

ARROWHEAD UNION HIGH SCHOOL DISTRICT
SPECIAL BOARD OF EDUCATION MEETING
AUGUST 24, 2016
MINUTES

The meeting was called to order by President Rosch at 5:30 p.m. in the District Office Board Room.

Members present: Bob Rosch, Joe LeBlanc, Craig Thompson, Kent Rice, Al Zietlow, Sue Schultz, Dave Dean and Tim Langer

Excused: Donna Beringer

Administration present: Laura Myrah, Steve Kopecky, Kevin Lipscomb, and Gregg Wiczorek

The meeting was properly posted.

DISCUSSION OF REFERENDUM COMMUNICATIONS PLAN

Board President Rosch turned the floor over to Kit Dailey from EUA to present the drafted communication plan related to the referendum. The major components of the plan include referendum materials, stakeholder engagement and events, traditional and social media communications, website as an information warehouse, as well as who holds the primary responsibility for each component and the timeline for each component.

With the communication strategies, Kit Dailey provided extensive written and verbal information, and anecdotes regarding the difference between districts legally providing neutral, factual information, with district taxpayer resources, versus illegally advocating for a particular line of voting or support; school grounds, school materials, school financial resources and work time may not be used for any form of advocacy regarding a referendum. On personal time and off school grounds, school board members and most district employees can legally share their own personal opinions regarding the referendum.

Moved by Zietlow, seconded by LeBlanc to adjourn. Motion Carried.

The meeting adjourned at 7:03 p.m.

Respectfully submitted,

Laura Myrah
Superintendent

Susan M. Schultz, Clerk