

**Board of Education Meeting**  
**June 1, 2010**  
**Wilcox**

**Call to order**

**Roll call**

**Pledge**

**Acceptance of Agenda**

John: I saw an interesting article in the Post about RTTT. AFT is endorsing it and CEA is not, so we should get all the money. (laughter) We are fully supportive of this proposal.

Here is the link to the agenda for this meeting.

<http://eboard.dcsdk12.org/>

**Board/ Superintendent Updates**-Presentation by Terry Casey, RBC Dain Rauscher Dave from the Terance group on the phone. Presentation about the survey from the community around the bond/ budget. *PPT presentation in agenda* link  
May 25-26 surveyed community about attitude of community towards election.

**The survey showed:**

There is a gap between parent/non-parent households in recognition of DCSD having enough money to run the district.

When asked if they approved or disapproved of how the district is making decisions, it showed an approval of 51%.

Typically 53% of people polled supported proposals in the past.

Question asked, "Now thinking about a possible mill override, would you vote yes or no? 50% indicated yes. 48% indicated no and 2% were undecided. In this company's experience, which is vast, this is not a good sign. Rule of thumb is for something to have potential, it needs to pass with at least 60% in this first survey. Votes are negative with senior voters. Most disappointing were the numbers between independent and ticket splitters.

If we split the issues apart, bond and budget, would you support just a bond? Only 47% said yes, in favor and 51% against with 3% undecided.

If just a mill? There is no hope. 33% are against and 64% say they are opposed!

When increased to the 200 million level bond, 32% are in favor and 65% are against.

If both the most expensive of these proposed were to be an option, 261 dollars increased on average home. 43% in favor and 56% opposed. 261 dollars increased on average home.

### **Voter attitudes on proposals:**

Tech fee-63% in favor

Increase athletic fees- 59% in favor.

Imposing a transportation fee- 50% in favor

Changing middle school sports teams to intramural- 49% in favor

Enacting a pay freeze- 40% in favor

Required teachers to take 3 furlough days -39% in favor

Imposing a 100-150 dollar fee for participating in foreign languages-35%

The company looks at having at least a 60% factor in one area or the other. This was very disappointing that only two messages rated higher than 60% with Positive intensity. Class size (63%) and teachers pay (60%)

With a good solid campaign and messaging, we were hoping the second set of data would show in favor of a bond/budget. It really was an incredible show of opposition. Majority of people are against it. This was after showing what it would be like with running a good campaign and educating the voters, and the stats still went down.

In summary, the first time you do a survey, it gives you a good ballot test as to how people will vote. This survey showed there is no support. There is so much resistance on people's views on the economy. With all we did to change their views, the stats actually went the other way. We would be moving forward with out any ammunition at all. Any debate at all takes the people that are undecided and moves them into opposition.

Dave was asked to tell how they chose the sample of whom they surveyed. Doug Benivento asked a rundown on political party.

Dave: We take a combo of current voter registration figures, compare that to what we would call, off year turnout, all the way down to the census level, so the sample reflects those people who would turnout and vote in a year when a gubernatorial election is going on. The gubernatorial runs the election 48.7% were republicans, 21% democrats, and the rest independent. What % were parents vs. non-parents from the sample? 38.3% have a child under 18. And 61.7% did not.

John Carson: You used the term "polarized the electorate" a lot. I asked for some of those questions to be put in the survey deliberately. My question is 45% of the people will vote for just about anything we put out there. But we have to get more. How do we get them if we put things like PFP, charter schools, etc? Would we lose more than we would gain?

Dane: Yes. The 45% would vote for anything- women, democrats, younger. To try to add 7-8 % you would get rid of 20% with a net loss and be further behind then when you started.

Dan: Did those messages reflect an intensity level?

Dane: No because people were already fairly suspicious. Only 32% said they would be significantly more supportive of PFP.

Dan: On either bond question, did you ask it using figures connected to exactly how much it would cost the homeowner? I can't believe...

Dane: Yes but something or nothing? They are angry about spending. Look at the slide that says you have at least enough money and the slide that says the district is doing pretty good. A mill levy of any kind is an answer to a problem they can't see. There are basic fundamental concerns right now that people are not looking beyond there own financial situation. In these difficult times, they will just worry about themselves.

Dan: So we didn't specifically ask about support with exact numbers attached to it?

Dane: Both issues failed without including any pain (figures).

Doug: The important question to me is who is falling on either side of the line? Those numbers are what make the difference. Who is answering more favorable and less favorable?

Dave: When you look at those who voted yes on the 20 million mill override and then go back on the 2<sup>nd</sup> one, we only kept we lost 15%. We brought nobody to us and we lost 15% of the yes vote after they were exposed to the information.

John: The board will be looking at this info. Thank you.

**Health Advisory Committee:** Andrew Sykes and Renee Wilson- chair for the health advisory council

Andrew: The conversation we wanted to have is what role do you want us to take on? I want to share with you that the decision to adopt the healthiest school district is really something, but there are other things entering into decisions from principals, Principals say this is the right thing to do but we don't have the time, money or resources. We would like to propose to work with parents to work with schools to help students, teachers to focus on health. We are not asking for money or resources just your blessing to work with volunteers to work together with a couple of star schools to become the healthiest school district.

Cliff: I don't think any of us would disagree with that.

Justin: I think it is a great idea.

John: And you aren't asking us for any money?

Renee: We already have many devoted people on the council. We know it works.

Justin: I just want to make sure that everyone is onboard with this initiative.

Everyone shook their heads yes.

### **Convene in Executive Session to discuss security**

#### **After Executive Session**

While we are waiting I just wanted to comment Bills 60, 61, and 101. Doug wants to propose language. I don't feel real strongly about 101 but feel we should put our efforts behind 60 and 61. They are clearly very damaging to the school district. I think we should weigh heavy on these two.

Justin: Why are you against 101?

John: I see it, as the vehicle tax will impact us. However, the state govt. put that into place. The people are annoyed. It affects the whole mill levy freeze and keeps all the money at the state level. I can understand why people are upset. I think we have to defeat 60, 61.

Justin: So David, how does it affect us if 60, 61 passes?

David: Substantially. It would be a billion or so off of income tax.

Doug: Let me draft a recommendation. David, will you send your thoughts in an email to all of us? Let us take a look at it and then we can talk about all of this?

John: Sounds good.

**Public Comment-** no public comment

**Adoption of Consent Agenda-** moved and approved of consent agenda

**Adoption of Joint Motion Agenda moved and passed**

**Board Decisions/Interviews for BOE vacancy for District A**

4 people were interviewed

Craig Richards was chosen to fill Ryan Stuarts seat on the board for District A

Due to the information shared from the survey about a bond and budget election, the Board made the decision not to ask for a bond and budget in the 10/11 school year. They will get input again next spring to determine what to do the following year.

At 11:15 no further notes were taken.