts of interest was made; none were brought forward.

2. KPMG Economic Impact Study – Cheryl Sutton, VPFA/Kelly Brown, Manager, Marketing & Communications

The Vice-President, Finance & Administration (VPFA) briefly went through the premise for the KPMG study that was recently completed and explained that the Marketing department was asked to impart from the report the ways in which Nipissing has impacted the community, the province, etc., and to create a series of infographics to help display the information.

The Manager of Marketing & Communications gave a presentation entitled, "Economic Impact Study in Pictures." (The presentation is attached to the PDF version of these minutes.) She spoke about the study and the communication plan that was developed once the report was complete. She went on to show the committee the infographics that were created by Marketing to help convey the study's information to the

community/province/etc. The infographics will be made available online and people will be able to easily incorporate them into print materials/presentations/etc., in order to illustrate the story they want to tell.

Following the presentation, committee members asked questions and commented on the importance of getting this information out into the community.

It was suggested that for the next meeting, consideration be given to how best combine the information from the report with the partnership list that was created earlier in the year. It was also suggested that a website be created to house both.

In the meantime, anyone who would like infographics sent to them should please contact the Manager of Marketing and Communications.

3. Other Business

The President informed the committee that a request was received from a North Bay developer seeking Nipissing's interest in becoming a partner on an ice pad that is expected to be attached to a casino property in the city. The question was raised as to whether having Nipissing University's name associated with a casino might be harmful to the institution's reputation, even though it might mean economic benefits/better ice-time/etc. The Board's Governance Committee is looking at this issue as well, and the University will contact other universities that are located close to casinos to inquire what impact the casino has had (if any) on their institution.

The meeting was adjourned at 2:40 p.m.

Recording Secretary

Committee Chair