

Banks School Board
Special Facilities Meeting
April 7, 2010

Superintendent Jim Foster welcome community members to tonight's informational meeting. He also announced openings on the Budget Committee; anyone interested in serving on this committee needs to apply by April 29th.

Board Chair Will Moore introduced all the School Board members, and then gave a brief history of how we got here tonight. Which included school conditions, federal funds, current interest rates, and construction cost.

Building Facilities Chair Pete Edison introduced his committee members and gave a history of the BFC which began in 2006.

Scott Rose of the DLR Group introduced Karen Kessi from Scappoose. Karen was one of the co-chairs of the Scappoose PAC which worked to pass their 2008 bond measure. Karen is a former teacher, now a mother of 2 children, and her husband currently serves on the Scappoose School Board. She reviewed why she got involved in their bond, and the following points with attendees:

- o What information the District can share with the community vs. Advocacy Campaigning.
- o Do you really believe in this?
- o Identifying Yes voters and getting them out to vote
- o Bond campaign different than a traditional political campaign
- o Important to identify a PAC Chair who works closely with the District
- o Organized opposition
- o Keep it simple and repeating the key messages
- o Targeting different groups of the voters/community
- o Never worry about low turnout – it's about the special invitation to those in the community

She passed out INFORMATION Campaign Activities & Strategies, and ADVOCACY Campaign Activities & Strategies (see attached sheets). She then reviewed a number of each of these.

She talked about leaders and members of a PAC Committee (see attached sheet), what worked for the Scappoose PAC, and what she would do differently. She also answered questions from the attendees.

Will Moore wrapped up the meeting by telling attendees about the up coming survey in April. This survey, along with the Blue Ribbon Panel input, and other factors he talked about earlier will help the Board make a decision in May / June about the going out for a Bond.

Meeting Adjourned at 8:54pm.

Respectfully Submitted,
Debra Mott
Building Facilities Co-Secretary

Scappoose School District Construction & Maintenance Bond aka Ballot Measure 5-188, passed November 4, 2008

PAC Steering Committee

Campaign Manager, Treasurer, Key Campaigners, Certified Union President, Classified Union President, Senior Citizen and other demographic representatives, etc. We had a total of ten people on our Steering Committee.

(Also draw from these groups: Someone with Contacts, Someone with Experience you Lack, School Board Members, Parent Group Leaders, Other Civic Leaders)

Our Superintendent came too to answer questions, but he was not technically a member of our Steering Committee.

PAC Campaign Team

Campaign Manager
Treasurer
Fundraisers
Excel Specialist/Data Manager
Wordsmiths and Letter Writers
Website
GARY
Graphics & Materials
Phone Bank Coordinator
Speakers' Bureau Coordinator
Special Events Coordinators
Mailings Coordinator
"Bad" Phone Numbers Sleuth
Business Community Outreach
Supporters' List
Voter Registration
Refreshments Coordinator
Kick-off Party Coordinator
Election Night Party Coordinator

The School Board and key staff members, building secretaries, etc., were also actively involved. In the end, over 250 people helped us in one way or another.

People I wish I would have had:
A coordinator for neighborhood gatherings
A person to take pictures of various campaign activities

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ADVOCACY Campaign Activities & Strategies

- Assembled a **Steering Committee** and then a **Campaign Team**. (See additional listing of this personnel.) Met regularly in Campaign Manager's home with food and drink. Continuous communication and pep talks and even quizzes on bond facts. **Internal website** established for campaign communications.
- Met regularly with the Superintendent.
- Reported at School Board Meetings, August – November.
- Created a **Campaign Calendar** in conjunction with the District.
- Ordered data from **Labels & Lists**. Analyzed our precincts, demographics, etc.
- Developed a few **Key Messages** based on research from the District's "homework." Prepared a handout of these plus answers to other FAQs and "Tough Questions" (developed in conjunction with the Superintendent) to distribute to key campaigners, speakers, etc. with instructions to **STAY ON MESSAGE**.
- Made a lot of TO DO lists ☺
- Prepared **contribution cards**. Set up PAC and opened checking account. Learned rules of campaign finance and prepared guidelines for our Team. Prepared initial **Campaign Budget**. Brainstormed list of potential donors. Began **fundraising**. Tried to push Oregon Political Tax Credit. Continued fundraising until the last week...
- Produced an **advocacy video** with David Dahle's Internet Video Company to be shown in addition to the District's informational video when appropriate. Also posted on our website. Invited a variety of Scappoose alumni and community leaders to participate in this video.
- Held **Kick-off Party**. Sent invitations but included "Bring a friend!" Good for creating The Buzz and team momentum. Also collected contributions at this event.
- Developed a **Website**. This colorful website included a variety of pages and information and was updated regularly. Viewing of this website was tracked and analyzed. www.scappooseschoolbond.com
- **Created Materials**. These included three different postcards, a handout card, logos and other useful jpg files, letterhead, invitations, thank you notes, big vinyl banners, stickers, "Ask Me About the Bond" buttons, a movie theater slide ad, newspaper ad banners, placards, etc.
- Met with **local paper's** schools reporter and eventually, the Editor, to discuss coverage, etc. Sent Press Releases. Priced newspaper ads (two Supporters' Lists and one post-election Thank You ad).
- **Letters to the Editor** project. Collect more than you want to see in print because it is unlikely that all of your letters will be printed. We funneled these to the paper ourselves which has its pros & cons. Offer to give your letter writers clear instructions. Keep letters **SHORT** and try to keep them fresh, focusing on a different main idea with each letter. We submitted 3-5 per week for maybe eight weeks? If some didn't run, we'd resubmit them the next week along with some new letters...
- **Arguments in Favor** project. Collected five: School Board, PAC, Parent Group Leaders, Business Leaders, and Senior Citizens. We hope the placement of these in the Voters' Pamphlet will be better next time...
We encourage you to contact the Secretary of State's Office about this issue!

- **Phone Banks**, including location, volunteers, scripts, materials, refreshments, etc. In the end, we held twelve nights of calling, anywhere from 4 to 15 callers per night, for at least two hours per night. The first phone bank (eight weeknights) was in September right after School started and was to determine Y, N, U and other data collection. One night of calling was held in mid-October to reach out to 18-24 year olds and those for whom we had found current phone numbers. The last three nights of calling were held in late October to ask YES voters if they had turned in their ballots... Note: have callers initial the calls they make. Do not call from home and do not pay others to do it for you.
- Created three **PAC-approved Emails** that were sent to our Team to forward to all contacts to forward to all contacts... First was a general advocacy email, second was targeted especially to younger voters, and third was a reminder to vote.
- **Direct Mail** projects. You can find good prices on postcards. Order plenty. Leftover postcards can be used as handouts... Measure number should be BIG on your postcards and leave plenty of space for personalization. Following the advice of our consultants, we sent postcards as follows: The first set of postcards went to all 4/4 voters regardless of party affiliation. The second set went to all non-Republican females except 4/4. This postcard had a generic pond scene on one side and was all hand-written (the message, the address, everything). The third postcard was the same as the first but this one went to 3/4 and 2/4 voters identified as YES or Undecided after our first eight nights of phone banking, with a different personalized message than the 4/4 group. The last postcard was sent right at the same time as ballots. This was a reminder to vote postcard to identified YES voters only. All mail was personalized.
- **Speakers Bureau** project. Made packets, held training, prepared kit (items we used to decorate our table, campaign materials, etc.), scheduled events, etc. We attended 55 community events, meetings, open houses, neighborhood functions, senior groups, high school classes, farmers' market, etc. with either a Q & A booth or a full-blown presentation with visuals, etc. Normally, we would have at least two speakers, one from the District and one from the PAC. We trained about a dozen people for this work so we could spread it out among us.
- **Other Special Events**. Had a great booth all day long (with at least four people at a time, Big Boards, balloons, stickers, etc.) at the Sauerkraut Festival - our largest community event in Scappoose and at a GREAT time for us. Hosted Saturday morning Free Coffee booths at the local rec. league soccer field on two different weekends. Had a presence at the District's special events such as Meet the New Principall, Free Game Night, SHS's Candidates' Forum, various desserts, Harvest Festival, etc.
- **Business Community Outreach**. We made various attempts to get third-party endorsements from businesses. One well-located restaurant let us post our website address on their reader board. The movie theater let us run a sponsored ad for several weeks on each of 7 screens. A handful of businesses posted our placards. A few donated items (mail supplies, vinyl banners, etc.). A local coffee shop was a great help to us. We also tried to ask for money, but didn't get very far with that.
- **Supporters' List** project (for newspaper ads and to post on website). Secure *written* permission from anyone and everyone you list as a supporter.
- **Held Election Night Party!** It's important to celebrate your efforts no matter the outcome.
- **Post-Election** activities too, including analysis of campaign, thank you activities, financials, archiving, etc.

We are happy to provide more detail on any of these activities. Please contact us at 503-543-3818.

Scappoose School District Construction & Maintenance Bond aka Ballot Measure 5-188, passed November 4, 2008

Information Campaign Activities & Strategies

- Expanded **Long-Range Planning Committee** to include over 50 community members – met regularly
- Took School Board Members to **Bonds & Ballots Workshop**
- Two years of **preparation and research** leading up to Bond Proposal as described in manual – Phone Survey & Analysis, Facilities Assessment, etc.
- Held **Public Summit** to introduce Bond Proposal and gather initial support
- **Communicated** with local paper, local safety and building authorities, City Council, etc.
- Made **informational video** with David Dahle's Internet Video Company featuring a variety of District employees, public authorities, community leaders, and parents. Mass distribution of this video (distributed hard copies to all elementary families, shown at all Open Houses, posted on District Website, shown at MANY community meetings and other events, etc.)
- Continuously updated **District Website**
- Prepared **Digital Slide Frames** for each School and District Office to have on display
- Made **Jeopardy game** for teaching bond facts
- Prepared detailed **Newsletter** for all postal patrons – sent home at end of August
- Gave **clear instructions** for administrators, secretaries, and all other staff as to how to campaign appropriately, what exactly needed to be done and by when – e.g. announcements in school newsletters, appearance at events, etc.
- **Voter Registration Forms** available at every school – this was publicized, etc. and secretaries were instructed to give these forms to all newly registered families
- Provided staff with **"Ask Me About the Bond" buttons** to wear every day
- Prepared **Bond Facts** and **FAQs sheets**
- Dealt with any and all **Tough Questions** immediately by drafting answers to be used by all in the campaign effort
- Prepared all informational material for **Voters' Pamphlet**
- Presented at **staff meetings** for each school
- Met regularly with PAC Campaign Manager and **coordinated calendars**, etc.
- **Attended PAC meetings** (in Information Only capacity, to answer questions & provide education)
- Invited Campaign Manager to speak at every School Board Meeting, August – November
- Attended **many community meetings and events as the key speaker** or in conjunction with someone from the PAC (also brought along **Big Boards** prepared for us by DLR Group)
- **Special Events** - Cascade Bus Tour, "6 for 60s" (Got six people or more? Get sixty minutes with Superintendent Paul Peterson), Desserts for various groups (Business Leaders, Retired Staff, etc.), Friday Morning Coffee Talk at local coffee shop, Stake-out and Free Game Night, Meet the New Principal!, etc. *Even though our attendance was fair to poor at these events, the INVITATION was the important thing.*
- Patiently answered **lots of calls and emails!**

Banks School District Facilities Planning Committee

FACILITIES PLANNING COMMITTEE '3' FINAL REPORT MARCH 2010

In October 2009 the Banks School Board requested that the BSD Facilities Planning Committee reconvene in order to review and re-evaluate the District's facilities. The Committee met for the first time on December 9, 2009. The members of FPC '3' are a mix of prior members and new members and represent Banks Elementary School, Banks Jr. High School, Banks High School, Banks School Board, Banks High School Student Body, City of Banks, and the Community. The Committee met on Dec. 9, Jan. 6, Jan. 20, Feb. 3, Feb. 17, and March 3. There were numerous sub-committee meetings also held throughout the process.

A group of highly skilled consultants assisted the Committee. They are Scott Rose and Justin Stranzl of DLR Architects, Rick Rainone of Cornerstone Management Group, and Marcia Latta of C&M Communications. The Committee thanks these consultants for their hard work and valuable input.

FPC'3' Member Roster

Pete Edison – Chair
Ron Frame – Vice Chair
Deb Mott – Secretary
Vicky VanDomelen – Secretary
Will Moore – School Board Chair
Richard Bowden – School Board Member
Mark Everett – Banks Jr. High Principal
Dan Streblov – Community Member/Youth Sports
Erika Atkinson – BHS Student Body President
Laurie Sheridan Schlegel – School Board Member (Alternate)

Committee Objectives

1. Develop a comprehensive master site plan for the entire BSD campus.
2. Re-evaluate and revise the program scope and budget from the November 2008 bond.
3. Develop a traffic/parking plan for the entire BSD campus.
4. Report to the Banks School Board on March 8, 2010.

District facility evaluation priorities established by the committee

- Safety
- Space requirements; for current and future academic/learning requirements
- Cost efficiency: Construction and operating, new vs. old
- Improved educational opportunities
- Long term campus utilization
- Physical practicality of upgrade/construction process

Committee Guiding Principles

The extensive building condition and district needs evaluations completed during the previous three years of facility analysis as well as community opinion gathered during the previous bond campaign defined some key issues the facility committee felt must direct their decision making going forward. These issues are the committee's guiding principals:

1. Fix the Jr. High before anything else is done
 - a. The seismic rating of the Jr, High (-0.7) is below acceptable safety standards for students, requiring major upgrades.
 - b. Deficient mechanical (heating, ventilation), and electrical systems, and minimal energy conservation in the walls, roofs and windows makes the building difficult and expensive to maintain and operate.
 - c. Cost effective upgrades to the Jr. High will make it capable of accommodating an additional grade, allowing the sixth grade to be moved to the Jr. High facility alleviating overcrowding in the elementary school.
2. Remedy inadequate current and future space requirements
 - a. Current classroom space in High School is inadequate for required courses
 - b. Increasing state mandated academic requirements increase this deficiency in immediate future
 - c. Current elementary school is over crowded
 - d. Current athletic facility space is inadequate
 - e. Campus traffic flow and parking is currently inadequate and potentially unsafe.
3. Save and make use of existing buildings to the extent it is cost and use effective
 - a. Compare the cost of retrofit vs. new, buildings and systems
 - b. What is the life and operating efficiency of current buildings vs. new
 - c. How do the current building locations affect the overall use and cost effectiveness of the site/campus?
 - d. How can old and new be adapted to ensure optimal cost and function
 - e. What impact do the buildings have on the community
4. Any new construction should address the core of the building first.
 - a. Don't build new around existing that will compromise the best long term use of the campus site
 - b. It is not cost effective to come back and add to the core at a later date.
 - c. At the High School this means classrooms, common areas and administration.
5. Seek to create a physical environment that will optimize daily learning potential and learning opportunities
 - a. Deficiency/inoperability of current mechanical (HVAC), electrical and Fire/Life/Safety systems make High School inadequate for effective teaching/learning and potentially unsafe for occupancy

- b. Eliminate mold and air quality issues currently effecting high school
 - c. Science classes, computer labs and learning stations inadequate for effective teaching of current and increasing academic curriculums.
 - d. Technical, arts and athletic performing spaces inadequate for current and future curriculum and opportunities
 - e. Facility expansion potential
6. Plan and execute upgrades/construction for minimal of impacts on students.
- a. Phased construction

With these guiding principals and all information and material developed over the last three years this committee completed a thorough and in-depth re-evaluation of the options and opportunities available to address the districts facility needs.

The solutions, options and recommendations being put forward by this committee represent the highest, best and most cost effective use of the entire district campus and fixed assets in both the long and short term. They produce a safe and efficient facility that will enable the district to bring learning quality and opportunities up to current educational standards as well as support increasing standards, requirements and opportunities of the future.

We present this report and these recommendations to the board of directors with the unanimous, enthusiastic support of committee and a high level of confidence in their thoroughness, accuracy and validity. All support material is available for review on request.

Senior High

Description	Area
13 New General Classrooms	11,700
2 New Science Classrooms	2,400
1 New Computer Classroom	1,250
1 New Special Ed. Classroom	1,250
1 New Library	2,500
1 New Gymnasium	4,800/6,000
New Rest Rooms	1,500
1 New Administration Area	1,800
1 New Staff Area	900
4) Circulation / Walls / ME Area	7,325
5) Total New Area	36,625
6) Renovate and enlarge the Cafeteria / Stage	
7) Renovate and enlarge the Boys and Girls Locker rooms	

Jr High School

Description	Area
17 New General Classrooms	14,400
3 New Science Classrooms	3,750
2 New Computer Classrooms	2,500
1 New Ag. Classroom	1,250
1 New Metal / Auto Shop	2,500
1 New Special Ed. Classroom	2,500
1 New Library	2,500
New Student Restrooms	3,000
1 New Gymnasium	7,000
2) New Boys and Girls Locker rooms	3,500
1) New Commons / Kitchen	10,000
2) 1 New Student Services Room	900
3) 1 New Staff Area	1,200
4) New Administration Area	2,500
5) Circulation / Walls / M&E	14,375
6) Total New Area	71,875
7) Renovate cafeteria to auditorium	
8) Replace the Bleachers in the existing Gymnasium	

Site

- 1) New Parking Lots,
- 2) Site Lighting
- 3) Restrooms/Storage for Athletic Fields
- 4) Demolition of existing Buildings
- 5) Temporary Classrooms
- 6) Upgrade/replace Grandstand
- 7) New Soccer Field
- 8) Reconfigure traffic flow, H.S. & Jr. High campus
- 9) Reconfigure traffic flow for busses/cars, Elementary School