

ASTORIA SCHOOL DISTRICT 1C
785 Alameda Avenue
Astoria, OR 97103

SPECIAL STUDY SESSION MINUTES

April 23, 2018

ANNOUNCEMENTS/AGENDA MODIFICATIONS

None.

BOARD OF DIRECTORS PRESENT: Jeanette Sampson, Chair
Grace Laman, Vice Chair
Jenna Rickenbach, Director
David Oser, Director
Matthew Lindstrom, Director

ALSO PRESENT: Craig Hoppes, Superintendent-Clerk; Mindy Landwehr, Business Manager; Marisa Flukinger, Recorder (Please see **Attachment A** for complete list of attendees.)

1.0 CALL TO ORDER

Chair Sampson called a special meeting of the Board of Directors of Astoria School District No. 1C, Clatsop County, to order at 6:30 P.M. on Monday, April 23, 2018 in the Astoria School District Boardroom.

2.0 ASTORIA SCHOOL DISTRICT FACILITY COMMUNICATION INFORMATION

Superintendent Hoppes gave a brief introduction regarding community polling in connection with the potential bond measure. He introduced Wright Public Affairs consultant, Rob Wagner and explained to the group that Mr. Wagner would be presenting regarding bond election strategy to the board tonight. Mr. Wagner introduced himself and referred to the overhead presentation. He introduced his position at the firm as a senior consultant, and gave a brief background on the firm and its owner, Jeremy Wright. Mr. Wagner gave some background to his education and experience in the field. He explained that he had recently replaced a Senator in the Oregon State Legislature, and is a current Board Member for the Lake Oswego School District. Mr. Wagner gave an overview of the services for the potential bond campaign. He discussed the dates for ballots, defined the different types of voters and explained how the firm will use levels of engagement and research through polling to target voters. Mr. Wagner briefly discussed the laws that surround a campaign, and how they vary between district and board. He described the school board as a crucial piece of the bond campaign.

Superintendent Hoppes discussed the progress of the Community Facilities Planning Committee and explained the plan to poll the Astoria community after the May election. Mr. Wagner discussed ways to talk to the community about the bond and introduced public information materials and other useful communication that the firm puts together. Mr. Wagner showed a video example of another district's election strategy, and the group briefly discussed the content. Mr. Hoppes gave an example a similar video that he had viewed at a seminar, which prompted another video example. There was a brief discussion regarding social media and how to positively use it to reach voters. Mr. Wagner opened the presentation up for Q and A, and there was a brief question and answer session. There was brief discussion about the importance of board involvement, community knowledge and reaching different types of voters. The group went on to discuss the methods to reach voters no matter how they connect to the community – digital advertising, print communication, word of mouth and community groups. Mr. Hoppes discussed that 40% of Astoria community voters are over 55. Mr. Wagner explained the relationship between good schools and property value; there was a short

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discussion. Mr. Hoppes explained that he would like a core group containing administration and board members assembled; he expressed his need for guidance throughout this process. Mr. Hoppes explained to the board the need for tonight's special study session. He discussed that it was due to the scheduled architect presentation in May, and the need to get this information out to the board before that time.

3.0 ADJOURNMENT

The meeting was adjourned at 7:31 P.M.



Board Chair



Clerk/Deputy Clerk