



Broward County Public Schools

Parent/Community Involvement Task Force

Meeting Minutes

Municipal Relations Subcommittee
Wednesday, June 15, 2011
Plantation High School, 5:30 p.m. – 7:30 p.m.

Co-Chairs: Linda Lewis and Gloria Moschella
Evening Facilitator: Joseph Zeppetella, Specialist, Risk Management

Attendees: Gloria Moschella, Charles Webster, Joseph Zeppetella, Ann Marie Dion, Cheryl Dyce, Alberto Gamarra, Nadjilla (Judeen) Johnson, Katie Leach, Beth Lerner, Fumiko (Mimi) Robinson

Committee Purpose

To reach out to municipalities and education advisory boards, engaging them in communications; to determine how municipalities and the school district can best work together, to become more aligned and strategic in efforts regarding state policies influencing education.

Meeting commenced approximately 6:15 pm, following meeting of PCITF in the Auditorium.

Subcommittee members all provided a contact email address and phone number on sign-in sheet. Guest speaker Charles Webster from the District's Public Relations & Governmental Affairs Department was introduced by Co-Chair, Gloria Moschella.

Mr. Webster provided subcommittee members with two handouts.

1. District Profile Sheet
2. 2011-2012 Calendar / Important District phone numbers

He suggested the handouts would be good information to share with the other subcommittees. Public Relations & Governmental affairs departments puts out approximately 200 press releases a year.

Mr. Webster stated his department distributes press releases via email to appropriate level (city, county, state) officials, depending on scope of press release.

Mr. Webster stated that there are 31 cities in Broward County and with varying levels of involvement with their schools and the District. He stated, approximately 18 cities have their own education advisory councils. Some cities even have meetings between city managers and principals.

One of the members informed the subcommittee the City of Fort Lauderdale's Education Advisory Board has a meeting the following night, Thursday, June 16th from 6:30 to 8:30 at the

Administration building on Andrews Ave. She stated it is open to the public and it might be a good idea for some subcommittee members to attend to see what some of the city's current education issues are. School grades and boundaries tend to be two of the most important concerns to cities.

Discussion among subcommittee members began on school boundaries and how they affect where families want to live. Examples were given where families love their community, but wish the schools were better and where a family wanted to move to a different neighborhood, but would not because the schools in the new neighborhood were not rated as well as their current schools. The discussion lasted about fifteen minutes, when one of the subcommittee members reminded the group of time constraints and requested the focus return to the agenda.

Mr. Webster concluded, by stating he will be available for questions and to assist with obtaining appropriate city contacts.

Mr. Zeppetella introduced himself as the recorder/facilitator for the meeting and asked each subcommittee member to introduce themselves and state their experience with the District and why reason for participating in the PCITF.

There were a variety of backgrounds and reasons for participation.

- Some members are parents with students currently enrolled in the District.
- One member is a school psychologist with a history of participation in child advocacy groups.
- One member is a former teacher, who now works in the private sector as a project manager.
- One member has experience working with officials in Tallahassee and believes state government often takes the blame for poor public education, when school districts should be more accountable.
- One member is a prosecutor for the State of Florida

Mr. Zeppetella went over the timeline of the subcommittee to provide recommendations to the PCITF regarding Municipal Relations to incorporate into their report to the School Board.

- Summer 2011 – get organized, plan work to be done, divide work, formulate who to contact, what to ask, and how to ask them (must be consistent).
- Start of school (August 22, 2011) - start doing the work, getting out to cities, gather data
- November 2011 – complete work, develop formal recommendations to the PCITF
- January 2012 – PCITF report and recommendations shall be presented to the School Board
- February – May 2012 – policies and procedures necessary to implement the recommendations shall be drafted and/or amended
- August 2012 – plan shall be implemented

Members commented on why they need to wait until the start of school to start doing the work. Agreed it is great to be ahead of the schedule and the timeline was just provided to make sure subcommittees don't fall behind, as there is a lot of work to do in six months.

A member asked why the subcommittee can't continue past the six months. Other members explained that this task force has a specific goal and timeframe to gather data and make recommendations. One or more of the recommendations may consist of the development of a committee focused on relationships between municipalities and the District.

Mr. Zeppetella reviewed some guidelines of the Sunshine Law that had been provided for PCITF members:

- Must advertise meetings two weeks prior
- Official meetings open to public, take place at District Location
 - Phone bridge will be available
- Recorder to take minutes
- Schedule meetings through Jeff M to advertise
- One on one or small group of members can meet without advertising, as long as voting is not done
- More info available through videos on BEACON website

A couple of subcommittee members who are, or have been, part of groups that fall under the Sunshine Law were concerned some of the guidelines provided may be in violation, such as contact with other members outside official, public meetings. The subcommittee agreed to request additional information or training from the PCTIF on the Sunshine Law and how it pertains to PCITF subcommittee members.

A discussion began on difference between regular public schools and charter schools, after one of the members mentioned that a city in Broward has explored the possibility of opening a city charter school. Several members gave personal experiences dealing with charter schools and how one of the benefits is that there is less bureaucracy and changes can be made.

Subcommittee members agreed that all 31 cities in Broward should be contacted. It was also suggested that at the next meeting, the subcommittee determine which members will be responsible for which cities, moving forward.

It was also suggested during the next two weeks, members think about what types of questions should be asked to city officials to get appropriate feedback.

At the conclusion of the meeting the subcommittee discussed possible times and locations for upcoming meetings, and agreed to schedule the next two meetings at Plantation High on Monday, July 11th from 6:00pm to 8:00pm and on Monday, July 25th at the same time.

Meeting was adjourned at 7:30pm.

Subcommittee did not select a recorder. One should be selected at the onset of the next meeting or prior, via email.