

**PROFESSIONAL BAKING ADVISORY COMMITTEE**

**MEETING MINUTES**

**Tuesday, November 6th, 2018 \* 2:30-4:30 p.m.**

**GHL 213**

**Members Present**; Bonnie Brasure, Committee Chair, Bleu Door Bakery, Tim Briare, Westco Bakemark

**Members Absent**: Jesse Dodson, New Seasons Central Bakery; Chris Frazier, Little T American Baker; Haley Smith, Bakery Manager Trifecta Tavern; Lisa Withers, Food Blogger

**Guests:** Warren Neth, Slow Food

**Clark College**: Alison Dolder, Professional Baking Department Head & Instructor; Earl Frederick, Culinary Arts; Aaron Guerra, Culinary Arts; Shannon Jackson, Advising; Renee Schiffhauer, Associate Director of Advising; Cathy Sherick, Office of Instruction; SueAnn McWatters, Program Specialist – Advisory Committees

Committee Co-Chair Bonnie called the meeting to order at 2:41 p.m. and the committee members introduced themselves.

**Minutes of the Previous Meeting**

*As a quorum was not present, the minutes of May 8, 2018 were sent for electronic approval. The minutes were approved as of December 3, 2018.*

**Next Meeting Date**

The committee will next meet on **Tuesday, April 16th, 2019 at 2:30pm**

**Office of Instruction Announcements**

Welcome back to 2018-19 Academic year, Advisory Committees will continue to see how they fit in to the implementation work of **Pathways at Clark.** The goal is to improve rates of completion, transfer and attainment of jobs to that end this year we will be working very closely with other colleges to make sure our programs link directly to opportunities for students who are continuing. Our high school partners are also working with us to ensure that their programs are also aligning closely to Clark.

To that end, Clark will be producing the **Career and Technical Education Insert** again this year. It will go out in February in the Food Day Columbian reaching 56,000 households. We are asking business partners to advertise in the insert again – and we will be working on some very compelling stories of students in CTE programs. Please contact Cathy Sherick in the Office of Instruction if you would like to advertise or for more details.

* Alison mentioned that a student that came from Cascadia and has already set up her internship back in Belarus.

Clark is always opening the invitation to more **Advisory volunteers** for the twenty-five committees that support CTE programs. It might mean infusing current committees with new members or building new committees for new programs. Also, we are continuing to work on the **Master Advisory Committee** as well to assist with visiting current committees to talk to members, planning and hosting an Advisory event and reporting to the Board of Trustees every year on the great work of Advisory Committees.

The energy is heating up around the development of the new **Advanced Manufacturing Center** planned for the North Campus at Boschma farms. Contact Dean Genevieve Howard for details on this amazing new building and the advanced manufacturing programs that will be located there.

October 9th Clark College, in partnership with Partners in Careers (PIC) and Workforce SW, hosted over 250 local high school students on campus for National Manufacturing day. Special thanks to S.E.H. America, Columbia Machine, Graphic Packaging, Silicon Forest Electronics, General Sheet metal, and BagCraft for providing activity stations.

Tim mentioned that some of the most enjoyable parts is coming to the campus and going to the events. Potentially doing that for the high schools would be considered; a bakeoff, judging, etc.

**New Full Time Faculty**

Alison was supposed to have another full-time faculty starting in fall of 2018. However, it was very difficult to get everyone through the equity in hiring training. Currently, in the interview process and hopefully have a winter start for the new faculty.

**Internships**

18 students are currently looking for internships and were able to give a list of where they are searching. The difficult part has been getting the students to realize that they may have to cross the I-5 bridge into Portland for their internships. 1 student is going to Belarus to hopefully do a whole quarter rather than 5 weeks. Another student is going to Florida at Disneyworld. Another student is interested in Paris. 1st year students are very excited about their internships.

Students are required to bring back information and set up an interview with an owner/manager. The student then sets up an objective list and does a journal log every day. The manager does an evaluation of the student. There is also an evaluation of the site. The hope is to have them work up to 20 hours/week.

The program also provides site visits. Getting photos of the sites would be a great marketing tool to show potential students to help tell the story.

**Boosting Enrollment**

Alison mentioned that the program needs to be marketed more. The program is are currently in its second first year class. There were 25 students last year, and there are only 11 this year. The faculty have talked about short videos for YouTube or public access. Advertising in Portland would potentially boost a great deal. Radio stations like *AM NW* or *Morning Joe* could come in and do a short feature on the students and program. There used always used to be a waiting list of students. It is surprising that the program is somewhat new and in its second year and there hasn’t been a big rush of students.

Aaron was surprised that the college spent so much money on this program and the restaurant but there was no promotional plan for it.

Alison stated that she tried to do sub-branding however she was told that the college/program might not want to present McClaskey Culinary Institute (MCI) that way. There is talk of potentially providing sweatshirts or shirts so that students can have them and advertise wearing them. They are also want to put a different logo on the boxes, cups, etc. (penguin with a rolling pen and knife).

Warren Neth was looking for the culinary videos and it is not on the website. They need to make them more accessible.

Bonnie asked about social media outlets. Facebook has been the only marketing tool for her business. Aaron stated that the students do have an Instagram, but it is private. If committee members could have role in helping promote and extend the reach, it would help it spreading the word. There were some recommendations that the program implement some more social media outlets in order to be more marketable and provide more information (Facebook, Instagram, YouTube, etc.). There has also been talk about a collaboration with Kristl Plinz for Web Design and Development on creating some materials. ASCC is also try to boost the program’s following by advertising on their social media. Students reaching out to students is a fast way of spreading the word.

**St. Honore Tour**

The owner of St. Honore Boulangerie came in to visit. Alison has tried to get him on the Advisory Committee for years. He was very impressed and flattered that everything was up to “Paris” standards. This is saying a lot as he is a MOF. MOF (Meilleur Ouvrierr de France) is the highest honor as a baker you can get in France for the technical industries for baking. It is very intense; many training for years. You also have to be selected; someone can submit, but that doesn’t mean that you will be recognized. Once selected, the French flag is sported on the baker’s collar.

**Replacing Equipment**

The bongard oven was dropped and broken. The goal was to order a brand new but because of the opening date, it kept getting pushed back. Instead, the program bought an alternate oven that doesn’t work well. There have been some reparations to the bongard to get it back and running.

**Industry Updates**

Tim explained that finding drivers has been difficult. It has been a big challenge with distribution. The rent has gone up so high that it is a challenge for any new bakeries to open up. People still seem to be consuming sweet goods.

Bonnie stated that she is paying $7,000 in rent. However, she is hopefully expanding the restaurant another 25ft. They are currently ramping up for the holidays. She is also on the search for a pastry chef for the beginning of the year. The other route is that Bonnie might get involved and do it and then grab a few more bakers.

Businesses are dropping servers. The new theme is going to the counter, ordering, and picking up all in one go.

Meeting adjourned at 3:30pm.

Prepared by SueAnn McWatters