

Ferndale School District No. 502
School Board Special Meeting October 10, 2016
Generated by Tammy Bengen

Members present: Kevin Erickson, Hugh Foulke, Lee Anne Riddle, Candice Wilson, Ben Bagley and Jeremy Knapp

Meeting called to order at 7:00 PM

1. CALL TO ORDER

Information: 1.01 Call To Order

Dr. Erickson called the meeting to order at 7:00 p.m. and welcomed audience members. There were seven audience members present. The meeting was held at the Ferndale High School Library, 5830 Golden Eagle Drive, Ferndale, Washington.

Present from the administration were Superintendent Linda Quinn, Assistant Superintendent for Business & Support Services Mark Deebach, Assistant Superintendent for Teaching & Learning Scott Brittain, Executive Director of Human Resources Paul Douglas, Executive Director for Student Services Jill Iwasaki and Executive Director of Teaching and Learning Mark Hall.

2. COMMUNICATIONS

Information: 2.01 Recite Pledge of Allegiance

At this time, the Pledge of Allegiance was recited.

3. SUPPORT SERVICES

Information: 3.01 Reviewing the History of Our Facilities Work

Dr. Erickson announced that the focus of this evening's meeting was the bond. Several months ago, the school board requested that the administration identify a firm that could help the district communicate about and assess the community's feelings about that topic.

Both Superintendent Quinn and Assistant Superintendent Deebach reviewed the history and work that has been done since 2009 with regard to district facilities. As part of this review, the school board's beliefs relating to facilities was highlighted. Also reviewed was the work of the Facilities Advisory Committee.

Information: 3.02 Introducing Strategies 360, the Communications and Engagement Consultants the District has Contracted to Help us Develop a Plan for Addressing our Facilities Needs

Mr. Deebach introduced Lesley Rogers from Strategies 360 who described the work she will do with Ferndale, including a timeline, that she thinks is appropriate for our district. Strategies 360 is a public affairs firm who expertise in the area of school bonds and levies.

She stated several goals for the district:

1. authentically engage with families
2. make sure to have basic communication in place and engage people in two-way conversation
3. it will take 1 to 1 1/2 years to do this work

The first order of business will be to gather research from past meetings, past surveys and future online surveys and paid digital media. The timeline for this will be January 2017.

Next, Ms. Rogers suggested establishing a Capital Projects Task Force. This is a new group that would remain operational for a year or so. It would be community led and have 20-80 members. It's task is to figure out a bond ballot measure and then make recommendations to the school board. This would be a nine month process.

At this time, those present formed into table groups and identified what the district should find out from community member. Coming back together as a whole, groups shared their lists which included:

- What kind of state are each of the facilities in? Perceptions of people.
- Where to you think we should start? What schools?
- Perception of each school.
- Is Windward a waste of the district's money?
- This how it's been and this is how it is. Help people dream about what it could be, not replacing about what is.
- Compare it to a telephone: crank phone to what we have now. Our classrooms are not the same as what people think they are.
- What barriers to you see?
- What Suggestions or advice do you have to help us move this forward?
- Cost of the project.
- What is the dream for the future?
- Tease out what are the deal breakers.
- What add ons might help with engagement.
- Educate about new construction vs. remodel.
- Which stakeholders to include in the design process.
- Focus on strengths; what are the dreams of the departments within the school.

Other suggestions:

- Look at Meridian's process.
- Have folks tour other schools like Bellingham.
- How will the additional square footage be used? Philosophy and theory of that.

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- Putting the correct infrastructure in our buildings so if we see growth, we can add a wing and support it.
- Ferndale is the sixth fastest growing city in the state. It's expected to grow 19,000 in the next 20 years.

The last step will be preparing an engagement plan.

Meeting adjourned at 9:01 p.m.

Board President

Board Secretary