

INDEPENDENT CITIZENS' OVERSIGHT COMMITTEE
OF THE SANTEE SCHOOL DISTRICT

Wednesday, February 10, 2021

Minutes

1) **Call to Order at 6:01.** Chair Linda Vail called the meeting to order.

2) **Roll Call.**

Members Present: Erin Garcia, Joseph Perricone, Beth Rackliffe, and Linda Vail

Attendees Present: Evonn Avila, Karl Christensen, Dianne El-Hajj, Dale Scott, Bryce Storm

3) **Approval of Agenda.**

Motioned by Joseph Perricone; Seconded by Erin Garcia; All in Favor.

4) **Public Comments.** None at this time.

5) **Methods for Distributing Community Report.** Santee School District Assistant Superintendent of Business Services, Karl Christensen, reviewed possible Community Report distribution methods with the members of the ICOC as follows:

#	Method	Estimated Cost
	Obtain voter registration file	\$300+
1	US mail to all voter households	\$20,000+, incl voter registration file
2	US mail to selected voter households	\$10,000-\$15,000, incl voter registration file
3	Create centerfold or insert to publish in Santee Magazine which is mailed to all households: <ul style="list-style-type: none">• Spring – due 3/8, in mail 3/22• Summer – due 6/1, in mail 6/21• Fall – due 8/31, in mail 9/20• Holiday – due 11/1, in mail 11/22	\$4,000-\$5,000
4	Email to District parents	\$500-\$800
5	Email to registered voters with email addresses in registration file (approx.. 50% of registered voters)	\$500-\$800, plus \$300 voter registration file
6	Obtain voter registration file and record message to be Robo-called to most voter households pointing them to District website for Community Report	\$400-\$500, plus \$300 voter registration file (if #5 is not done)

The Annual Report to the Board of Education will be presented to the Board of Education by Chair Linda Vail on February 16, 2021. The Annual Report covers the progress of the Measure S Capital Improvement Program projects for the first year. The Measure S Audit Report will also be presented to the Board on February 16, 2021. The Community Report is anticipated to be a final report to the community of the completion (or near completion) of the projects funded by Measure S. Chair Vail opened the floor for discussion of the distribution methods for the Community Report. The ICOC was in agreement that the quarterly published Santee Magazine centerfold would be ideal for reaching community members. Another suggestion was to post on each school site's Facebook social media page a link to the Community Report as another way to communicate with the community. No member of the ICOC were in favor of robocalls, and some members had

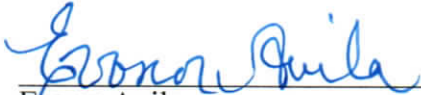
concerns over the effectiveness of email communication. The ICOC discussed having a 4-page centerfold (2-sided print) in color plus the insert. Mr. Christensen will seek out the cost of the insert on its own versus in addition to the centerfold cost of 4 color pages with 2-sided printing. It was mentioned that the Community Report should include several photographs of the projects funded by Measure S. Bryce Storm volunteered to photograph the projects for the Community Report. After discussing the methods for distribution, the ICOC were in consensus about publishing the report in the Santee Magazine as a centerfold, preferably 4 color pages with 2-sided printing, with the possibility of an additional insert; emailing parents about the Community Report, and posting about the Community Report on school social media pages. Chair Vail called for a motion. Vice Chair Joseph Perricone motioned that the ICOC use distribution methods #3 and #4 as referenced in the above chart, limiting the costs to \$9,500 for the summer centerfold (up to 4 color pages with 2-sided print; emailing parents, and posting on school site social media pages; and if an insert into the Santee Magazine can be achieved with the above without exceeding the collective cost ceiling of \$9,500, to include that an insert as well.

Motioned by Joseph Perricone; Seconded by Beth Rackliffe; All in favor.

6) Adjourned at 6:27 p.m.

Motioned by Joseph Perricone to adjourn meeting; Seconded by Beth Rackliffe; All in favor.

The next ICOC meeting is scheduled for Wednesday, April 28, 2021, from 6:00 to 8:00 p.m.



Evonn Avila
Administrative Secretary, Business Services

2-10-2021

Date