

**RIVERSIDE UNIFIED SCHOOL DISTRICT  
OPERATIONS DIVISION**

**Ad-Hoc Operations Board Subcommittee Meeting**

**February 24, 2017**

**1:30 – 4:30 p.m.**

**Conference Room 1**

**3380 14<sup>th</sup> St., Riverside, CA 92501**

**A G E N D A**

As required by Government Code 54957.5, agenda materials can be reviewed by the public at the District's Administrative Offices, Reception Area, First Floor, 3380 Fourteenth Street, Riverside, California.

**Public Input**

The subcommittee will consider requests from the public to comment. Comments should be limited to three minutes or less. If you wish to address the subcommittee concerning an item already on the agenda, please indicate your desire to do so on a provided card. You will have an opportunity to speak prior to the subcommittee's deliberation on that item.

Pursuant to Section 54954.2 of the Government Code, no action or discussion shall be undertaken on any item not appearing on the posted agenda, except that members of the Subcommittee or staff may briefly respond to statements made or questioned posed by persons exercising their public testimony rights. Discussion of items brought forward that are not on the agenda shall be considered for future agendas by the Subcommittee Chair.

**Action/Discussion Items**

The following agenda items will be discussed and the Subcommittee members may choose to introduce and pass a motion as desired.

**1. Approval of Minutes**

The Operations Board Subcommittee at the February 2, 2017, meeting, requested that Mrs. Allavie review the minutes of the October 31, 2016, meeting, for final approval.

**2. Landscape Project Design Update**

Staff will provide a brief update on the landscape project design at Thomas Jefferson Elementary, Matthew Gage and Sierra Middle Schools.

**3. Board Policy No. 7310 – Memorials, Naming of Facilities, and Sponsorships**

At the August 15, 2016, Board of Education meeting, staff gave an overview of Board Policy No. 7310, and presented a comparison concerning naming of school facilities policies criteria and procedures in the neighboring districts.

At the October 31, 2016, Operations Board Subcommittee meeting, the subcommittee made revisions to the policy, which were presented for first reading at the December 4, 2016, Board

of Education meeting. A draft of the “Memorials, Naming of School Facilities, and Sponsorships Committee” application form was also presented to the Board for first reading. The Board of Education made changes to the policy and asked staff to discuss the changes at a future Operations Board Subcommittee meeting. Board’s changes to the policy have been incorporated and will be presented to the subcommittee for review/approval.

### **Conclusion**

### **4. Ad-Hoc Subcommittee Members Comments**

### **Adjournment**

**Riverside Unified School District  
Operations Division  
Operations Board Subcommittee Meeting  
October 31, 2016  
9 a.m. – 11 a.m.  
Conference Room 1  
3380 14<sup>th</sup> St., Riverside, CA 92501**

**MINUTES**

**CALLED TO ORDER:** 9:00 a.m. by Mr. Hunt

**PRESENT:** Tom Hunt, Kathy Allavie, and Sergio San Martin

Also present were David Hansen, District Superintendent, Hayley Calhoun, Kevin Hauser, Mays Kakish, Ken Mueller, Daniel Rudd (CSEA), and Lizette Delgado, (Recorder).

**Public Input**

There were no requests to speak to the subcommittee members.

**Action/Discussion Items**

**1. Approval of Minutes**

Mrs. Allavie moved and Mr. Hunt seconded to approve the minutes of the October 1, 2015, meeting.

**2. Board Policy #7310 – Memorials, Naming of Facilities, and Sponsorships**

At the August 15, 2016, Board of Education meeting, staff gave an overview of Board Policy #7310, and presented a comparison concerning naming of school facilities policies criteria and procedures in the neighboring districts.

The subcommittee discussed Board Policy #7310 – Memorials, Naming of Facilities, and Sponsorships, and the option to assign of a committee to develop proposed policy revisions for consideration of the Board of Education at a future meeting.

The subcommittee made revisions to the policy and recommended the formation of a “Memorials, Naming of School Facilities, and Sponsorships Committee”, formed by district staff and the Vice President and Clerk of the Board of Education to review memorials, name of facilities, and sponsorships applications. They also requested that staff develop an application form.

The revisions to the Policy #7310 – Memorials, Naming of Facilities, and Sponsorships, Rules and Regulations #7310 – Memorials, Naming of Facilities, and Sponsorships, and a draft of the application form will be presented to the Board of Education as a First Reading Action item at the Board Study Session scheduled for November 14, 2016.

**3. Naming of Pachappa Elementary School Library in Honor of Ms. Ardice Bailor**

The Board of Education at the July 20, 2015, meeting, considered and took action to name the Pachappa Elementary School Library in honor of Ms. Ardice Bailor, and asked staff to bring back concrete plans for signage at a future Board of Education meeting.

The subcommittee discussed the plan for dedication and memorial signage specifications presented by staff, and agreed to use brushed aluminum 8" high x ¼" thick, black powder coated lettering outside of the library facing Riverside Avenue and painted lettering inside the library along with a bronze dedication plaque. At the subcommittee's request, Mrs. Allavie and Mr. San Martin will walk the inside of the library for more detailed information.

The subcommittee asked staff to work with the Communications Department in preparation for a naming and dedication ceremony. The subcommittee would like to hold the ceremony on February 24, 2017, the second anniversary of Mrs. Bailor's passing.

**4. Transportation Attendance Areas – Facilities Planning**

The item will be presented to the Board of Education at a future study session.

**5. Construction Delivery Methods**

The item will be presented to the Board of Education at a future study session.

**6. Landscape Project Design Update**

Staff provided a brief update on the landscape project design at Thomas Jefferson Elementary, Matthew Gage and Sierra Middle Schools.

The Matthew Gage Middle School, Phase I, landscape project was discussed. The project's Phase II, includes the landscape design for Thomas Jefferson Elementary and Sierra Middle Schools.

Staff informed the subcommittee that the project is only for the front of the school, that it is a Deferred Maintenance project, and that only drought tolerant plans will be utilized. It was also mentioned that the Maintenance and Operations Department is looking for an old Gage Canal gate to be used for the project. Subcommittee members suggested the installation of a plaque with history about the Matthew Gage Canal for the project.

Mr. Hunt moved and Mrs. Allavie seconded to approve the project.

**7. Project Prioritization Process**

Staff provided the subcommittee with project prioritization process options to move projects forward in the District's Long Range Facilities Master Plan, including the formation of a steering group, which may include the Operations Board Subcommittee or a Facilities Summit Group that will be in charge of defining, verifying, and developing the District's objective and project priority list(s). The steering group will use the project prioritization process, which may include: determine/establish project focus goals, project evaluation criteria, project type definition (new construction or modernization), weighing of project priority elements, evaluate the project's alternatives, and a proposed project priority list, all achieved through the Facilities Master Plan's guiding principles and by verifying the project's objective.

The subcommittee discussed the item and agreed that the project prioritization is a decision that should be done by the Board of Education in a study session and then discussed at an Operations Board Subcommittee meeting.

The item will be presented to the Board of Education for approval at a future study session.

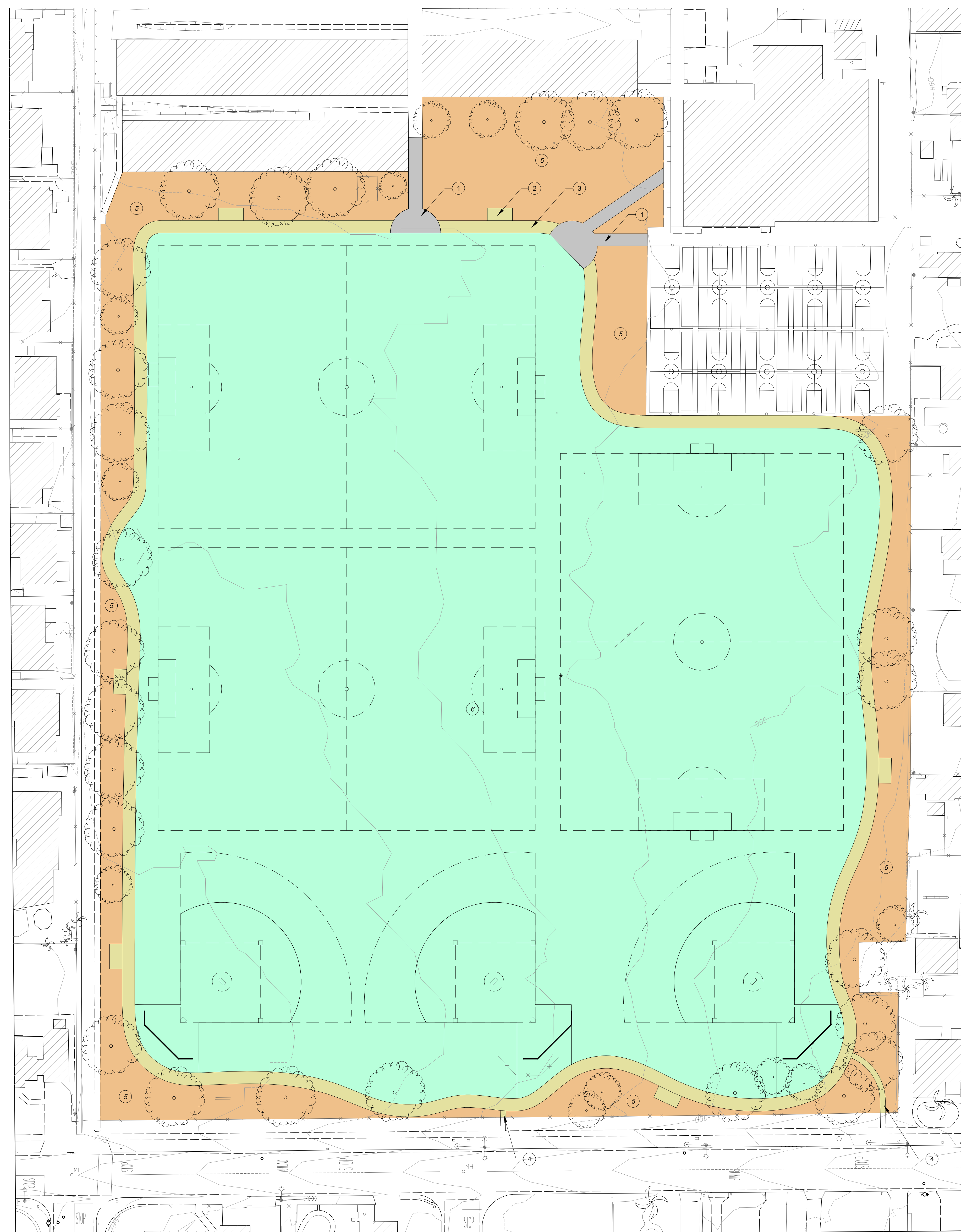
### **Conclusion**

#### **7. Subcommittee Members Comments**

There were no comments from the subcommittee members.

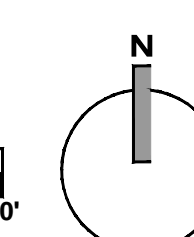
### **Adjournment**

The meeting was adjourned at 11:45 a.m.



# LEGEND

- ① CONCRETE ENTRY PATH/PLAZA
- ② 10'X20' EQUIPMENT STATION TYPICAL (200 SQFT)
- ③ 10' WIDE D.G. PARACOURSE PATH (24,400 SQFT)
- ④ 5' WIDE D.G. ENTRY PATH
- ⑤ BARK MULCH AREA (5,000 SQFT)
- ⑥ TURF AREA (351,750 SQFT / 8.07 ACRES)









# POLICY

## Board of Education Riverside Unified School District

### Memorials, Naming of School Facilities, and Sponsorships

#### Purpose:

To give guidance to individual schools on the appropriate ways to handle naming facilities and schools, as well as for memorializing someone who has passed away, and to clarify guidelines for sponsorships to secure operating funds that might involve naming and signage.

#### Position:

It is the responsibility of the Board of Education to adopt all names for school facilities. Suggestions from the school site and the ~~public community~~ should be submitted to the Superintendent's Office. ~~for his recommendation and will be considered by the Board of Education, but are not binding.~~ An application packet will then be granted, which when received back will be reviewed by the "Memorials, Naming of School Facilities, and Sponsorships Committee," consisting of the Vice-President and Clerk of the Board of Education and other district staff.

1. **Cost of Signage Honoring a Community Member**
  - a. If the Board of Education ~~determines chooses that they wish~~ to honor ~~community members, an individual and name a facility after someone,~~ it does so with an understanding that the ~~District~~ bears ~~the~~ significant cost in providing ~~of the~~ outdoor-signage, ~~and other interior recognitions~~ inside plaques and display cases with memorabilia, and the expense of a ceremony. The money for these honors comes directly from the General Fund.
  - b. If ~~a~~ **the** facility has been sponsored (and has an approved sponsorship contract), the costs of the signage ~~are may be borne~~ by the sponsor ~~and may be negotiated~~.
2. **Memorials** to a student, ~~or~~ staff, **or community** member who has passed away need to be channeled into positive outcomes such as: a scholarship or gift to REEF in the person's honor; the planting of a tree; a day of service (in which participants could plant a bed of flowers or gather for another kind of campus improvement); ~~a non-permanent~~ **relocatable** bench or table that could have a small plaque no larger than ~~3"x5"~~ **4" x 6"** attached; or books for the library (with or without a frontispiece with the name of the honored person). Self-standing plaques or headstones are not permissible. Gifts to **school sites** should be reviewed by staff ~~and the committee~~ to ensure that they are cost neutral ~~and appropriate to the campus~~.
3. The honor of **naming a school facility** after a community member shall be with the consideration of the Board of Education and based on a history of outstanding support to the district and community, ties to RUSD, and/or positive accomplishments that serve as an example to RUSD and our community.



- a. To create conformity with existing schools, ~~the Board of Education should recognize that~~ elementary schools ~~should retain the~~ have a tradition of being named after authors, poets, geographic sites, and presidents.
  - b. Facilities that might serve the purpose of being named after an honored person ~~shall~~ **could** be: ~~school~~—theaters, libraries, cafeterias, multipurpose rooms, **CHOICE programs or schools, labs and maker spaces**, offices and ~~at future district~~ honor walls.
  - ~~e. Classroom and Academic facilities are not considered appropriate.~~
  - c. Length of Time for Names: The Board of Education can determine after a one year "wait period" that a facility's name may be changed and shall make that determination in consideration of information contained above.
  - d. ~~As a matter of cost and time consideration for staff, honors that require substantial planning should not take place before previous honors have been held, so as not to create a backlog of events. The Board of Education should consider no more than one such honor per year.~~
4. **Sponsorships** to name a facility for a given donation to the district ~~shall~~ **may** include these facilities only: sports facilities (including district stadiums), fields, pools, scoreboards, **class laboratories**, and uniforms. ~~Sponsorships will not be extended for classrooms or academic buildings.~~ Contracts for sponsorships shall be reviewed periodically by staff.
- a. General Program Statement:  
The purpose of this program is to provide guidelines for the advertising of products or services for District revenue to supplement the diminishing monies students need for extra-curricular activities. Riverside Unified School District shall protect students and parents from exploitation and ensure that commercial activities do not interfere with educational programs. Except for instruction relating to sponsorship, students shall not be required to listen to, read, or be subjected to commercial advertising in the classroom or in school-provided materials or curriculum-related activities, except as provided by this policy. Revenue enhancement opportunities should be in keeping with the community standards of good taste, and promote positive values for the students of the District.
  - b. Definitions:  
Sponsorship: Any payment of money or other economic benefit to a school or to the school district that requires visual, audio, or video placement of a name, slogan or product message on a school district property, publication, or broadcast. The term sponsorship does not include traditional fundraising activities, such as magazine sales, nor does it apply to outright gifts to which no quid pro quo is attached.

## c. Regulations:

## i. SPONSORSHIP

No ~~S~~ponsorship, as defined by this policy, shall be allowed unless it complies with this policy, fits one or more of the following categories, and is approved by the Superintendent or designee.

1. Paid sponsorship in school student publication or other district publication;
2. Maintain pre-existing advertising space for community businesses;
3. Paid sponsorship signs on school property or at school events that meet local sign ordinances and comply with this policy;
4. The display of product names on vending machines appropriately placed in the school for the use of students, staff, and the public
5. Sponsorship ads that appear when students are using various internet services

## ii. PROHIBITED COMMERCIAL ACTIVITIES

No sponsorship shall be accepted if it:

1. Is associated with tobacco, alcohol, illegal drugs or weapons;
2. Promotes hostility, disorder, or violence;
3. Contains vulgar, abusive, obscene, or sexually explicit language and/or imagery;
4. Is libelous;
5. Demeans or discriminates against any person or group on the basis of race, gender, ethnicity, age, disability, or religion;
6. Advocates the violation of law;
7. Inhibits the functioning of the school and/or the school district;
8. Advances any religious or political purpose or interests;
9. Promotes, favors, or opposes a candidate for elected office or a ballot measure;
10. Is associated with any company or individual whose actions are inconsistent with Riverside Unified School Districts' educational mission, ~~policies, and~~ goals or community values; or
11. Is otherwise in violation of the law;
12. Or is otherwise deemed unfit by the Superintendent or designee.

## iii. DISTRIBUTION OF FUNDS

1. The collection of funds from ~~S~~ponsorship activities will be organized and accounted for by the ~~Deputy Superintendent of Business Services~~ Chief Business Officer. These funds will be accounted for annually with a report to the Board of Education that will be posted on the RUSD website for public viewing.
2. No portion of the sponsorship funds will be used for general fund

purposes including administration; rather they will be used specifically to support extra/co-curricular programs at the school site level that may have been previously supported by "student fees." In associated procedures and regulations, there will be a plan to provide as equitable a solution as possible between school sites and programs.

Legal Reference:

Education Code

7050-7058 Political Activities of School Employees and Officers  
35160 Authority of Governing Boards  
35160.1 Authority of School District  
35172 Promotional Activities  
35182.5 Sale of Advertising Products  
38130-38138 Civic Center Act  
48907 Student Exercise of Free Expression  
51520 Prohibited Solicitations

Adopted: July 18, 2011

Re-Adopted: