



April 2017 Meeting Minutes

Educational Services Center, Bloomington Public School District
Bloomington, Minnesota
April 5, 2017
11:30 a.m.

Attendees: Mary Jo Bellinger (PB), Sheri Brezinka (PTSA Council Treasurer), Roberto Cantu (Principal PB), Brian Cline (Principal OGE), Les Fujitake (Superintendent), Rick Kaufman (Community Relations), Peter Leatherman (Morris Leatherman Group), Becky Lechner (OE), Molly Lueck (PTSA Council Secretary), Beth Maiwurm (JHS), Wendy Marczak (BFT), Kate Martin (Community Relations), Carissa Meierdierks Wall (NH), Kial Nelson (VEAP), Jill Oldenburg (OM), Thuy Ros (VVE), Jim Sorum (School Board), Heather Starks (PTSA Council VP), Jodi Syrjamaki (WB), Jason Thiel (WW), Gina Vozka (OGM), Charlotte Westby (IM).

Welcomed by Heather Starks and introductions were made around the room.

Heather Starks for Tiffany Shermak, facilitated the feedback loop:

1. Summer Fun for Kids – no comments.

Rick Kaufman and Peter Leatherman, presented the community relations update:

1. A community survey assessing perceptions of Bloomington Public Schools was conducted in January 2017. 400 randomly selected district households were polled. Perceptions of the district were good with education, teachers and curriculum ranking high. The two top concerns for the district were high taxes and large class sizes. Residents were pleased with the job performance of the School Board, administration and teachers. Financial management was ranked as good. The question of whether schools are adequately funded was yes for 59% of those polled. Concerning the school tax climate, 47% said taxes were very to somewhat high. Those in favor of some tax increases were 48% compared to 27% saying no.

2. The School Board wants to pursue a referendum vote this fall. If the combined question of renewing the current operating levy plus an additional \$5M doesn't pass, then there are two options for another vote in fall 2018. Option one is asking the same combined question again which has a projected 16% chance of passing. Option two is having the referendum be two questions with renewal having a 61% projected passing rate and the additional funding having a projected 11% passing rate. Considering these different success ratings, a school-based info campaign will be formed to pursue getting the combined question referendum passed this fall.

3. School-based info campaigns develop ownership, distributes the work and accountability, increases parent teams, personalizes the message to each specific school and increases face-to-face discussions. These types of campaigns require a new way of thinking, more staff and parent involvement, strong organization and have to be info only. The school-based campaign can run parallel to a "vote yes" group as well as information the district is providing. The campaign organization would include all district high schools, middle schools, elementary schools, preschools, as well as Metro South and BCCA. Each school would create a team to include the principal, 1-2 staff, 3-5 parents and at the high school level, 2-3 students. These teams would have a meeting schedule and would set goals and tracking methods of registering parents and encouraging early voting (9/22/17).

4. Bill Morris, Peter's business partner, has agreed to help us form these citizen groups and run this grassroots' effort like a political campaign to work toward passing the referendum this fall. Teacher union support will be very important. School PTSAs can support the info campaign and have presenters speak at meetings. Contact Rick to set up speakers for your meetings. Fundraised money will pay for campaigns.

5. Kial Nelson handed out info material for the 9th Annual Bloomington District Food Drive running April 24th-28th. This year's goal is 70K pounds of food. Flyers are in English and Spanish. Each school will have an envelope for cash donations. Pick-ups are scheduled for Wed – April 26th, Fri – April 28th and a final one on Tues – May 2nd. Business partners can schedule a pick-up for Tues., May 2nd.

6. VEAP stats for 2016: 110,000 visits, 3.4 million pounds of food given, 54% of visitors were Bloomington residents, 1 in 3 new visits were households with children, 1.6K backpacks given for back to school, 2K holiday gifts/toys given, 1.5K weekend food packs given.

7. Bloomington's Centennial All-School Reunion event will be May 19, 2017 at the Bloomington Doubletree Hotel. Tickets are \$50/person.

Roberto Cantu, presented the Principal's report:

1. All buildings are working on staffing for 2017-18. MCA and MAP testing is happening or will soon. MCAs are given to 3rd-5th graders and evaluate proficiency. MAP tests are tiered tests given to 1st-5th graders to evaluate growth.

2. Track and Field at the middle schools has begun. Kennedy will present "Little Shop of Horrors" April 27th-30th. Jefferson will present Aladdin Jr. May 4th-7th.

Sheri Brezinka, presented the PTSA Council Treasurer's report:

1. Final collected scholarship number is \$2.6K, just short of our \$3K goal.

Heather Starks for Tiffany Shermak, presented the PTSA Council President's report:

1. Looking for feedback on meeting topics for next year. Will send out a survey, please look for it in your inbox. Looking for candidates for President and Vice-President for next year's Council. Voting will take place at the May meeting.

2. PTSA Appreciation breakfast is scheduled for Wednesday, May 31st at 10AM in room 610-610A.

Heather Starks, presented the PTSA Council VP's report:

1. Parent Speaker Series recap for April 3rd event. 22 attendees and 3 earned CEUs. Considering off-site locations for next year and maybe shorter in length. Topics and potential speakers have been tentatively set-up for next VP to finish planning.

2. Chip in for Schools Gold Classic to be held at Dwan Golf Course on July 26th, 2017. Proceeds benefit Bloomington Public Schools students and the event traditionally raises \$30-35K.

Next meeting topic: Year-end Wrap Up, May 3rd @ 11:30AM

Next meeting location: ESC Room 610A

Respectfully submitted by Molly Lueck, PTSA Council Secretary