



---

**Minutes of Regular Public Meeting  
March 10, 2016**

**Dr. Louisa Stark** presided over the PESD No. 1 Governing Board Meeting in the Governing Board room at Emerson Court, 1817 N. Seventh Avenue, Phoenix, Arizona 85006

*Other Board Members present were:*

**Dr. Ruth Ann Marston Dr. Angel Jannasch-Pennell Mrs. Susan Benjamin Mr. Daniil Gunitskiy**

*Also present were:*

<b>Dr. Myriam Roa-Reifers</b> Superintendent	<b>Mr. Tom Lind</b> Assistant Superintendent	<b>Mr. Larry Weeks</b> Assistant Superintendent	<b>Jovanny Cervantes</b> Board Secretary
---	--	---	---

---

**A. Regular Session – 9:00 a.m.**

1. Call to Order - Dr. Louisa Stark

*Meeting called to order at 9:00 a.m.*

2. Pledge of Allegiance – Susan Engdall

*Ms. Engdall led us in the Pledge of Allegiance.*

3. Adjourn to Executive Session

*Start of session 9:47 a.m.*

**B. Executive Session**

1. A.R.S. §38-431.03.A.7. Discussions or consultations with designated representatives of the public body in order to consider its position and instruct its representatives regarding negotiations for the purchase, sale or lease of real property located at 910 E Washington St, Phoenix, AZ 85034 (Faith North Main Campus).

*End of session 11:51 a.m.*

2. Resume to Regular Session

*Regular session resumed at 11:55 a.m.*

### **C. Approval of Consent Agenda**

1. Request for Governing Board to Approve Out of State Travel
2. Request Approval for Out of District Field Trip
3. Request Approval or Ratification of Payroll \$4,117,955.85 and Expense Vouchers \$1,533,863.75 in the total amount of \$5,651,819.60
4. Request Approval of the Gifts, Donations and Grants as listed through February 2016
5. Request Approval of the Financial Reports for Student Activity Funds as listed for February 2016
6. Request Approval or Ratification of Employment of Administrative, Certified and Support Staff
7. Request Approval or Ratification of Employee Contract/Work Agreement Adjustments for Changes in Position
8. Request Approval of Separation of Employment, Resignations and Retirements
9. Request Approval of Uncompensated Leave of Absences
10. Request Approval/Ratification of Emergency Actions (if necessary)
11. Request Approval of Consent Agenda

*Recommend approval of consent agenda*

**Motion by Ruth Ann Marston, second by Susan Benjamin.**

**Final Resolution: Motion Carries**

**Yea: Daniil Gunitskiy, Ruth Ann Marston, Susan Benjamin, Angel Pennell, Louisa Stark**

### **D. Superintendent's Report - Dr. Myriam M. Roa-Reifers**

1. Awards and Recognitions

*Dr. Roa-Reifers recognized our December S.T.A.R. Award Winners Claudia Cardenas Office Manager at Capitol and also nominated was Ana SanMarchi 6th Grade Teacher from Capitol, Brandy Pritchard - NCLB Data Trainer/Auditor- Assessment and Accountability, Darci Martinez- Secretary II- General Studies and Jennifer Miller- Data Support Specialist- Student Services. Dr. Roa-Reifers said a few words as to why they were nominated.*

*Dr. Roa-Reifers informed the Governing Board about Kenilworth STEM Senators at Innovation Summit- link -<https://www.youtube.com/watch?v=sCAmjeF9YsA&feature=youtu.be>*

*Dr. Roa-Reifers informed the Governing Board about Magnet STEM Award - The "Student Choice Award" at the Honeywell Aerospace Challenge*

*Dr. Roa-Reifers informed the Governing Board about Read Across America Celebration*

*Dr. Roa-Reifers informed the Governing Board about Heard Sci-tech Festival*

## 2. Announcements

*Mr. Lind acknowledged the Governing Board for their continued support and thanked them for attending the instrumental music honor festival.*

## 3. Receive and Discuss Sports, Fitness and Wellness Update

*Mr. Curtis Johnson spoke to the issue.*

## **E. Community Communications**

### 1. Community Communications

*None*

## **F. Curriculum & Instruction - Tom Lind, Assistant Superintendent**

## **G. Business Services - Larry Weeks, Assistant Superintendent**

### 1. Request Approval of Award of RFP 003-1516 for Real Estate Services

*Mr. Weeks spoke to the issue.*

*Administration recommends that the Governing Board approve the award of the Request for Proposal for Real Estate Services to: Berry Realty & Associates, Land Advisors Organization and Loper & Associates.*

**Motion by Ruth Ann Marston, second by Susan Benjamin.**

**Final Resolution: Motion Carries**

**Yea: Daniil Gunitskiy, Ruth Ann Marston, Susan Benjamin, Angel Pennell, Louisa Stark**

### 2. Request for Approval/Ratification of 2015-2016 Prop 301 Performance-based Compensation Plan

*Mr. Weeks spoke to the issue.*

*Administration recommends that the Governing Board approve/ratify the 2015-2016 Prop 301 performance-based compensation plan.*

**Motion by Ruth Ann Marston, second by Angel Pennell.**

**Final Resolution: Motion Carries**

**Yea: Daniil Gunitskiy, Ruth Ann Marston, Susan Benjamin, Angel Pennell, Louisa Stark**

**3. Receive and Discuss State of the Budget 2016-2017**

*Mr. Weeks spoke to the issue. Mr. Weeks introduced the budget PowerPoint presentation.*

*Mrs. Benjamin thanked Mr. Weeks for all the great information.*

**4. Receive and Discuss Process for Reorganization of the District Staffing Models**

*Mr. Weeks spoke to the issue and said he would send more information as a board update to the Governing Board.*

**5. Receive, Discuss and Take Possible Action to Approve Enhanced Brand Messaging for our District to Drive Increased Student Enrollment**

*Mr. Weeks introduced Sara Bresnahan and her guests Jill Gossett from Univision. Ms. Bresnahan recognized the team that consisted of Troy Harris, Jeopardy La Rue, Amy Campbell, Nicole Squire.*

*Ms. Bresnahan presented a power point which stated the key points that would give a facelift to the Districts branding.*

*Ms. Gossett and Ms. Bresnahan presented Mr. Genaro Perez who is the Creative Director from Univision new marketing proposal presentation.*

*Ms. Bresnahan stated that our message to the public is that “we are a first class education within reach”.*

*Dr. Marston asked where does this all fit in with the marketing the District is already doing. She also asked how much the project would cost and is this proposal a long term or a short term commitment. Ms. Bresnahan stated that she shifted some of the budget from out of date marketing into this new project.*

*Dr. Stark said she was very excited for the partnership with Univision. Dr. Stark would like to see our families empowered for their children’s education.*

*Mrs. Benjamin asked if we checked the impact of our advertising after this new project is fulfilled.*

*Dr. Pennell stated that this would be a wonderful partnership.*

*Dr. Pennell asked that if they could get a few examples of other partnerships they have with other schools district where it shows success it this type of advertising*

*Administration recommends that the Governing Board Receive, Discuss and Approve enhanced brand messaging for our District to drive increased student enrollment.*

**Motion by Angel Pennell, second by Susan Benjamin.**

**Final Resolution: Motion Carries**

**Yea: Daniil Gunitskiy, Ruth Ann Marston, Susan Benjamin, Angel Pennell, Louisa Stark**

#### **H. Board Reports and Requests**

1. Board Direction to the Superintendent (if necessary)
2. Board Reports

#### **I. Adjournment**

1. Adjournment

*Meeting was adjourned at 12:45 p.m.*

*Respectfully Submitted by*

X 

**Dr. Louisa Stark**

**Board President, Phoenix Elementary School District #1**