



Sausalito Marin City School District

Board of Trustees:
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Interim Superintendent: Bob Ferguson

Sausalito Marin City School District

Agenda for the Special Meeting of the Board of Trustees

Bayside/Martin Luther King School

200 Phillips Drive, Marin City, CA 94965

Tuesday June 7, 2016

5:30 p.m. Open Session – Bayside/Martin Luther King School Library

I. OPEN SESSION – Call to Order

AGENDA

1. ORAL COMMUNICATIONS

Because the Board has a responsibility to conduct district business in an orderly and efficient way, the following procedures shall regulate public presentations to the Board. The Board is asking that members of the public wishing to speak, fill out a form located on the counter/table, stating their name and address; the agenda item; and the topic to be discussed. BB 9323.

The Governing Board is prohibited from taking any action on any item raised in this section unless the item is specifically agendaized. The members of the Governing Board may ask a question for clarification, provide a reference to staff or other resources for factual information, request staff to report back at a subsequent meeting on any matter or take action directing staff to place a matter of business on a future agenda. Governing Board members may make brief announcements or briefly report on his/her own activities as they relate to school business.

State open meeting laws allow members of the public to lodge public criticism of District policies, procedures, programs, or services. However, those same laws include specific provisions designed to protect the liberty and reputational interests of public employees by providing for the non-public hearing of complaints or charges against employees of the District. Under these laws, it is the employee subject to complaints or charges who is provided the right to choose whether those complaints or charges will be heard in open or closed session. It is therefore the desire of the Sausalito Marin City School District that complaints against an employee be put in writing, and that when the Board hears complaints or charges against an employee it do so in closed session unless the employee requests an open session. Consistent with the law and the opinion of the State Attorney General's Office, please submit any complaints against an employee in writing, to the administration, in accordance with the district's complaint procedure. This procedure is designed to allow the District to address complaints against employees while at the same time respecting their legitimate privacy rights and expectations.

2. BOND STUDY SESSION

Presentation by Mr. Brent McClure of Cody Anderson Wasney, Architects

3. FINANCIAL & BUSINESS

3.01 Retainer of \$27,000 to the firm of Clifford Moss for pre-election services prior to going out for a General Obligation Bond in November 2016 – **Action**

4. ADJOURNMENT

Entire board packet on www.smcsd.org/School Board/Meeting Agendas and Minutes

In compliance with Government Code section 54957.5, open session materials distributed to Board Members for review prior to a meeting may be viewed at the District Office of the Sausalito Marin City School District, 200 Phillips Drive, Marin City, California, or at the scheduled meeting. Board agenda back-up materials may also be accessed online at www.smcsd.org. In addition, if you would like a copy of any record related to an item on the agenda, please contact the Administrative Assistant to the Superintendent at 415-332-3109

In compliance with the Americans with Disabilities Act, if you need special assistance, disability-related modifications or accommodations, including auxiliary aids or services, in order to participate in the public meetings of the District's governing board, please contact the office of the District Superintendent at 415-332-3190. Notification 72 hours prior to the meeting will enable the District to make reasonable arrangements to ensure accommodation and accessibility to this meeting. Upon request, the District shall also make available this agenda and all other public records associated with this meeting in appropriate alternative formats for persons with a disability.

Clifford Moss.

May 15, 2016

Brent McClure
CAW Architects
On Behalf of the Sausalito Marin City School District (SMCSD)

Re: Letter Proposal for Pre-Electoral Services

Dear Brent:

Thanks for your call last week. As we discussed on Friday, the following is a brief outline of the work needed to get SMCSD “election ready” and the fees associated with such work. We are eager to join the team and get to work – time is of the essence!

Your Story

As we discussed, SMCSD has done great work executing a Facilities Master Plan (FMP) and the District is eager to go out for a General Obligation (GO) bond to pay for the needs outlined in the master plan. That’s the good news. The challenge is the District has not yet done a voter survey or any political diagnostics to determine whether there is support in the community for the bond. We are not certain what elements of the master plan the voters might support and we’ve not tested tax rate sensitivity or any related elements to make sure that the bond plan is an accurate reflection of the “intersection of interests” between what SMCSD voters would support and what the FMP requires. No matter – we can help.

About Us

At Clifford Moss we have over 30 years of combined experience working with a wide array of clients, including many school districts like SMCSD. Combined, principals Tom Clifford and Bonnie Moss have a 95.4% win rate on all tax elections and we’ve never lost a traditional proposition 39 GO bond like the one SMCSD seeks.

We are a boutique firm that brings a spirit of innovation to our work to continuously challenge the conventional wisdom with which other public affairs and political strategy firms often practice. We design a unique program for each of our projects. If we work together, you should expect us to employ the best time-tested strategies and tactics: grassroots organizing, crisp and disciplined field work and direct mail. But also look for us to bring a new, creative edge – we will enhance proven techniques with cutting edge technology, creative approaches to new media and online campaigns.

Project Overview

We must begin work immediately. It's time to do the polling and political diagnostic work needed to determine whether voters will support your plan and, if so, at what tax rate (and thus bond amount) and based on what messaging.

The first step in our work together would be to review the FMP, field a poll, complete an analysis of your unique set of voters and review your prior electoral history. That would all need to be done right away. Assuming the poll indicates support – we will then move towards preparing the 75-word ballot statement, work with your team (lawyers, financial advisors, etc.) to finalize the ballot resolution and then ultimately assist in getting you on to the ballot.

A note on timing: we have little time to spare, but there is still time to do this the right way. If we start now, we can field a poll by late May. That would allow us some time to put together the ballot package and engage your community before you School Board must vote to place the measure on the ballot.

Scope

The following is a rough sense of the scope of our work with you. CliffordMoss would handle the full scope except for the poll, which would be subcontracted to EMC research – a very well known, high quality Polling firm that does scores of school revenue measure polls each year that are similar (in structure) to the one SMCS D needs.

Election Preparation Services – for a November 2016 Election

- Meet with Client to review and agree on essential action items and requirements to qualify Client's measure for the November 2016 Presidential Ballot.
- Analyze local voter data and review electoral history.
- Work with polling firm to conduct poll and ongoing strategic work with polling firm and financial team to confirm Client's approach to the ballot.
- Provide a system and guidance for gathering final input from local opinion leaders prior to Board Action.
- Recommend a strategy, tools, and budget (separate from professional fee below) to guide stakeholder and public communications/messaging as Client approaches final Board action.
- Provide recommendations to package Client's measure for electoral success, including overall bond amount, tax rate, and Prop 39 Project List.
- Work with bond counsel and other advisors to finalize ballot question. Prepare Argument.

- Collaborate with Client & other advisors to finalize Client's bond measure package.
- Prepare Client for **information-only communications** environment after Client's ballot measure is filed and on the ballot (web content, fact sheets, FAQ).
- Assist with internal communications to keep the Board and Client leaders informed.
- Provide ongoing project-related strategic counsel as needed.

References

Together, EMC research (our proposed polling firm) and CliffordMoss have worked successfully with scores of Districts across the state. References are available at your request.

Fee

For this project, CliffordMoss will charge \$27,500 to fulfill the scope above and get you election ready. Our polling partner, EMC, can conduct a full voter survey of your community for \$19,500. In sum, we propose a not-to-exceed cost of \$47,000 for polling, political diagnostics, public education and ballot measure preparation service.

Again, we look forward to working with you. If you have concerns about our proposal, let us know. Contact us at tom@cliffordmoss.com or 510.847.7155 with any questions.

Best,

A handwritten signature in black ink, appearing to read 'Tom Clifford', with a stylized flourish at the end.

Tom Clifford