

MINUTES

Members Present: *Gene Burk, Jim Lalanne, Judy Ashton, Lisa Cedarblade, Andrea Miller, Casey O'Brien, Brian Saxton, Dianna Higginbotham, Tom Tatum, Susan Perez, Kim DeSerpa, Karen Richmond*

Others Present: *Sharon Silverglate, David Payne, Dorma Baker, Mrs. J. Lalanne, Mary Hart, Lisa Bruce*

Board Member Present: *Libby Wilson, Kim Turley*

Members Absent: *Emily Nevitt, Victoria Morse, Andrea Carlos Willy, Sean Spencer, Lucy Wilkinson, Chris Hertz, Amy Jeske, Karen Salazar, Karen Richmond, Nicole Dennis, Kathy Arola, Deb Dorney*

1.0 Welcome and Introductions

Cathy welcomed everyone at 7:10 p.m. beginning with introductions.

2.0 Approval of Agenda

The agenda was approved.

3.0 Approval of Minutes

The minutes from April 6, were approved with the following correction: addition of Dianna Higginbotham in attendance.

4.0 Follow up Items for Report/Update on Budget-Mary Hart

Mary Hart presented the Budget Update: Projected Status of PVUSD Multi-Year Budget as of 2008/09 second interim Financial Report April 22, 2009. The following topics were presented and reviewed:

- Timelines
- Review of the Problem
 - Projections and actual shortfall
 - Impact of the six May 19 Ballot Measures and unknowns until mid-late May
- Unrestricted General Fund **without** District Proposed Budget Reductions 2008/09-2010/11
- Unrestricted General Fund **with** District Proposed Budget Reductions Reflects \$14.9 Million in Reductions Per FSP in 2009/10 continuing as \$12.9 Mil in 20010/11
- Unrestricted General Fund **with** Proposed Budget Reductions Hypothetical Potential Treatment of ARRA-Discretionary Funding 2009/10- 2010/11

There are many unknowns at this time. We shall know more after May. There was opportunity for questions and clarification throughout the presentation for the council.

David Payne, Superintendent of Live Oak (1/8 the size of PVUSD) spoke to the council about their process with the parcel tax that was passed in his district. The voter's pamphlet was distributed to the Council.

- Voters were provided a voter's pamphlet with a box containing a clear, short explanation of the Live Oak School District Education Improvement Measure containing purpose and means of accountability for the 9 year parcel tax.
- We used the service of a consultant to decide to put it on ballot
- Community campaign- We can use public money once the parcel tax is put on ballot
 - 14 months ago began polled community 7,000 properties (400 people polled)
- Had signatures of key people
- Formed Citizen Committee with a former Board member being the chairperson

- Campaigning - Our School Site Councils and other groups involved in phone calling and fundraising
- Cost of the consultant pre-resolution work \$20,000. The consultant was Sara Stern.
- Post resolution raise funds \$55,000 which covered part consultant fee and other costs (printing, postage, mailers, etc.) We have a smaller district.
- We contacted District vendors, people we had contracts with, architects, local philanthropist, and businesses. We were surprised with the 77% approval.
- **Demographics-** majority Hispanic district; resident's voters Anglo demographics with 76-77 percent Democrats. We have a small minority of Republican. We have 7,000 properties with 50-60 duplex and apartments. Our students are from low to middle income with 42 % free and reduced lunch. We have lots of rental housing with students families doubled up. Seniors could request exemption.
- We focused on Public Relation with our parent groups. We emphasized:
 - Attract and retain qualified teachers
 - Protect education
 - Attempting to hold on to what we have.
- Our district is comprised of: 7 campuses- 3 comprehensive, 1 middle school, 2 charter schools and a High School. We include all schools. Even charters would get money.
- Oversight Committee
 - We had representatives from the 7 campuses and 2 community members at large. This advisory group set priorities and made recommendations to the Board. The committee also made sure the money was being spent accordingly.

We were able to put together a 3 year budget with no deficit. Our district does need to cut but not as deep.

Comments pros/cons from the Council

We would like to see the first phase completed before we spend the money: survey. No decision made. Let's survey parents and find out where they stand. Kim would like to see a committee formed from this group. Karen suggests that we use the small box (clear message with accountability) (see Voter's Pamphlet).

Volunteers for the Parcel Tax Committee: Karen Richmond Jim Lalanne, and Gene Burk. It was requested we have a subcommittee from each Zone. It was discussed that we've already done some surveys. Comments from the Council

- Tendency toward apathy
- Survey: Who responds and money comes back equitable
- Potential of a survey-look at other zones
- Method: opt in or out is critical. It was suggested to come up with opt out survey—
 - The last survey was not representative of District)
- A council member, not a home owner-renter is in favor of contributing \$90.00 a year to pay the parcel tax even though not an owner
- We have to be transparent
 - Parallel discussion
 - Priorities-what they should be,
 - Clear transparent foundation.

5.0 Visitor Non-Agenda Items

6.0 Future Agenda Items

7.0 Adjournment

The meeting adjourned at 8:46 p.m.