

**EDUCATION ADVISORY BOARD MEETING
100 NORTH ANDREWS AVENUE, 1ST FLOOR CHAMBERS
FORT LAUDERDALE, FLORIDA
THURSDAY, JUNE 19, 2014 – 6:30 P.M.**

Members	Attendance	April 2014- APRIL 2015	
		Present	Absent
Chester Ludwick, Chair	A	2	1
Edna Elijah, Vice-Chair	P	2	1
Gregory T. Boardman	P	3	0
Maureen S. Dinnen	A	2	1
Trisha Halliday	A	2	1
Rochelle Horowitz	A	3	0
Deniece Jones	P	2	0
Jennifer L. Kimmey	P	3	0
Dr. Magdalene Lewis	A	0	3
Wayne Neunie <i>arrived at 6:45</i>	P	2	1
Dr. Maureen Persi	P	3	0
Catherine Pliess	A	2	1
Austin Scott <i>arrived at 7:08</i>	P	3	0
Lillian Small	A	0	3
Shelby Smith	P	3	0

**Appointed Members to the Board: 15
Needed to constitute a quorum: 8**

Staff

Junia Robinson, Neighbor Support and Staff Liaison
Charles Webster, Broward County Public Schools (BCPS)

- I. **Opening – Vice –Chair, Edna Elijah**
- II. **Attendance by Roll Call – Vice-Chair, Edna Elijah**
 - Re- Introduce New member: Deniece Jones

Determination of quorum

As of this date, June 19, 2014, there are 15 appointed members to the board, Which means 8 would constitute a quorum. At this time, there is no quorum.

- III. **Approve minutes (May 15, 2014) - No action at this time**

IV. **BCPS updates** - . Charles Webster

Mr. Webster provided updates to the Board which included:

- LaTasia Bradford of Coral Glades High School selected for the Global Youth Summit on the Future of Medicine at Brandeis University.
- The Chess initiative was approved for 2nd and 3rd graders at 100% at all elementary schools through the partnership of the American Chess Association and the Broward County Public Schools (**BCPS**).
- Mr. Webster asked the Board if there were any questions about the 800 million bond. He said the list with more details is not ready yet and will probably be presented to the School Board at the July 22nd meeting.
- Mr. Boardman provided some clarification by stating that these are all capital projects and currently a needs assessment is being done with a team of architects, engineers and other professionals for each school. The School Board will determine priorities after the completion of assessment.
- Mr. Webster reminded everyone that each City is concerned for the schools in their City but BCPS has to make decisions for all schools in the County.
- Mr. Boardman pointed out that the City of Fort Lauderdale is the biggest City in the county and “we should get what was promised to us”. Mr. Boardman says that at the previous bond assessment, Stranahan high school was supposed to get renovated.
- Mr. Smith asked “how did you come up with the \$800 million without knowing what needs to be done yet”?
- Mr. Webster replied “because really what’s needed, we estimated somewhere between \$2 -\$2.5 billion dollars”. BCPS does not have the manpower to do all of that work, perhaps a third of the estimated figure within 5-7 years.
- Mr. Webster shared an independent group will be prioritizing the list of schools based on need.

{Mr. Wayne Neunie arrived at 6:45}

- Mr. Boardman suggests that the board reach out to School board member Heather Brinkworth. He said that perhaps the Board should put together a resolution with the schools in the City that are most important and needs maintenance improvement.
- Vice-Chair Elijah reminded the Board that any discussions with School Board member Heather Brinkworth will have to go through Commission.
- Mr. Smith says telling the Commission that this is coming to use their connections to get a copy of the list to determine if there's a "fight on our hands". He continued by saying, Fort Lauderdale has some of the oldest schools and nothing wrong with advising them to get these schools on the list.
- Ms. Betty Shelley gave a brief update from the Council of Civic Association. She said the Council will not be meeting in July but at their August meeting it will be all about education. She said the Council will have an opportunity to share their ideas to the School board members. The meeting is scheduled for August the 12th at 7:00PM.

V. Current business

Mr. Boardman said he was tasked by Chair Ludwick at the May meeting to take notes for the marketing initiative discussion. He distributed the list with his notes that were taken at the meeting.

Mr. Boardman said that at the May meeting, the Board all agreed that #1 ("Design a logo addressing pride in education within the City of Fort Lauderdale") on the list was a very good idea and Members expanded onto it.

Mr. Boardman mentioned, Catherine Pliess who; unfortunately is absent from the meeting tonight offered assistance with developing the art aspects of the logo with Students at the Art Institute.

He suggested the Board can continue to move forward with adding to the logo idea from the previous meeting or perhaps pick another couple of suggestions that will work.

Dr. Persi said that would be very difficult because she (referring to Catherine Pliess) really kind of committed to the organization of this logo with the Fort Lauderdale Art Institute. She expressed continuing without her would be like “stealing her thunder”. Mrs. Kimmey said “she was going to do this at no cost”.

Vice- Chair Elijah suggests the Board move forward with discussions about logo or mission statement until Ms. Pliess returns, possibly at the next meeting.

Dr. Persi suggests the Board put the whole thing on hold. She said “if we don’t really know what the logo is going to be encompassing we really can’t write a mission statement”. Dr. Persi said the Board really needs to get a presentation with feedback from Ms. Pliess regarding the logo.

Vice-Chair Elijah asked Staff (Sheri Roberts) to contact Catherine Pliess with regards to an update on the logo with the students at the Art Institute.

Mr. Smith said the idea of a logo should go in front of the Commission with explanation. If the Commission says “no” then there is no reason to go any further. He said “we understand that it’s going to take money, it’s going to take appearance from the City, the City has to be involved in it and it has to go back to the Commission in organized fashion”.

Mr. Smith said what is needed at this point is “what will the Art Institute be able to do and what the ideas and the vision concept for the logo”. He continued by saying, the Board then must take the concept to the Commission for approval.

Mrs. Kimmey said that she forwarded the idea to her Commissioner and he thought it was interesting.

Vice-Chair Elijah asked the Board while waiting on Ms. Pliess, “should we begin discussion on some of the other ideas and suggestions for the marketing initiative”.

Mr. Smith said the Board should move forward with the second idea and continue to go through each initiative.

{Mr. Austin Scott arrived at 7:08}

Determination of quorum

At this time, there is a quorum

Approve Minutes for (May 15, 2014)

Motion by Dr. Persi, seconded by Mr. Boardman, that the said minutes for May 15, 2014 be approved. In a vote, the motion passed unanimously.

Mr. Smith asked that the board have a few minutes to review the notes with the list of initiatives and ideas. He said the board can more efficiently discuss the top 2 or 3 ideas.

Dr. Persi pointed out that Mr. Boardman took excellent notes and the board is going to review the top three. She explained from the last meeting, the board reviewed one of the top three items on the list and there are 2 remaining for discussion.

Vice- Chair Elijah opened the floor with a three minute window for discussions asking that the members focus on the list and the time limit.

Mr. Smith suggested that the board should individually go through the list and review the top two and three. He said this would be much quicker and less time consuming. The Chair agreed and the board was given a 5 minute time frame to read through the list.

Mr. Scott opened the discussion by saying "I think we could combine 90% of them into the category of exchange of information between the schools and the City". He said in most cases the board doesn't necessarily need to be involved but could help facilitate that information. Mr. Scott continued by saying there are two categories of ideas on information; the ones' that are aiming really high and others that are realistic to expect at some of these schools. He suggested making up a form with half of the information ideas on it and try to get the schools and Principals to include a few sentences about their schools with the assistance of graphic arts from the City's' Public information office.

Dr. Persi said Mr. Scott's points were very good and this is a pivotal time with the school bond coming before the voters. She said "if we are not going to market the schools now then when". She continued by saying maybe the board should look at some of these by

saying “maybe we should bring in the Chamber of Commerce, that’s a big voting group, the Relators, every corner has a bench with advertisements.

Dr. Persi said a good idea would be to reach out to some successful Alumni’s who are graduates of the schools who want to give back by making a presentation to the public.

She also gave the suggestions to utilize BCPS, BEACON television to promote these schools through the Superintendent and the board.

Ms. Deniece Jones asked “who can watch BEACON TV”? Mr. Boardman responded by saying everyone can watch it, it’s on cable channel 63.

Jennifer Kimmey said reaching out to the newspapers to see if they are amicable to doing one whole section on education. She said “that is our biggest beef right now bad publicity and the newspapers could help to get the word out”.

Dr. Persi agreed with Mrs. Kimmey suggestions saying “the Sun-Sentinel is a powerful paper and the last couple of years there is nothing good that happens to any kid in Fort Lauderdale or Broward County in the Sun-Sentinel”. She continued by saying all of the good things discussed here nobody knows about

Vice-Chair Elijah asked for a consensus for #11 in regards to the Sun-sentinel. She asked the board “how many of you feel this should be one of the top priorities”.

Mr. Smith intervened by pointing out that similar to Mr. Scott’s suggestion, a lot of these ideas can be combined in a media category.

Deniece Jones said she liked idea #4, which talks about mentoring in the schools.

Mr. Smith agreed with Ms. Jones comment saying that the idea to have local Alumni’s mentoring or speaking at the schools will expose the school kids to various career opportunities.

Dr. Persi agreed as well and also commented on idea #'s 2, 3 and 9 about social media and the website. She asked if anyone new the status of the City website. Mr. Scott replied saying that he and Chair Ludwick are working on creating the list to post to the City website for the public and private schools.

MOTION made by Dr. Persi seconded by Ms. Kimmey that the three initiatives that the board will be voting upon are:

1. The unified designed logo (#1 on the list)
2. Mentors and role models from the Fort Lauderdale schools (#4 on the list)
3. Media- including the Greater Fort Lauderdale Chamber of Commerce and the Broward professional organizations, including Relators (#11 on the list)

In a voice vote by roll call, the motion was unanimously passed.

Mr. Smith asked that the board should send this to Commission for direction and input.

Vice-Chair Elijah agreed with Mr. Smith's comments saying the Commission may have other ideas and input they would want to include into this marketing initiative.

Wording wise, we are going to let them be aware that we are having discussions that we are working on the marketing initiative

Mr. Smith said it would be nice to include the City Manager in the marketing initiative.

MOTION by Mrs. Jennifer Kimmey seconded by Dr.Persi that the board will send something to the Commission and City Manager that they understand the problems and are working on a three prong marketing initiative.

Mr. Scott made a suggestion to the Board to keep news articles and any other postings relating to school marketing initiatives.

In a voice vote by roll call, the motion was unanimously passed.

VI. New Future Business

Mr. Boardman suggested the BCPS do a presentation regarding the \$800 million bond. Mr. Webster says he will work on it and respond to the City Liaison.

VII. Next Meeting and Closing

The next meeting is scheduled for Thursday, August. 21, 2014

City Hall, 8th floor conference room

Meeting Adjourned at