

**MINUTES OF THE STUDY SESSION
OF THE SANTA CRUZ CITY SCHOOLS BOARD OF EDUCATION
FOR THE ELEMENTARY AND SECONDARY DISTRICTS
July 20, 2015**

Convene Open Session

Board President Vestal called this Governance Meeting Open Session to order at 5:40 p.m. in Room 312 of the District Office, 405 Old San Jose Road, Soquel, CA 95073.

Attendance at Meeting

Sheila Coonerty	Deedee Perez-Granados	Alisun Thompson	Patricia Threet
Deborah Tracy-Proulx	Claudia Vestal		

Absent: Jeremy Shonick

Kris Munro, Superintendent
Jim Monreal, Assistant Superintendent, Business Services
Bonnie Moss, Clifford Moss Consultants
Amanda Clifford, Clifford Moss Consultants
Members of the Audience

Welcome and Format

Board President Vestal welcomed those in attendance and Superintendent Munro outlined the agenda for the meeting.

Public Comments

In the interest of providing clarification for the Santa Cruz City Schools Trustees and District Administrators, Pacific Collegiate School Board President Pete Rode detailed a new process that the school will use to estimate the number of students for the 2015-16 CBEDS.

Board Study Session Regarding Parcel Taxes/Elections Process

1. Superintendent Munro introduced Assistant Superintendent Monreal to report to the Trustees.
2. Mr. Monreal provided information regarding the estimated preliminary parcel tax revenues (from current measures I, J and P) for 2015-16, as well as the services that the funds will provide. Mr. Monreal summarized the Local Revenue Task Force process. Information included: the purpose of the committee; meeting dates; identified needs. Mr. Monreal introduced campaign consultants Bonnie Moss and Amanda Clifford to provide details of a campaign strategy for the district.
3. Ms. Moss and Ms. Clifford presented a campaign timeline for a November 17, 2015 mail-in ballot vote for two Santa Cruz City Schools parcel tax measures. Information was outlined regarding the preliminary work done by the SCCS Leadership Team to assess and listen to community needs through a continuing stakeholder engagement process,

the feasibility of success for measures gathered through the community polling process completed by True North Research (these polling results were presented to the Trustees at the Regular Meeting on June 24, 2015), the education and preparation of the community that will need to take place before and during a successful campaign, the campaign timeline, and post-election work that will need to be completed. Sample ballot measures and sample resolutions to call for an election were presented to the Board Members.

4. Board Members made comments, had discussions and asked questions about the information that was presented this evening.

Public Comments

The Trustees heard a question from Casey Carlson, GSCFT Political Coordinator, and Pacific Collegiate School Board President Pete Rode. Superintendent Munro responded to these inquiries.

Adjournment

There being no further Governance Session business to come before the Trustees at this time, Board President Vestal adjourned this Governance Session Meeting at 7:18 p.m.

Respectfully submitted,

Kris Munro, Superintendent
Santa Cruz City Schools

Claudia Vestal, President
Board President