

SM-MUSD PTA Full Council Meeting

November 6, 2007

The meeting was called to order at 11:12 AM by Council President, Rebecca Kennerly, in the Board Room, Board of Education (BOE).

Attending: The Attendance Sheet is attached.

President's Report:

- Anne Blackwood reported on Webster and the Malibu fire. Although it suffered some damage, Webster was saved from the fire. Webster has started "GROWTH" (Green Rebuilding of Webster) for rebuilding landscape, etc. Rebecca asked for information re: volunteer opportunities at Webster to help with the fire damage effort. Anne reported there would be a Winter Carnival on Dec. 2. Uniformed firemen and policemen are invited for free burgers. One Webster student lost his home, but has found temporary housing.
- Reflections deadline of Nov. 20 remains the same, and is unchangeable. Contact Miriam Billington @ 310-829-7998 to arrange for submission delivery.
- Minutes: Kelly Meyer moved to approve the Full Council minutes of Oct. 16, 2007, with a second by Louise Jaffe. The minutes were **approved as corrected**. The corrections were: 1) under President's Rept. last bulleted item, "If PTA takes a position...hasn't taken a position" the correction was, "If the PTA takes a position on an issue, its unit Board approves the position first, then makes a recommendation to the full unit. It is the full unit that is required to approve a position", 2) under Meas BB Presentation, fifth bulleted item, "SM" the correction was, "SMM" and 3) last bulleted item "Lisa Golden Balfus expressed...program" the correction was, "Lisa Golden Balfus expressed Edison's appreciation that the Measure BB Committee recognized its needs."
- Upcoming events: Public Schools Week is Dec. 2-7; last night was the State of Our Schools in SM, tomorrow in Malibu. Liz Dubelman distributed invitations to Council Holiday Breakfast, Dec. 4 @ Duke's Malibu.
- Rebecca acknowledged School Board members in attendance at today's meeting: Kelly Pye, Maria Leon-Vasquez, and Ralph Mechur.

School Funding Renewal Presentation & Discussion

- Colleen O'Beirne Brydon, co-chair Parcel Tax Feasibility Committee: The Parcel Tax Renewal will be on the Feb. 5, 2008 ballot. The Cmte has been working since August exploring several options for the Parcel Tax renewal and uses of the funds. After much legal and public research, it was determined that increased information led to increased support for renewal. Accountability provisions were also found to be important. On Oct. 25, 2007, the BOE passed the renewal, which would renew, without increasing, both existing parcel taxes together as an ongoing funding source, with an annual adjustment for inflation [tied to Consumer Price Index (CPI), All Urban Consumers, for the LA area]. A Senior Exemption will be available to those ≥ 65 who own and occupy their homes. Taxpayer accountability provisions would also be required. Any changes would require voter approval (Funding Renewal Fact Sheet attached).
- Asst. Superintendent of Human Resources, Mike Matthews noted that the Parcel Tax Cmte accomplished an incredible amount of work in a short period of time. He reported that the current parcel taxes have been generating funds for programs, some of which would not continue without the parcel tax renewal. Currently Meas. S=\$6.5M/yr, and Meas. Y=\$3.9M/yr. These funds result in music and P.E. at the elementary level (S), smaller class sizes throughout all grades (S), supplement libraries/library staff (S), lower counselor and nursing ratios (S & Y), and tech support (S & Y). The renewal will allow us additional programs to promote excellence and care.
- Superintendent Dianne Talarico noted that Mike Matthews was the District liaison to the Parcel Tax Cmte. She added that PTA is the group to get the good word out to the community that this funding is essential.
- Paul Silvern, Denny Zane-Parcel Tax Advisory Committee Subcommittee Chair for Financial and Election Analysis: Paul Silvern reported that Denny Zane has been the chair of election timing. Denny Zane is very knowledgeable about election campaigns, and is familiar with the structure of the electorate in SMM. The pros/cons of the 4 possible election times were evaluated, with the Feb. 5, 2008 (Pres. Primary), being the best, due to expected large turnout and favorable electorate.
 - Paul Silvern reported on the financial structure. Currently Meas Y=\$121/accessible parcel, which is adjusted annually for inflation, and has no Senior Exemption; Meas S=\$225/parcel with no annual adjustment (a flat 3%), but has a Sr. Exemption. There were 4 different financial scenarios considered

for the Renewal, with the combined S & Y=\$346 was determined to be the best approach. In the Renewal, the Sr. Exemption would produce a revenue decrease for the first 2 years, but we will get more over time. The CPI was used for the inflation factor because it is more familiar to people and it is already being used in Meas Y.

- Rebecca proposed an SM-MPTA Council Resolution to support the renewal of the Parcel Tax (see attached). A lengthy discussion followed. Rebecca noted that the needs of our schools are ongoing and therefore the value of education needs to continue, so there is no expiration, or specific sunset, attached to the Renewal. It has built-in oversight.
 - Barbara Inatsugu added that term limits, community college, and transportation measures would also be on the Feb. 5, 2008 ballot.
 - It was noted that SIEU and SM-MCTA had reps. on the Parcel Tax Cmte and were supportive.
 - Passage of the Renewal requires 2/3 of vote (once approved, changes require simple majority). Polling data showed overall support/viability. Three scientific polls of random samples were done in SM & M.
 - Shari Davis reported that the firm TBWNB has been hired which has campaign expertise. It will funnel info to unit Leg Cmtes through PTA Council Leg Cmte. Mail will be used as the primary vehicle in getting information out to the community. It was emphasized that Parcel Tax is a renewal, with no additional taxes.
 - Debbie Mulvaney requested that once a Council vote is taken on the Resolution, each unit should put it on its agenda, and pending approval, send \$ set aside for Leg. to her. Shari Davis reported the estimated campaign budget is \$250,000. The specifics of campaigning at schools are forthcoming. The Campaign Cmte has been in existence less than a week.
 - There has been opposition to the Renewal in Malibu. The possibility of re-polling Malibu was suggested.
 - Debbie Mulvaney moved to approve the SM-MPTA Council of PTAs RESOLUTION SUPPORTING A RENEWAL OF SPECIAL TAXES TO BE PLACED ON THE FEBRUARY 5, 2008, BALLOT FOR VOTER APPROVAL, with a second by Barbara Inatsugu. Two amendments included 1) second paragraph “WHEREAS, in an effort to achieve...District’s Strategic Plan; and” to “District’s Strategic Plan, and signing ballot arguments, if asked; and” and 2) title change from “RESOLUTION SUPPORTING A RENEWAL OF SPECIAL TEAXES...” to “RESOLUTION SUPPORTING A RENEWAL OF SPECIAL FUNDING MEASURE...” The **Resolution** was unanimously **approved as amended**.

Council Business and Report:

- **Summer School Treasurer:** Debbie Mulvaney presented the Proposal for Education Foundation and PTA Council (attached) re: the increase in requests for scholarships and decreasing enrollment. SA has never turned a scholarship applicant away, but now the SA revenue has decreased. There was a discussion of whether or not we should cap scholarships or actively fundraise specifically for this, and is our notion of service more important than raising \$. The proposal includes asking for the authority to maximize paying enrollment, add to the application a space for scholarship contributions, go outside to service organizations such as the Rotary Club, to see if they’d like to fund a scholarship, and the need for the Ed. Foundation and SM-MPTA to have a discussion with the District about equity fund money. Scholarship requirements are either determined by District Free and Reduced Lunch guidelines or an independent review.
 - Miriam Billington moved to approve the Proposal for Education Foundation and PTA Council, with a second by Elizabeth Stearns. The **Proposal** was **approved**.

Announcements:

- Colleen O’Beirne Brydon suggested the unit presidents use the School Funding Renewal Proposal as a template for their own units.
- Legislation checks should be made out to “Campaign to Protect Quality Public Schools” and given to Debbie Mulvaney.

The meeting was adjourned at 12:58 PM.

_____, Secretary

Approved: