

SAN DIEGUITO UNION HIGH SCHOOL DISTRICT BOARD OF TRUSTEES WORKSHOP

MINUTES

THURSDAY, JANUARY 19, 2012
4:00 PM

DISTRICT OFFICE BOARD ROOM
710 ENCINITAS BLVD., ENCINITAS, CA. 92024

The Governing Board of the San Dieguito Union High School District held a Board Workshop on Thursday, January 19, 2012, at the above location.

ATTENDANCE

BOARD OF TRUSTEES

All board members were present.

DISTRICT ADMINISTRATION

Ken Noah, Superintendent

Eric Dill, Associate Superintendent, Business

Terry King, Associate Superintendent, Human Resources

Rick Schmitt, Associate Superintendent, Educational Services

John Addleman, Director, Planning and Financial Management

Bob Croft, President, San Dieguito Faculty Association

Becky Banning, Recording Secretary / Executive Assistant to the Superintendent

1. CALL TO ORDER

The meeting was called to order at 4:00 PM.

2. GENERAL OBLIGATION BOND PROCESS AND TIMELINE

ERIC DILL, ASSOCIATE SUPT, BUSINESS SVCS

RUSS THORNTON, EXECUTIVE DIRECTOR, OPERATIONS

JOHN ADDLEMAN, DIRECTOR, PLANNING & FINANCIAL MANAGEMENT

Superintendent Noah gave opening comments and an progress overview of the Facilities Master Plan from Fall, 2008 through December, 2011. Mr. Dill discussed selection and process roles of the campaign advisor, financial advisor, and bond underwriter relative to the General Obligation bond process. He then introduced Bonnie Moss, Executive Vice President and Dr. Timothy McLarney, President of Tramutola, LLC, who discussed school bond feasibility and timing considerations. The attached materials were distributed to the board during their presentation.

In compliance with the Americans with Disabilities Act, if you need special assistance, disability-related modifications, or accommodations, including auxiliary aids or services, in order to participate in the public meetings of the District's Governing Board, please contact the [Office of the District Superintendent](#). Notification 72 hours prior to the meeting will enable the District to make reasonable arrangements to ensure accommodation and accessibility to this meeting. Upon request, the District shall also make available this agenda and all other public records associated with the meeting in appropriate alternative formats for persons with a disability

3. ADJOURNMENT

The meeting was adjourned at 5:59 PM.

Amy Herman
Amy Herman, Board Clerk

2 / 2 / 2012
Date

Ken Noah
Ken Noah, Superintendent

2 / 2 / 2012
Date

APPROVED IN PUBLIC MEETING OF THE
BOARD OF TRUSTEES OF THE SAN DIEGUITO
UNION HIGH SCHOOL DISTRICT 2-2-12
Becky Banning
BECKY BANNING, RECORDING SECRETARY
BOARD OF TRUSTEES



TRAMUTOLA
THE DISCIPLINE OF WINNING



Presentation to

San Dieguito

Union High School District
Board of Education

Bonnie Moss

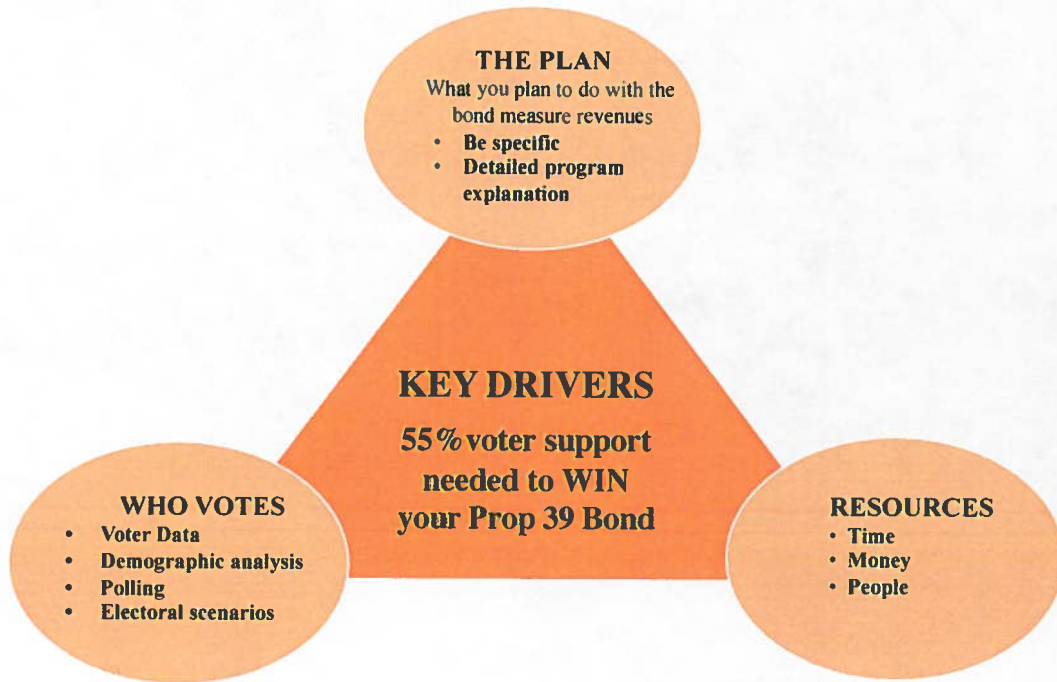
Executive Vice President
TRAMUTOLA LLC

Dr. Timothy McLarney

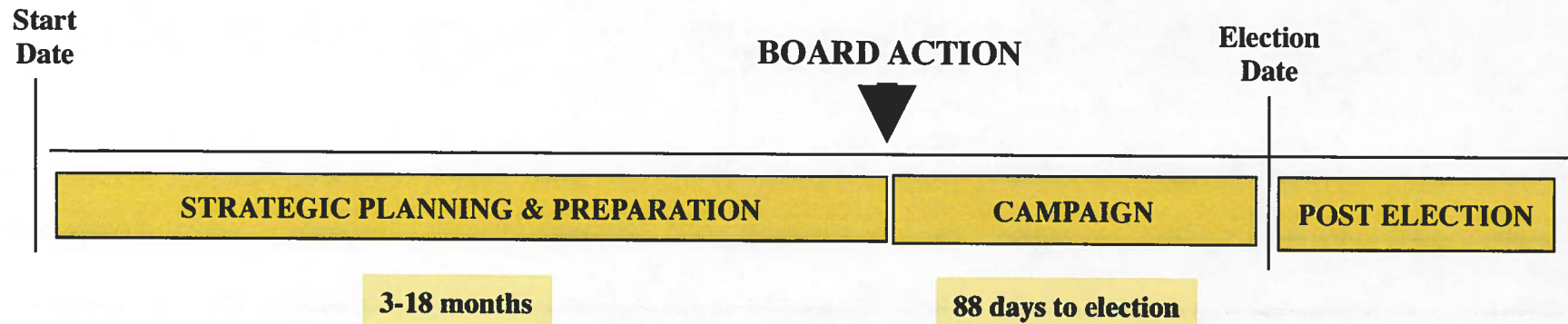
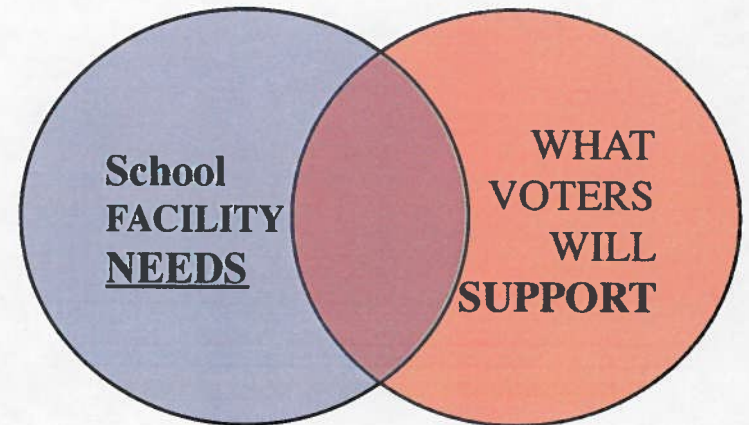
President
True North Research

January 19, 2012

The TRAMUTOLA System: School Bond Feasibility



INTERSECTION OF INTERESTS

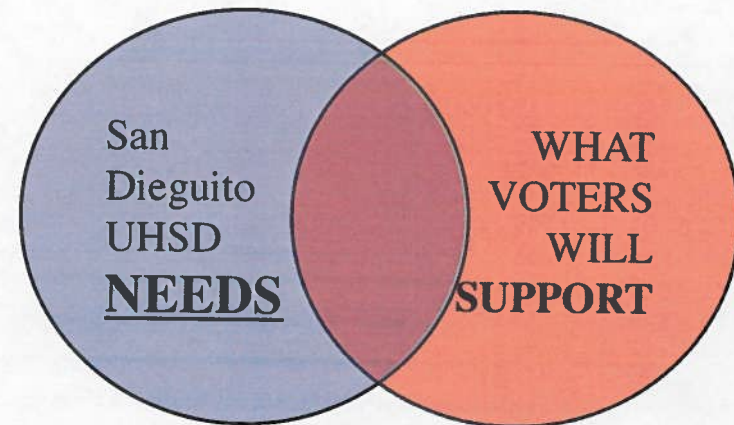


Phase I: FEASIBILITY. Listening is KEY!

Is there an “Intersection of Interests”?
Polling helps define the unique
equation for *your* district & *your*
community.

POLLING helps package your measure
for success:

- Ballot Language
- Tax Rate
- Project/Service Priorities
- Messaging & Outreach
- Targeting/GOTV
- Timing
- Funding Type
- Election Type



June 2012 Election Scenario

ASAP!

FEASIBILITY FIRST!

Due Diligence - NEEDS Inventory
Strategic Assessment, including Public Opinion Poll

WITH FEASIBILITY RESULTS...

Decisions → (allowing time for communications)
Develop voter-aligned Public Education Strategy

Feb-Mar 2012

PUBLIC EDUC. - BALLOT MEASURE PREP

Pre-Electoral Communications Window
Stakeholder / Community Engagement
Increasing Board Discussion / Engagement
Ballot Measure Preparation

Early Mar 2012

Board Action to Place Measure on Ballot

March 9, 2012

Filing Deadline for June 2012 Election

Mar-Apr-May thru June 5

Campaign Window

June 5, 2012

ELECTION DAY!

F

November 2012 Election Scenario

Nov 2011 – April 2012

EARLY ASSESSMENT

Due Diligence - NEEDS Inventory - Planning
Early Stakeholder Work & Coalition Building

April – May 2012

RESEARCH - ELECTORAL FEASIBILITY

Public Opinion Poll / Strategic Assessment

May - July 2012

PUBLIC EDUC. - BALLOT MEASURE PREP

Tech/Facilities/Financial Due Diligence – Cont.
Stakeholder Voter Communications Crescendo
Increasing Board Discussion / Engagement
Ballot Measure Preparation / Legal/Finance Prep

Early August 2012

Board Action to Place Measure on Ballot

August 10, 2012

Filing Deadline for November 2012 Election

Aug-Sept-Oct thru Nov 6

Campaign Window

November 6, 2012

ELECTION DAY!

G