



Bond Task Force – Meeting 1 Summary

November 2, 2017

Meeting #1, Tuesday, October 24, 2017, Ferndale High School

Attendees: Task Force members

Name		
Kathy Hopkins	Shauna Torretta	Nicole Smith
Gregg Heyne	Victor M Bouloss	Michael Britt
Dustin Brittain	Connie Faria	Bob Baumstark
Anne Bower	Doug McDonald	Joe Lupo
Rob Fickeisen	Garin Wallace	Audra McLain
Terry Terry	Sandi McMillan	Cathy Raymond
Nicole Inman	Joy Born	Joey McAlpine
Jeremy Vincent	Eric Tripp	Faye Britt
Dustin Griffin	Mai Chi Griffin	Amy Nylen
Katrina Schmitt	Wendy Beebout	Rusti Elefson
Jamie Plenkovich	Cindy Lower	Tami Clark
Ryan Valentine	Patrice Valentine	

Staff

Ferndale School District

- Mark Deebach, Assistant Superintendent
- Linda Quinn, Superintendent

EnviroIssues facilitator

- Penny Mabie

Welcome and Introduction

Penny Mabie, EnviroIssues facilitator for the Ferndale School District (abbreviation: FSD) Bond Task Force (abbreviation: Task Force), welcomed Task Force members and observers to the meeting. She provided members with an overview of the meeting agenda and outlined the primary purpose of the meeting: bring Task Force members up to date on project background; discuss and conceptually approve Task Force Charter, and explore community values. Members and staff introduced themselves including their names and the interest/group they were representing on the Task Force.

Dr. Linda Quinn, FSD Superintendent, welcomed Task Force members and thanked them for their willingness to volunteer. She explained the purpose of the Task Force and the district's sincere desire to understand and reflect the community's values and aspirations in a capital facilities bond measure.



Task Force Expectations, Purpose, Membership and Ground Rules

Penny reviewed a draft charter for the Task Force. She noted that she starts with a draft that can be changed and reshaped to make it easier for the Task Force. She briefly reviewed sections of the charter including the purpose of the group, expectations the district has of the Task Force, roles of the district, task force members and the facilitator, and communications details. She described the role of the Working Sub-Committee, which would be used to dive deeper into details of issues as identified by the Task Force and make recommendations for the Task Force's consideration. Penny asked members to fully review the draft charter after the meeting and provide any suggestions for additions, deletions or changes to her via email.

Some questions on the charter included:

- How did the \$100 million limit for the bond package come about? Was it driven by specific requirements? Response: The School Board selected that amount after a lot of discussion of past bond issues and feedback they heard from the community.
- Is the study that was done after the last bond measure available? Response: Yes, it will be made available to the Task Force.

Penny asked the Task Force to consider what interests need to be represented on the Task Force to ensure all concerns and perspectives are included in discussions. The following interests were suggested:

- Renters
- Retirees
- Rural / farmers
- Precincts
- Ethnic / cultural diversity including Russian, Spanish and Native American
- Students
- Long-time residents of Ferndale
- Law enforcement

It was also suggested that the Task Force had been well promoted and a lot of time shouldn't be invested in trying to convince people to be part of it.

Ferndale School District's Long-range Facilities Planning Work

Mark Deebach, Assistant Superintendent for Business & Support Services provided a presentation on the district's facility needs and background on how the district had attempted to meet those needs in the past. The presentation is available on the district's website here: <http://www.ferndalesd.org/business-support-services/bond-2018>

The Task Force engaged in discussion with Mark and Linda regarding previous bond cycles, the reasons the district believed were behind the failure of the most recent bond measure, and what would need to be done for the community to support another bond measure. Many members expressed concern about needing to demonstrate transparency and open communications with the community. Others wondered if the \$100 million limit set by the school board was too low or too high. Penny noted there will be more time to delve into many of the topics discussed at future Task Force meetings.

Community Values

Penny reminded the group they were there to reflect the different interests and values present in the Ferndale School District community. She noted it would be important for Task Force recommendations to reflect those diverse values and interests. She suggested a process be used to identify values and use them to develop guiding principles the Task Force would use to ensure any recommendations did meet community values. To start the process, she asked the members to list community values and interests. The list generated included:

- How much does it cost?
- What are they doing with closed facilities?
- Historical significance?
- Equality among schools
- Stewardship
- Cost effectiveness
- Long term planning
- Trust (need to rebuild)
- Why is Mt. View closed?
- Lack of knowledge
- Transparency. For Example: present information in a manner that people hear it
- Sentimentality. For Example: retaining heritage, maintaining “old Ferndale”
- Other opportunities for education programs
- Lack of communication
- Accountability of fiscal responsibility
- Won't do what they say they will
- Do a small project to quote “prove it”
- Bellingham has established trust and has a great marketing plan
- Not shared priorities
- Clarity / detail about what you're buying / value proposition
- Communication. For Example: Use of social media
- Perception of good schools – e.g. People buy homes here for cost but think schools are better in Bellingham
- Lummi Island. For Example, the changing demographics. People think the average age is 59 but there is a need for a school on island
- Perception of durability of schools – e.g. How long they should last?

Penny noted the list was a combination of concerns and values. She will work with the list before the next meeting and bring back a proposed list of values that the group can use to develop guiding principles.

Next Steps

Penny shared a Task Force calendar that included proposed date blocks for Task Force and Working Sub-Committee meetings. She asked the group if the meeting time, 7 p.m. – 9 p.m., was a good meeting time and the group agreed. She noted the next Task Force meeting will be on November 14th, at 7:00 p.m. and that she would work with the district to schedule subsequent meetings and then provide a complete meeting calendar.

Penny noted that the Task Force had received an evaluation form and asked members to complete it. In the evaluation, members could also indicate their interest in participating in the Working Sub-Committee. Penny closed the meeting at 8:55 p.m.

Handouts:

Meeting agenda
Draft Task Force Charter
Task Force meeting calendar
Task Force meeting evaluation