

## **BANKS SCHOOL DISTRICT 13.**

Board of Directors – Work Session

450 S. Main Banks, OR

March 9, 2009 6:30 PM

District Conference Room

Present: Duane Lundsten, Angi Duyck, Kathy Edison, Will Moore, Bob Huston, Jim Foster, Jim Smith, Mark Everett, Schann Nelson, Independent, Marlo Mosser, Secretary, Marv Ott, Superintendent, Simon Levear, Business Manager, Jeanne Magmer, Marsha Latta, C&M Communications Grant Zukowski, Staff Member

Mr. Lunsten opened the work session at 6:12 PM.

### **Communications Specialist Discussion**

Mr. Ott introduced Jeanne Magmer and Marsha Latta of C&M Communications. Mr. Ott said as a result of the decision to not go in May for another bond election, the board wanted to discuss the appropriate steps in the process for a future election. He said that he has contacted C&M Communications to provide a proposal, process and fees.

Jeanne Magmer said that right now the driving force is the economy. She said that in North Clackamas, mortgage failure rates are high, and building has stopped. She said she would suspect Banks is in a similar situation. Mr. Moore said that there is no recent development in Banks. Ms. Magmer said that a large section of the Banks community is long-time folks. She said the advantage to that is that these people have a longer history with the school district and can see the issues the district is facing. She said the key is to have them be part of the solution.

Ms. Magmer discussed the timeline in the proposal. She said with a November election the district does not need to go out for another survey. She said focus group sessions would be most effective. She said that the district tried community forums – these do not bring out a lot of people. She said that a half-dozen forums could be planned incorporating established community members, new community members, parent/non-parent groups to name a few. She said that this would allow the board to get a read on what people feel, and if they would be willing to pay the cost to fix the problems. She said this would allow the concerns to be added before the district moves forward. She said the timeline was to hold focus groups and gather information in April, and by May 6 report to the district with an analysis of the data gathered. Duane Lundsten discussed the November timeframe. He said he would like the focus groups to formulate a decision on when to go for a bond, and see if they feel there would be success in November. He said the district needs to analyze the voter groups and get the right key people in the focus groups. Ms. Magmer said the cost per focus group is \$500, and she said she would suggest 6 to 8 groups. Mr. Lundsten asked how many people would be in a focus group. Ms. Magmer said she would aim for 12 to 15. Mr. Lundsten said it may be hard to get 12 to 15 people for 8 focus groups. Ms. Magmer said that she could get labels from the November data of who showed up to vote. She said in a smaller district it is easier to do voter analysis. Mr. Moore said that people may not be rational right now due to fear of the economy, and asking about voter approval for November may be overshadowed by the economy. Mr. Ott said that if the district did decide to wait until after November for the next election, the information obtained from the focus groups would still be valid. Ms. Magmer said the process would be to get the people to talk

about something other than the economy, e.g. something needs to be done about the junior high. She said people need to understand how big a problem there is. She said the goal is to get enough people involved and they will talk to others. Mr. Lundsten said it is important to get the facts out to the community. Ms. Magmer said the focus group will help to identify the perceptions in the community. Mr. Moore said it is important to separate the current economic state from the long-term economic needs of the district. Ms. Magmer said she would suggest holding focus groups in the junior high to let the community see the building. She said it is important to get the staff committed to the process. Ms. Magmer said the board would help determine who is invited to the groups, with C&M Communications supplying sample scripts and letters. She said they would conduct the meetings and compile the data. Angi Duyck asked if the focus groups could be held at different sites, e.g. at a church. Ms. Magmer said she would prefer to hold the meetings at the junior high. Board consensus was to move forward with C&M Communications, and Mr. Nordholm and Mr. Moore will work on the list of community members to invite to the meetings, with input from the other board members.

### **Property Acquisition Discussion**

Mr. Ott said that he was approached by Mr. Caldwell, who told him he was thinking about putting his property on the market., and wanted to know if the district was interested in the property. Mr. Ott said the only comps to the property is the property across from the fire hall. He said that Mr. Caldwell is considering a price of approximately \$300,000 for 2 lots. Mr. Ott said the real market value of the property is \$140,000, and the other lot is valued at \$43,000. He said he wanted to know if the Board wanted to pursue the property. Mr. Lundsten said that in his opinion this is the least desirable piece of property adjoining the district. The board discussed what the property could possibly be used for by the district. Mr. Moore said it may be a location for future elementary expansion, and in the long term it may be prudent to buy. Mr. Nordholm asked what the property would be used for short-term. Mrs. Edison said it could be rented out. Mr. Moore said that money is lost on rentals, and he did not think it would pay for itself. Mr. Ott said that he did appreciate Mr. Caldwell coming to the district. Mr. Ott said that if the district did decide to buy the property, the district would need to determine where the money would come from, and consideration of the interest is also important. Mr. Moore said it may be to the district's benefit for the property to be put on the market. Mr. Ott said he would get back to Mr. Caldwell and thank him for contacting the district, but at this time the district is not interested in the purchase of the property.

The workshop adjourned at 6:45 PM.