

The Board of Directors of the Cedar Falls Community School District in the County of Black Hawk, State of Iowa, met in work session pursuant to the laws and rules of said Board at the James L. Robinson Administrative Center, 1002 West First Street, Cedar Falls, Iowa, at 6:00 p.m. The meeting was called to order by the President and the roll being called there were present Joyce Coil in the chair, and the following named Directors: James Kenyon, Doug Shaw, Jim Brown, Jenny Leeper, David Williams and Susan Lantz. Others in attendance were: Dr. Andy Pattee, Superintendent, Pam Zeigler, Director of Elementary Education, Dan Conrad, Director of Secondary Education, Dr. Adrian Talbot, Director of Human Resources and Douglas Nefzger, Board Secretary.

President Coil called the meeting to order and reported that we are here to focus on students and student achievement.

Dr. Pattee started the meeting stating the purpose of the work session was to focus on the Board of Education's thoughts concerning the bond election. Dr. Pattee stated the Board needs to engage the community and district staff and listen to community and staff's thoughts and engage the District's facility committee in the process. Dr. Pattee commented that the next potential date to vote for a bond referendum would be June 30, 2015. Other potential dates would be September or December 2015.

Board members then shared the following thoughts concerning the recent bond election.

- Director Coil stated that the Board should go back to the facilities committee and there needs to be a general consensus on why the bond election failed. Dr. Pattee stated that he is working with Janelle Darst to develop a survey asking why the bond referendum was voted down.
- Dr. Kenyon commented that there needs to be better communication with the community and the District should not come back with another referendum with the same questions and package.
- Director Brown commented that he believes the public knows there needs to be something done with the school facilities.
- Director Lantz commented that she believes it would be wise to meet with the leaders of the opposition to the bond vote, as well as all other constituent groups to discuss their concerns. Dr. Pattee commented that he did reach out to all those groups and believes that the District needs to have a more active communication style and suggested establishing a listening post for public input.
- Director Leeper reported that the majority of public attention to the bond vote did not come until about two weeks before the election and hopes there is a more active participation at any future bond referendums.
- Dr. Shaw suggested a survey or form on the website for the public to complete.
- Director Coil suggested doing a survey or form by mail as there is a segment of the community not comfortable with technology.

Board members discussed how the Johnston Community School District structured their listening posts for their second bond referendum vote in 2014.

- Director Williams stated that he has heard some innovative ideas from community members.
- Dr. Kenyon commented the public may be able to envision the traffic patterns for the new high school once the Greenhill Road extension is completed.
- Dr. Pattee reported that we must come back with an open mind at these listening posts and put a big picture plan on paper for the public to view and comment on.
- Director Leeper stated that she believes meetings concerning a bond referendum should be televised and would like to see more involvement from community leaders in the process.

The Board reviewed potential voting dates and discussed the recent bond referendum results by percentage “yes” and percentage “no” by precinct. Board members continued to discuss getting the message out to the community and making sure there is information in every individual’s hands and to be proactive with the message.

The Board reviewed communications from the last bond vote and thoughts moving forward for a more proactive communication plan, as well as more precise communication on the cost of any proposed tax rates. Dr. Pattee summarized by stating he would work with the District’s facilities committee on setting a meeting up in early November. Dr. Pattee reported he will work with Ms. Darst in sending out a survey for feedback on the recent bond referendum, reengage community leaders, bring back the District’s facilities committee into the process and set up listening posts for the public to comment and make suggestions. It was the general consensus of the Board to move forward with Dr. Pattee’s communication plan.

Adjournment

Director Lantz moved and Director Kenyon seconded the motion to adjourn. Directors voting in favor of the motion: Lantz, Leeper, Kenyon, Williams, Coil, Brown and Shaw. Those voting “no” none. Motion carried. Meeting adjourned at 6:55 p.m.

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Secretary

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President