

Vision 20/20

3/12/15 Committee Meeting Notes



Welcome

Patty McHugh, Amy, Deb Wadden, Dana Hoffman, Lynda Appel, Hannah Lozatta, Jenny Larcey, John Heimann, Rudy Ringwall, Renee Ringwall, Tim Heiman, Karen Herzberger, Marge Widmar, Kristen Pugh, Cris Kennedy, Kristen Rice, Jackie Woehbler, Bob Plantz, Barb Leszynski, Ellen Goggin, Connie Shaver, Mary Macias, Susan Hunter, Mike Medoro, Dave Kocevar, Anne Pyros, Zane Morgan, Kathy D'Ettorre

Review of Options Considered

- 1 large PK-4 building: 1,400 students; project costs \$34.2 million; available sites were Bradley Road or Parkside
- 2 PK-2/3-4 buildings: Cost \$38.5 million; available sites were Bassett, Bradley Road, Holly Lane and Parkside
- 2 neighborhood buildings, 2 PK-4: \$38 million, same sites
- 3a = 2 new and 1 reno at Parkside
- 3b = 3 new buildings: \$42 million

Group went through options and provided pros and cons. Option 3 was taken off the table as it moved forward. Brought it back for discussion. General feeling the 3-building option is not the best option.

Review of February Meeting Notes

- Permanent Improvement levy on the ballot – Issue 5 on May 5. Allows us to protect our investment without sacrificing our programming. This group's parallel function is to find what that elementary instruction will look like for the next 50 years. We've lost \$15 million in 6 years. No new operating money in 9 years. Generates \$1.4 million at a cost of \$35/\$100,000 home valuation per year will provide a dedicated revenue stream.
- Providing similar educational experiences to our children no matter which part of the community they come from is our goal.
- The CAC is working on its report regarding the best options educationally. They will report at March 23 BOE meeting.

Discussion

- In this PI campaign, the campaign group is not going to be as prominent in the message. They will be doing things the campaign needs to do, but the district will assume the message

role. It will be more of the district talking about the facts behind it. A PI levy lends itself to that campaign: why, where money is going. This is much more fact-based. 1 mill, \$35/\$100,000, can't be used for operating. Used to spend \$1.5 million or beyond before new buildings. We don't want to get too far behind. We need to protect the investments this community made in facilities and do it in a way to continue excellence and not sacrifice the program.

- As we move to an issue, the campaign will have a bigger role in the Who.
- 2017 millage drop-off: In 2017 collections for previous bond issues amounting to 2.2-2.5 mills will be reduced. We're on the ballot in May for the PI. In November 2015, the general election means the election of three Board seats. Looking at March/May 2016 for a bond and/or operating issue. Intention to finalize this prior to May to lay out the plan and what will be coming down the road.
- Parent groups are crucial. If you get parents on board, they will work to bring their friends on board and bring it up in discussions. Critically important to have parents of young children here. But we can't allow apathy to set in with other groups. Apathy is what kills campaigns.
- This group needs to continue to expand for us to have the credibility to tell the community this is what this 20/20 group said. We need to target specific demographics and communities within our community to be those key influencers as we move forward. This is a dramatically different campaign than Phase I upgrading facilities. This changes the face of elementary education. It's much more involved. With that we begin to explore whether there should be a third party facilitator. To help us be strategic in moving forward. It's more complicated and involves more community understanding of what we're talking about.
- Is there a way to expand the membership to people we don't know? Palmer is meeting with a potential facilitator. We are trying to specifically target groups in the community and people within those groups to expand this group to become more reflective of Westlake.
- We know from precincts where the support was and was not. Can we use that to define leaders to bring into this room? We need to spend our time smartly and not just spin our wheels in exercises that might not help us reach our goal.
- It would be helpful to understand how elementary education would change with these new buildings. Keep Westlake a vital community for people to move into.
- The CAC will be at our March 23 Board meeting and the research they did is impressive. They found when you had grade level schools, test scores improved. They are coming up with facts regarding neighborhood v. grade level. There are pros and cons. It will boil down to what this community wants and will support.

NEXT STEPS

Future meeting dates = April 16, May 14, June 11