

Meeting of the School Board
David Douglas School District No. 40
May 27, 2021

A virtual Board Workshop of the David Douglas School Board was held on Thursday, May 27, 2021 at 6:00pm.

School Board Members present via virtual meeting: Andrea Valderrama, Board Chair; Sahar Muranovic, Vice Chair; Donna Barber, Aaron Barrow, Frieda Christopher, Christine Larsen, and Stephanie D. Stephens.

Also present via virtual meeting: Ken Richardson, Superintendent/Clerk; Candy Wallace, Assistant Superintendent; Patt Komar, Director of Administrative Services; Derek Edens, Director of Assessment & Technology; Brooke O'Neill, Director of Curriculum & Instruction; Kelly Devlin, Director of ESL & Equity; Mary Pearson, Director of Student Services; Andy Long, Director of PK-12 Education, and Laurie Brunelle, Board Secretary.

The Workshop Agenda included the following.

Call to Order / Native American Land Acknowledgement

Discussion of Bond Timeline and Critical Decision Dates – Ms. Komar provided an updated Bond Timeline with the addition of the OSCIM grant application date.

Presentation and Discussion by Wright Public Affairs – Jeremy Wright, President of Wright Public Affairs provided a presentation/training on Bond Process, Best Practices, and Timelines. He shared the following information

- Three Phases to a Bond Campaign.
 - Outreach and Options: 1 year to 8 months out - key activities.
 - Finalize Long Range Facilities Plan and assemble and launch Bond Advisory Committee.
 - Professional analysis of tax impact at multiple levels.
 - Publicly announce Bond program and process.
 - Consultants retained: Architect, Cost Estimator, and Bond Communications/Engagement.
 - Bond Advisory Committee holds series of meetings.
 - District leadership meets with key communicators.
 - Survey #1: benchmark poll.
 - Listen, Refine, and Finalize: 6 to 4 months out - key activities.
 - Bond Advisory Committee completes draft recommendation and presents to the Board.
 - District launches feedback process.
 - Develop multi-channel listening process to solicit feedback from community.
 - Engage information campaign with core constituencies.
 - Survey #2: benchmark follow-up.
 - District drafts Bond ballot language.
 - Board adopts formal Bond package and language and Bond is placed on the ballot.
 - Educate, Motivate, and Inspire: 4 months to Election Day - key activities. The District launches a robust public information campaign, starting with core constituencies. Elements include:
 - Parent and school leader engagement.
 - School, community, and culturally specific outreach.
 - Back to school specific education plan and direct mail and video.
 - Digital campaign: paid and regular.
 - Clear, visible collateral at every school and final 30 day action plan.
 - Board member/district leadership Road Show.
 - Community PAC effort launched and engaging the community
- A Bond Calendar for the November 2021 Election was shared with important dates and recommended deadlines
 - August 13 - Deadline to file SEL 805 ballot title.
 - September 2 – Deadline to file SEL 803 for notice of measure election.
 - September 7 – Last day to file arguments for inclusion in the voter pamphlet.

- October 12 – Ballots mailed.
- November 2 – Election Day.
- The Board was allowed time to discuss, ask questions, and provide comments. Some discussion items below.
 - Prior to polling: share general information with families on what is a Bond and how the process works.
 - Cost of hiring a consultant to work with a PAC.
 - Determine if this is a good time to go out for a Bond with the quick timeline.
 - OSCIM Grant consideration for November 2021. We were awarded in December but need to re-apply.
 - The decision point has to be now on a November 2021 or May 2022 Bond.
 - Validate that the facilities assessment would still be good for a May 2022 Bond.
 - Filing date for a May 2022 Bond would be February 2022.

Brief Review of Bond Sales, Options, Cost per \$1,000, etc - Ms. Komar provided Piper/Sandler's Levy Rate Analysis documents dated September 2020, November 2020, and May 2021.

- Sales dependent upon what's acceptable to the voters as far as how much and the timing of the projects.
- Two of the big projects are the restructure of the high school and the new elementary.

Discussion/Decision of Board Assignments - Items discussed below.

- Start a Bond Development Committee with people that would cross over to the PAC.
- All Board members should be involved in some way.
- We have over \$19,000 to start the campaign.
- Action item at the June Board meeting: planning for May 2022 Bond and key roles for Board members.
- Activate our community and partners to share the Bond message.
- Suggestion to connect the Bond work with curriculum.
- Bond communication plan for the community.


Political Action Committee (PAC) Activation

- The consensus of the Board is to pursue the process of a May 2022 Bond.
- The PAC should be activated six months ahead of time which would be this fall.
- A PAC needs to be organized with a Chair and Treasure at the minimum so the funds can be moved over from investment into an active account.

Other Business

- Mr. Richardson: reported there will be Bond updates/communication on every Board meeting from here on out.
- Ms. Komar: reported an error in revenue projections and will email the Board an explanation and plan to rectify it.
- Ms. Christopher: reported our website has information on where to get vaccinations in East Portland.
- Mr. Richardson: reported on the opportunity to partner with the County on the following vaccination clinics.
 - June 10th at David Douglas High School and June 18th at Floyd Light Middle School.
 - Mobile clinics at our elementary schools and a vaccination site at Fabric Depot on 122nd.
- Ms. Muranovic: suggestion to help out with Board members or others videoing themselves explaining why they decided to get vaccinated.

Adjourn



Sahar Muranovic, Vice Chair



Ken Richardson, Superintendent / Clerk