

Policy & Governance Meeting Minutes
February 18, 2019

Present: Eric Torres, Joe Luginbill, Charles Vue.

Also present: Mary Ann Hardebeck, Abby Johnson, Jim Schmitt, Patti Iverson-Recording Secretary

Public Comment

Sarah Peleschak, 1906 Sherwood Blvd., spoke on behalf of the Cub Scout organization. They would like the committee to review policy that does not allow them to attend school open houses on signing day at the beginning of the school year. Mr. Torres asked her if enrollment in the program has been affected. She said some of their enrollments have declined, especially for the younger grades. She noted that once students are aware of the program, enrollments usually increase.

Policy 453.12 – Concussion & Brain Injury Management

Mr. Torres said that Policy 453.12 will be presented to the Board this evening, so the committee reviewed it one more time including the rules and exhibit.

The name of the policy was changed to reflect the correct termination of brain injury rather than head injury.

This policy will be brought forward to the Board for review this evening.

830 Exhibit - Facility Use Fee Schedule

Abby Johnson brought a draft of the Building Use Classifications and Applicable Rate Schedules to go into effect on July 1, 2019. She said the Revenue Committee has been looking at fee schedules as sources of revenue. One of the topics discussed by that committee was charging the before and after school daycare groups to use ECASD facilities.

The committee discussed the types of partnerships the District has with the YMCA. The YMCA must have liability insurance to cover their program. Once the student leaves the classroom and the school day is done, the YMCA after-school program begins.

Mr. Vue asked if ECASD is gaining revenue with various partnerships and also asked about the Board's goal of partnering with the community. Ms. Johnson said the District would have additional staff costs to clean those areas later in the evening.

The Revenue Committee wanted P & G to discuss this proposal before the YMCA and Grace were contacted. The Revenue Committee felt that by charging perhaps \$10 per day for the extra costs incurred by the District for these organizations to use the facilities, \$25,000 could be generated. The committee wanted to have the rationale spelled out before it is shared with these groups.

Mr. Vue asked if there were any other groups that have used District facilities that could fall into this category. Ms. Johnson said that most of the activities after school are considered school activities and are not charged for facility use. She noted, however, that they would pay an application fee to use the facilities.

It was recommended that the District consider increasing the Memorial High auditorium rates because it is so much larger.

There were other modifications that were also proposed to be made to fees and Ms. Johnson reviewed those.

Mr. Luginbill felt there should be a clear estimate of the hourly costs as well as the benefits they provide not only for free spaces but for advertising costs as well.

It was recommended that this go to the Budget Development Committee to discuss proposed changes in addition to the non-profit and profit costs before it is brought back to the P & G Committee with language that would be shared with the daycare groups.

Mr. Torres asked if the District does any advertising about the use of facilities. Ms. Johnson said the District has not done any marketing for use of facilities, but there is information on the website for that.

The committee talked about the possibility of additional fees for political groups, particularly when there must be high security which requires additional costs for staff time.

Policy 851 – Advertising

The Revenue Committee has looked at the advertising policy, and they wanted P & G to review it to see if there would be any interest in opening up the policy as a way to generate revenue through sponsorship opportunities.

The committee talked about eliminating advertising and instituting sponsorships or social responsibility language. When talking about social responsibility, more people may become engaged. Mr. Luginbill found sample language that he will share with the committee.

It was suggested that the Communication Committee discuss this and frame it in a way that shows partnerships in the community. Dr. Hardebeck felt the people who are involved in the work might be better to assist in drafting policy changes. This will be shared with Teaching & Learning.

Another way of raising revenue could be having electronic boards where the public could pay to for messages or sponsorships.

Joe Luginbill moved, second by Charles Vue, to adjourn. Carried by unanimous voice vote.

Meeting adjourned at 9:53 a.m.