

**21ST CENTURY SCHOOLS BOND ADVISORY COMMITTEE
MEETING MINUTES – SEPTEMBER 10, 2013**

The 21st Century Schools Bond Advisory Committee (Committee) met on September 10, 2013 in Conference Room 916 of the School Board Administration Building. Mr. Martinez called the meeting to order at 3:00 p.m.

Committee Members

Mr. Roberto Martinez
Ms. Cindy Lerner
Mr. Cecil T. Daniels
Mr. Anthony Dawsey
Mr. Juan Del Busto
Dr. Jaap Donath
Mr. Thomas Eagan
Mr. T. Willard Fair
Dr. Sean Foreman
Mr. Samuel Lee Gilmore, Jr.
Mr. François Illas

Reverend Guillermo
Revuelta
Mr. Paul Wallace
Ms. Sharon Watson
Ms. Carol Graham Wyllie
Ms. Susan Marie Kairalla
(Alternate to Mr. Thomas
Eagan)
Mr. Terry Murphy
(Alternate to Mr. Paul
Wallace)
Mr. Rolando Sanchez-Medina
(Alternate to Mr. Jeffrey
Shapiro)
Mr. Michael Pineiro
(Alternate to Mr. Marcos
Jimenez)

**Ex-Officio Non-
Voting
Members**

Senator Rene
Garcia
Ms. Patra Liu

Miami-Dade County Public School Attendees

Dr. Lawrence S. Feldman, Board
Member
Mr. Alberto M. Carvalho
Mr. Walter J. Harvey
Ms. Deborah Karcher
Ms. Judith M. Marte
Ms. Iraida Mendez-Cartaya
Mr. Jose Montes de Oca
Mr. Carl Nicoleau
Mr. John Schuster
Ms. Enid Weisman
Ms. Tabitha Fazzino
Ms. Ana Rijo-Conde
Mr. Glen White
Mr. Brian Williams

Ms. Silvia Rojas
Mr. Blake Juste
Ms. Erzebet Munsie
Ms. Ana Lara
Mr. Jerold Blumstein
Ms. Dalia Rosales
Ms. Melinda McNichols
Ms. Arleen Stanek
Mr. Tom Knigge
Ms. Ronda Vangates
Mr. Trevor Williams
Mr. Michael Fox
Mr. Paul Washington

Other Attendees

Mr. Daniel Garcia
Mr. Julio Piti
Mr. Milton Parris

Recording Secretary

Mrs. Annette Hunt

Mr. Martinez informed the Committee that he would not be present for the entirety of the meeting as he was leaving to attend his son's Open House at TERRA Environmental Research Institute, which was scheduled to start at 6:00 p.m., and that the Vice Chair, Ms. Cindy Lerner, would preside for further discussions and adjournment. Mr. Martinez recognized Mr. Alberto Carvalho, Superintendent of Schools, and commended him for the smooth transition into the new school year.

Mr. Carvalho welcomed the Committee and stated that, in terms of implementation, staff presentations would reflect that Year 1 projects are progressing according to schedule. Mr. Carvalho then informed the Committee that in upcoming meetings staff would bring recommendations specific to possible amplification of proposed school replacements in lieu of maintaining schools in areas that are significantly under-enrolled. As a hypothetical, Mr. Carvalho remarked that consolidating two to three schools into one and building a larger brand new school would be potentially a greater benefit to the community rather than making an investment in aging schools. Mr. Carvalho indicated he felt confident the State would be in agreement with any such recommendations pursuant to its review of the relevant Castaldi Analysis.

As a follow-up to prior discussions, Mr. Carvalho then stated that he would submit recommendations to the Board to establish specific inclusive policies once the on-going Disparity Study was submitted and approved by the Board. Lastly, Mr. Carvalho reiterated his commitment to strict adherence by all to the Board's Ethics Policy as well as the Lobbying policy. Mr. Carvalho assured the Committee that every process performed through the Bond would continue to benefit from the presence of the Chief Auditor and the Office of the Inspector General. The interests of the Board, the District and community are being observed at each step of the process.

Mr. Martinez made a motion to approve the Minutes of the June 11, 2013 meeting. The motion was made by Mr. Francois Illas; seconded by Ms. Cindy Lerner and passed unanimously.

Mr. Martinez introduced the School Board Attorney who provided a legal update.

Mr. Walter Harvey, School Board Attorney, stated that the Bond Validation proceeding was instituted following the passage of the November 6, 2012 Referendum. The Final Order was issued by the Court and no irregularities were indicated. The process was validly publicized, voted upon, and would not be subject to future challenges. Mr. Martinez asked whether the case was heard before the Supreme Court of Florida and Mr. Harvey affirmed such.

Mr. Harvey reminded the Committee that their duties included advising the Superintendent and the Board as well as providing input regarding Bond projects. A higher level of ethics for the committee, both in process and content, was in keeping with the transparency pledge made to the community, one through which a group of citizens who are highly regarded by the community and possess a certain level of expertise would participate in the oversight of the GOB program. In response to inquiries regarding the Conflict of Interest and Code of Silence Policies, the Public Records Act, and the Sunshine Law, Mr. Harvey advised the Committee that it is important and required that Committee members disclose any direct or indirect financial interest in any company that is doing business on Bond projects, as this would pose a Conflict of Interest and could lead to a call for resignation. Mr. Harvey

informed the Committee that records generated formalizing knowledge are subject to the Public Records law and should be preserved; which includes emails and other forms of electronic social media communication.

Mr. Harvey reminded the Committee that when two or more members of the same committee, whether voting, non-voting, or serving as an alternate, wish to discuss a topic that is likely to come before that committee, the meeting is required to be held in compliance with the Sunshine Law. Moreover, all comments should go on the record so that it can be available for public inspection if required at some point in the future. As to the Cone of Silence, Mr. Harvey stated that the Cone of Silence is in effect when a solicitation is put forward to the public and the Committee members and District staff are prohibited from discussing potential awards of contracts with any vendor that is bidding on that work under that solicitation. Concerns regarding vendor requests to discuss potential projects should be directed to District staff. Information on the list of open solicitations can also be accessed via the District's Procurement website as well as the Advisory Committee page. The Cone of Silence remains in place with each solicitation until such point as a recommendation is made to the Board for award or a Notice of Intended Action is issued, at which time the restriction is lifted. Mr. Harvey also stated that specific discussion about any specific solicitation would be problematic and should be avoided.

Mr. Carvalho urged extreme caution when communicating with vendors, adding that at the end of the year, projects amounting up to a collective \$200M would be in progress including dozens of simultaneous projects and that it would become increasingly difficult to track which are under the Cone of Silence. He noted that Staff would provide the Committee, the Board, and the community with periodic lists of projects actively under the Cone of Silence.

Ms. Lerner suggested that in addition to town hall meetings for prospective vendors, staff should conduct a continuous round of outreach events for the community as well. Mr. Torrens stated this is a key focus of the District and deferred to Mr. Williams, for further discussion. Mr. Williams, Economic Development Officer, stated the Office of Economic Opportunity (OEO) would begin conducting monthly events entitled *Breakfast with the Director* with the community and stakeholders to express bid opportunities as well as discuss upcoming changes within the OEO and to allow attendees to provide feedback on topics they would like to discuss.

Mr. Torrens presented an Overview of the Bond Program as follows:

- In keeping with the GOB's guiding principle of creating and maintaining complete transparency, the District has developed a public Dashboard that will track the progress of GOB projects as to schedule and financials, as well as minority and small business participation.
- This Dashboard's anticipated deployment was September. The goal is to allow the general public to access GOB project related information through the District's main webpage as well as through each individual school's webpage. The Committee would be advised once fully deployed.
- In general, the Dashboard would provide easy to navigate screens that depict project information at a number of levels, e.g. district-wide, by region, by type of school, by Board member and by municipality, with up to date information on the progress of the Bond. Dashboard information would also include project type, architect and

contractor, SBE/MWBE participation, and would further be used to chronicle progress over the life of each project through a photo gallery.

- As project implementation intensifies, the Dashboard would be updated twice monthly or more frequently as may be appropriate.

Mr. Torrens then guided the Committee on how to navigate the Dashboard for specific project information.

Ms. Graham Wylie asked about level of detail on the ongoing project. Mr. Torrens stated that as the final project scope is received from the designer, details would be added. Additionally, photos would be provided as work inside the schools commences. The Dashboard was developed as a collaboration between in-house Facilities and IT staff. Improvements and enhancements would likely be added as projects progress

Senator Garcia asked whether the information would include the start date and estimated completion of the project. Mr. Torrens stated that the Dashboard would include actual project schedule information once final scopes are submitted by the architects and approved by Staff.

Mr. Carvalho stated that another enhancement would consist of a listing of firms awarded the contracts in accordance with Policy decisions of the Board, such as local preference, minority participation, and small business participation. Mr. Carvalho expressed that it is his goal to provide percentages of participation on the Dashboard that would reflect that the District is following recommendations approved by the Board and requested by the community for the implementation of the Bond.

Mr. Torrens stated that as contracts are awarded, information specific to SBE/MBE participation would be populated as soon as the Policy is implemented.

Mr. Torrens provided an Update Year 1 Project Rollout as follows:

- Since the June 11, 2013 GOB Advisory Committee meeting, the District has expanded the cadre of design professionals and construction managers for projects with construction values up to \$2M.
- 19 design professionals and 16 construction managers commissioned. Projects over \$2M would require individual solicitations according to Florida Statutes.
- The 66 Year -1 projects with estimated construction values of \$2M or less were assigned to these design professionals and construction managers based on the following protocol:
 - Projects were grouped geographically to maximize operational and mobilization efficiencies.
 - Number of projects assigned to each design professional and contractor was based on each firm's ranking during RFQ evaluation.
 - More experienced design professionals were paired with construction managers having less experience with the District, and vice-versa
 - Kick-off meetings at the schools started August 22, 2013. The meetings included the project architect, contractor, school Principal and Facilities staff, and were the first step in the validation of the scope.

- Staff anticipated completing kick-off meetings at the remaining schools by October 2, 2013.

Mr. Murphy asked whether the District drew from an existing pool of design professionals and construction managers and if so, what the selection process entails. Mr. Torrens stated that there was a competitive selection process for A/EPCs and for Miscellaneous CMs for projects under \$2M. Following the passage of the Bond, the list of A/EPC and CM firms was significantly expanded.

Mr. Carvalho clarified that references to projects assigned to each design professional and contractor on the basis of the firm's ranking, was based on a point system. If a firm had previously performed limited work with the District, typically points were not assigned in the area of prior experience with the District. In an effort to include smaller firms in the competitive process, the District not only expanded the available pool through additional commissionings but also reserved smaller projects in Year 2 for the smaller firms with less District experience.

Mr. Torrens proceeded with his presentation and briefly summarized on-going efforts in the technology area. He noted that technology upgrades to the schools is a very important aspect of the GO Bond and that this is an ongoing process; the expectation is that by March of next year all District campuses will have wireless capability. There are a number of things working in parallel to make sure that students have access to the best technology they need to conduct their programs.

Mr. Martinez inquired as to what can be done to improve technology so as to grant students open access to the Internet. Mr. Carvalho stated that he had met with IT staff and that one of his priorities is to relax filters as much as possible; however, there are some legislative constraints over what can be made available in schools via the Internet. Presently, every teacher has access to YouTube, which means all of the educational offerings are available through Edmodo, which in turn provides a secure social learning platform. Edmodo holds the responsibility of keeping out what should not be accessed. Access will be provided gradually once certification is verified on the safety of various sites as accomplished with Edmodo and YouTube, while respecting the balance between what can be done legally and the responsible training of staff on appropriate access.

Mr. Martinez asked whether the Superintendent felt becoming a wireless community is possible in Miami-Dade County. Mr. Carvalho stated that he believes nothing is impossible and that the District should go from the impossible to the inevitable. Mr. Carvalho stressed that he is committed to ensuring ubiquitous, universal Wi-Fi signal in the schools. IT staff is exploring the possibility of emitting stronger signals that project out beyond the school walls. Partnerships with municipalities and the County through repeater signals could extend even further. There are some communities that could benefit from the umbrella of Wi-Fi and those are the communities that the District is targeting. The Urban Core was surveyed and deemed digital deserts as are neighborhoods located in the deep south such as Florida City and Homestead which often face the same challenges as the Urban Core. In neighborhoods where students live in close proximity to schools it is possible to extend the signal to impact those homes. Mr. Carvalho feels it is important to make this a reality to ensure that when the One-To-One Initiative is kick-started and students take the devices

home, if the signal is strong enough to penetrate into that neighborhood, it will then become a focal point for the entire family.

Mr. Martinez asked whether the Initiative was widely publicized. Mr. Carvalho stated that the Initiative has been a part of the conversation from the beginning. Staff is exploring the concept through the Compacts between various cities. The District does not want to establish an expectation that may be unreasonable and is carefully researching viability as well as engaging in conversations with potential partners. Mr. Carvalho is hopeful that the signal planned for installation, particularly in certain communities may lend itself for partnerships from municipalities through a repeater system to expand that signal. Mr. Carvalho is optimistic that just a signal will provide an umbrella to neighboring schools and parks that students can use.

Dr. Donath recalled an unsuccessful attempt by the County Mayor's office to establish a similar process community-wide which would have consisted of using existing platforms through colleges, universities, and municipalities.

Mr. Martinez asked whether the use of tablets for 9th Grade World History had been implemented. Mr. Carvalho stated that the initiative is a progressive implementation, but could not elaborate due to the Cone of Silence being in effect. The first wave of deployment is expected later in the year should a decision be rendered.

Mr. Torrens continued the Facilities update by explaining the process associated with issuance of work orders to the design professionals and contractors and briefly outlining some of the anticipated related timelines. Mr. Torrens emphasized that to the extent possible, a concerted effort would be made to take on the more disruptive interior renovation work during the summer or other periods when school is not in session.

Mr. Torrens reiterated that a number of projects that are \$1M and under in construction value are being reserved for SBE firms in Year 2 of the Bond. Solicitations for architects have been advertised in order to broaden the base to get some smaller contractors and design professionals, many of whom may have worked with the District in order to gain experience with the District and in Years 3, 4 and 5 these firms can grow to the level to where they are then able to compete on larger projects with more established firms. This is part of the commitment to promote and amplify business development within Miami-Dade County.

Mr. Murphy asked for clarification as to why solicitations were issued prior to adopting related policy. Mr. Torrens stated that this was done in tandem with the adoption of the Policy in order to afford firms interested in doing business with the District ample time to become certified as a SBE.

Mr. Sanchez-Medina asked whether adequate staff was in place to accommodate the processing of applications. Mr. Torrens stated that the Program Management services firm, Parsons Brinckerhoff, would be instrumental in assisting with this process through the hiring of sub consultants. Once a M/WBE Policy has been approved by the Board, solicitations for the larger projects will be advertised.

Mr. Torrens provided an Update on the Year 2 Project Rollout as follows:

Year-2 (FY 2013-14) includes approximately 80 projects of varying size and complexity:

- Approximately 60 projects are candidates for Small Business Enterprise (SBE) and Micro Business Enterprise (MBE) firms.
- A solicitation for proposals from eligible SBE/MBE architects, engineers and form construction management firms, has been issued for projects with construction values under \$1M.
- As noted previously, larger projects will be subject to project-specific solicitations.
- The SBE Advisory Committee (SBEAC) is finalizing its review of District selection procedures for architects, engineers and construction managers to ensure alignment with newly adopted Board policy on SBE.
- Revised selection procedures are expected to be presented to the School Board for approval in October 2013.
- Responses to competitive solicitations from eligible SBE/MBE architects/engineers and construction management firms will be accepted in November 2013.
- It is expected that SBE/MBE construction management firms can be prequalified beginning in December 2013.
- School Board commissioning of qualified SBE/MBE firms is expected to be completed by early 2014.
- Assignment of Year-2 projects under \$1M will follow the commissioning process following a protocol similar to Year-1.
- Competitive solicitations for larger projects will be advertised once the disparity study is completed, M/WBE Policy is adopted by the Board and relevant selection procedures are updated.

Mr. Torrens provided an Update on the Five-Year Capital Plan as follows:

- The District's Five-Year Capital Work Plan (Plan) was unanimously approved by the School Board at its final budget public hearing held on September 3, 2013.
- The Plan includes projects funded in Fiscal Year 2013-14 through and including Fiscal Year 2017-18.
- Year-1 GOB projects are shown in the Plan as "carry-forward" since they were approved by the Board on May 8, 2013 for funding in Fiscal Year 2012-13, as reported to the Committee at its June 11, 2013 meeting.
- The Plan reflects and respects all previous commitments to touch every school in a meaningful way, including technology upgrades.
- Project allocations have prioritized critical deficiency needs.
- In the case of proposed replacements, campus right-sizing was based on current and projected student enrollment
- The GOB program delivery has been compressed to a total of five years (including FY 2012-13).
- As previously endorsed by the 21st Century Schools Bond Advisory Committee, select projects were advanced from later years to FY 2013-14.

Mr. Martinez asked whether the Plan included all types of projects in the schools and whether monies were allocated for each project. Mr. Torrens stated that all schools are slated for a GOB project with funding allocated.

Mr. Wallace requested clarification on the budgeting of projects with regard to the possible closing and consolidation of some schools. Mr. Torrens stated that a number of schools that have reduced enrollment were not scheduled for Year 1 or Year 2 to afford the District time to have pertinent community conversations. If a school is ultimately a candidate for repurposing or closure, the budget would be adjusted accordingly. Mr. Wallace asked for a probable timeline and Mr. Torrens stated that this is part of conversation through the Attendance Boundary Process which starts in October of each year.

Mr. Wallace stated he did not believe this to be one of the duties of the Committee and made reference to a similar situation in the Chicago Public Schools where the closing of schools resulted in a loss of jobs and severe angst. Mr. Wallace also expressed concern over the possibility of the District experiencing the same reaction. Mr. Torrens stated that he did not envision anything of that magnitude, as the situation in the Chicago Public Schools involved massive closings. Rather, the District would be reviewing efficiencies in the context of the community fabric and be respectful of the schools' historical significance.

Bond Sale Update:

Ms. Judith Marte, Deputy Chief Financial Officer deferred to Ms. Rojas for the Financial Services presentation. Ms. Silvia Rojas stated that on July 10, 2013, the District successfully sold the first GOB Series 2013 with a par value of \$190M with premium and cost of issuance that netted \$200M of project proceeds. Seven underwriting firms participated in an electronic auction. JP Morgan led syndicate provided the lowest bid with a 4.54 true interest cost. The Bonds were sold to provide level debt service with maximum 30-year maturities as required by Florida Statutes. The Bonds included \$145.5M of Serial Bonds and \$44.5M of Term Bonds, primarily sold with a 5% coupon. The yield ranged for the one-year maturity from a 0.62% to the 30-year Term Bond yielding a 4.71%. The municipal market has continued to experience an increase in rates signaling the end of the decade old Bull Market and bonds as the Market anticipates the federal government scaling back on the Quantitative Easing Program. Two months since the 30-year Municipal Market Data (MMD) AAA Index G.O. is now at a 4.45% up from 3.96% during the week the District sold the first 2013 Series. At the time of the sale, 30 years were still below the 10 year average of 4.24%. The School Board's debt millage on the 2013 tax roll increased at approximately \$5 per \$100K taxable value for homeowners as projected during the GO Referendum. In addition, as discussed in a prior committee, the District also priced the second GO Bond Series 2014A based on the pricing for the 2013 Series at a price of +22 basis points or 0.22%. The 2014 Series were sold to Citibank.

Mr. Martinez asked about the selling price. Ms. Rojas stated that the selling price was \$96.5M. Mr. Martinez asked whether this represented the negotiated sale. Ms. Rojas stated that it did, as part of an RFP proposed by Citibank.

Ms. Rojas stated that it will settle on a seven month forward basis scheduled for February 11, 2014 and carry a 4.7 true interest cost. Moody's Investor Service and S&P both rated the Bonds Aa3 and A-1, respectively, both with a stable outlook. Notably Moody's has included strong management team designation in listing the District's strength that supports the stable outlook. The other notable financial notice improved financial conditions ability to fund capital improvements with the GO Bond authorization as well as a slowly recovering local economy. Ms. Rojas stated that looking forward a new cash flow schedule will be

prepared by Facilities now that the Five-Year Plan has been approved. The cash flows will be monitored and updated in early spring to prepare the financing plan for next year's issuances.

Mr. Gilmore asked whether the interest rate would be affected if the Federal Reserve called for an increase. Ms. Rojas stated that the market has been reacting and rates have been increasing; however, the two Series were locked in as of July 10, 2013.

Mr. Del Busto commented that he believes the impetus for the Federal Reserve to increase interest rates will be sooner rather than later.

Mr. Brian Williams provided an Update on the Office of Economic Opportunity Outreach Activities as follows:

M-DCPS Events:

A Prequalification Certification Workshop was held August 29, 2013. The event was hosted to ensure the vendor community is able to perform on the solicitations and projects and ensure vendors understand the processes in order to become certified and enrolled with the School Board.

- OTHER EVENTS ATTENDED:

Miami-Dade Chamber of Commerce – Construction Industry Group Meeting
Doral Business Council Monthly Meeting
Miami Dade County –Minority Affairs Division (Aviation) Monthly Meeting
South Florida Minority Supplier Development Council-Construction Industry Group Meeting

- UPCOMING EVENTS:

Miami-Dade Chamber of Commerce - Business Women's Council
Opa-Locka Chamber of Commerce
Aventura Marketing Council

Mr. Williams stated that the Breakfast with the Director event is a useful tool in order to get information out to community stakeholders and trade organizations. The OEO will inform the community about the program, the available bid opportunities as well as field any questions or concerns.

EVENTS BEING PLANNED:

Hialeah Chamber of Commerce
Latin Builders Association SBE/MBE Certification Statistics

The OEO is also considering hosting a program with the South Florida Chamber, Hispanic Chamber of Commerce, and the Homestead Chamber of Commerce and plans to conduct programs in each Board Member district. Mr. Williams asked committee members to consider providing names individuals or organizations that can be contacted by the OEO to effectively communicate that information.

Mr. Donath offered the support of the Beacon Council and its initiatives program to get involved and get the word out.

Mr. Williams stated that during the month of August, 45 applications for the SBE program were received. To date, the OEO received 160 applications and processed 115. Mr. Williams stated that he encourages firms to submit a complete application to avoid any delays in processing their application. A sharp increase has been experienced in application submissions and the OEO will continue to process them daily. Mr. Williams remarked that of the 115 applications, 81 are certified as MBEs.

Mr. Martinez asked Mr. Williams to clarify the difference between a small business and a micro business. Mr. Williams stated that the distinction is based on the average gross revenue. Mr. Martinez asked what the threshold is for these types of firms. Mr. Williams stated that they vary based on four different trades: professional services, architectural/engineering services, construction, goods and services/procurement, specialty trades/electricians-plumbers-painters, and that the thresholds vary by profession. A second tier was established to allow more participation in the program. Mr. Williams stated he would provide the revised figures to the Committee.

Mr. Murphy asked whether the Policies are tracked on a federal level for SBE microbusiness categories or is unique to the District's Procurement system. Mr. Williams stated that the categories are unique to the District and were formulated after presenting the criteria to the SBE Advisory Committee. OEO Staff reviewed data from the Census, thresholds and criteria established by neighboring school districts in the State of Florida with similar SBE or M/WBE programs, County programs, and other municipalities throughout the state of Florida, as well as the small business thresholds from the University of Florida. The OEO ventured out and also looked at other major municipal organizations in Los Angeles, Houston, and Texas. With the assistance of the SBE Advisory Committee, the data was tailored specifically to the District in order to maximize the participation of small and emerging businesses.

Mr. Martinez asked whether the District is guided by any federal law or rule. Mr. Williams stated that the District is not with respect to this process.

Ms. Kairalla congratulated the OEO staff for doing an excellent job of being fair and patient and remarked that the community did a very good job of standing up for their rights and the staff did a very good job of not falling off the table.

Mr. Williams stated that it anticipated that the results of the Disparity Study would be provided by the end of September. The findings of the Disparity Study would be presented to the Board in the form of a School Board workshop. The OEO is currently working on a Policy with the School Board Attorney's office to submit an Agenda Item simultaneously and bring the findings with the Policy in order to incorporate it into Bond work in the upcoming months.

Mr. Martinez asked whether the goal is to reestablish the M/WBE. Mr. Williams stated this was the intent and anticipated that the results will indicate that an M/WBE program is necessary. An SBE program will remain in place that is race/gender neutral in its preference in terms of contracting to ensure the District has a program that will help emerging businesses on the SBE side. Mr. Williams noted that of the currently 115 certified SBEs,

about 98% of those are actually M/WBEs as well, consequently ensuring M/WBE participation as part of the SBE program.

Mr. Martinez asked Mr. Gilmore, Chair of the GOB Subcommittee, to provide a report and any recommendations from the subcommittee on recent community outreach events. Mr. Martinez then turned the meeting over to the Vice Chair, Ms. Cindy Lerner.

Mr. Gilmore stated that the Subcommittee conducted its first outreach meeting and reviewed the manner in which information is disseminated to the community and suggested more emphasis be placed on increasing participation from the overall community to ensure that they understand the process. Subcommittee members expressed ideas in terms of the CM/Construction Management process and how projects are dispersed.

Mr. Martinez asked whether the concerns came from members of the community. Mr. Gilmore stated that the inquiries were those of subcommittee members. Mr. Williams stated that a subcommittee has been formed by the SBE Advisory Committee to review the procedures with respect to the A/E services as well as the CM at-Risk services.

Mr. Gilmore stated the Committee's role is to make certain that the community knows they are being treated fairly.

Mr. Gilmore stated that about 48 or 49 companies that are African American owned and that these companies have an operation of about \$1M per year. In his view, it would not be unfair for that group to have \$35-40M worth of work. Mr. Gilmore stated he expected the OEO to make sure that we are being fair when we put the information out and that people are aware of what is going on in terms of activity. He also noted that it would be helpful if the dashboard had a breakdown of Black, Hispanic, Woman-owned businesses so that the information on participation is available easily and clearly.

Ms. Lerner asked whether there were any questions or comments regarding the report.

Mr. Dawsey stated that in addition to the aforementioned information, a suggestion was made by the Subcommittee Vice-Chair, Ms. Carol Graham Wylie, to ramp up the visibility of the outreach activities.

Ms. Graham Wylie stated that although she felt comfortable with the Dashboard, she felt that about 5% of the public would actually review the information and suggested that in order to let those who supported the Bond Referendum know that the money is being used, and that projects are being performed and are being managed well, the District launch a campaign at the school sites utilizing on site resources and student participation in order to spread the word on the progress of GOB projects at their school. Ms. Graham Wylie asked whether a budget is available to spread the word. Mr. Torrens suggested reaching out to Mr. John Schuster with the Office of Public Relations, in terms of advertising for the District as this is his area of expertise. Ms. Graham Wylie also suggested staff make the progress of the projects a celebration with decorations and eye catching slogans to get the community interested in the Bond work being performed at the schools.

Ms. Lerner suggested that the District furnish each school with a status update to be placed in a prominent area of the school such as the main entrance or main office where there

could be a guideline for anyone who visits the school on the progress of the project. Ms. Lerner also suggested that Board Members host community meetings and provide updates on a regular basis on what is going on within their respective district. Ms. Lerner stated that municipalities should also consider participating in order to further the education compact and relationship by championing and celebrating what is being done within the communities.

Ms. Graham Wylie suggested something visual but not too complicated be created that would showcase the project. Ms. Graham Wylie asked how many projects are anticipated. Mr. Torrens stated that throughout the course of the Bond, 300 plus projects are expected to be completed.

Ms. Lerner asked which District office oversees information that is provided to the schools. Ms. Tabitha Fazzino, Office of the Superintendent, stated that one of the documents that provided to the Subcommittee was a draft Communications Plan prepared by Mr. Schuster's office. Additionally, a form was circulated to the Subcommittee requesting input to share with groups that could assist with exactly the kind of outreach being discussed. The information will be posted on the Collaboration site so that information can be shared as well. Ms. Fazzino stated that one of the Superintendent's key priorities is keeping the community at large aware of the progress and in particular, the parents at each of the schools who went out and voted for the Bond because they were promised their child's school would get an improvement.

Ms. Fazzino stated that everyone is going to benefit and commended Mr. Williams for doing a great job with the contractors and the small business community. Ms. Fazzino stated that economic development is important and equally important is keeping the partners and parents informed and rallying with the District in supporting the progress.

Mr. Williams stated that excellent recommendations were made at the advisory sub group and acknowledged Mr. Carl Nicoleau, Assistant Superintendent of Maintenance Operations for assisting him with the outreach as featured on Haitian radio. The OEO will be reaching out to WMBM and will continue to seek different avenues in the media in order to get the information out to the community and other interested parties.

Mr. Valdes-Fauli suggested that in light of the article projecting a potential decline in property tax collections and the concerns raised regarding teacher salaries that any communications or public relations efforts should also emphasize that the projects are being performed with Bond money and not from the operating budget.

Ms. Karaila stated that while attending a recent meeting, concerns were expressed regarding fencing being installed at a school. Ms. Karaila suggested that in order to prevent any further concerns that a sign be placed near the project stating that it is being funded with Bond monies. Mr. Torrens agreed that this could be done and stated that he would look into the matter.

There being no further business to discuss, Ms. Lerner adjourned the meeting at 4:41 p.m.

Approved:



Cindy Lerner, Vice Chair

Date:

12/10/13