

**Strategic Planning Committee Meeting**  
**Building Plan Committee**  
**Monday April 23, 2018, 5:00 PM**

**Committee Members:** Suzanne Cybulla, Kirk Grzelka, Craig Headlee, Brad Robbins, Chris Ming, Tina Thrift, Jamey Westrick, Jason Stier, Andy Scheel, Kim Henry, Paul Dimmer, Jessica McDonald, Cynthia Jarsma, Jason Perrin, Laura Distelrath, Karen Cedar, Terri Malane, Bert VanDyke, Michelle Davis, Alicia Young, Michael Malane, Danielle O'Grady

Welcome:

- Suzanne welcomed the group and introduced Gayle Aliveto. Gayle will let us know what next steps are in planning.

Information Dissemination/Discussion:

- Gayle handed out an 11x17 sheet outlining a project formation plan

Presentation:

- Gayle Aliveto, President of TMP Architecture
- Three things to build a bond program:
  - Responds to the needs of students and staff (everyone says yes, this is where we want to be)
  - Participants should include a diverse group of staff and community
  - Create a plan that is correct for educational programming and marketable to the
  - community

Gayle discussed the following topics:

- Process
- First Steps
- Beginning the "Discovery" Phase
- The "Exploration" Phase
- Presenting a Recommendation
- Bond Application
- Bond Campaign

Questions/comments/thoughts from the presentation:

- It was asked of Gayle how many campaigns her company was involved in: 130 campaigns with a 92% success rate - state average is 50%
- It was noted that Port Huron School District took twice to pass
- Suzanne mentioned - we are coming back for a second bond - just not as quick
- Doing a professional survey is recommended
- You have to listen to the community
- Gayle was asked her opinion for ECSD - she said we need to right size. We have two smaller HS's. Too many buildings.

- Successful bond sales on a qualified bond have very successful rates
- Northville Schools flooded their community with communication - it was a transparent process
- Why did our last campaign fail - mainly communication and vision of the district and people were confused
- 2-3 years before you can walk into the door of a new high school
- Vacant property will make things easier as opposed to remodeling
- Gayle asked where do we as a committee feel we are at in the stage: Exploration
- Suzanne asked the group to think about a steering committee and who should be on it.
- Decision is community driven and not administration driven
- Do we have household info - those with school age children vs those that don't
- How do we address naysayers - how to get them to join us - hold a staff forum
- Business community could help promote the schools - invite these members to help
- Port Huron steering started out with 50 people - 5 to 6 were key leaders in the community
- Someone mentioned a realtor they just spoke with regarding an out of state family who choose Marysville first, then Port Huron second based on facilities - the comment was because our facilities were too out of date
- Types of surveys and rob calling were discussed
- Suzanne mentioned a focus group meeting tomorrow night - using parent groups
- A comment was made that we have become unsustainable
- There are people that don't want a combined high schools
- Dawn D mentioned if anyone was interested in taking a tour of other schools - let her know by end of the week.

Suzanne closed:

- Feel free to email any thoughts and questions to her

Meeting Adjourned: 6:28pm