

Baker School District 5J
Facilities Master Planning Committee
Minutes October 11, 2016 – 6:00 – 8:00 p.m.

Members present:

Autumn Harrell

Dan Van Winkle

Doug Dalton

Josey Gaslin

Kevin Cassidy

Kim Mosier

Mark Witty

Ellen Dentinger

Scott Rogers

1. Review of minutes
2. Discussion of the direction the group wants to take in the report to the board.
 - a. A positive introduction and direction
 - b. Clear communication that we want to make an investment in our community
 - c. Change the belief that it can't be done by changing the vocabulary we're using to tell the community
 - d. Teachers worked hard to pass the previous bond and felt defeated when it failed
 - e. How can we get teachers on board?
 - f. Focus on community pride
 - g. Prior work helped lay groundwork
 - h. Comprehensive plan (district wide facilities – not just focus on one building)
 - i. Community input very important
 - j. Marketing plan
 - k. What changes have taken place since the previous bond?
 - l. Community and school
 - i. People are attached to this
 - ii. Opportunities
 - iii. Gain traction
 - iv. What we've gained, what we've lost
 - v. Address community ideas and concerns
 - m. Let people know what is and what could be
 - n. Where we're at
 - o. Areas of strength: CTE, community, donations
 - p. Opportunities for growth
 - i. Technology
 - ii. Phones
 - iii. Capacity

- iv. Electrical
 - v. Educational spaces
- q. Broad goal
- r. Vision for the future
- s. Barriers
- t. We now have many transitions to schools – Brooklyn, South Baker, Middle School, High School – data shows this isn't a good thing
- u. Needs
- v. Opportunities
- w. Think creatively
- x. Potential
- y. Possibilities
- z. Overcrowded facilities
- aa. Friendly, open
- bb. A sense of community is not possible because buildings are too crowded to offer community events in the schools (awards assemblies, etc.
- cc. Strengths:
 - i. Staff
 - ii. Flexibility of staff
 - iii. Entrepreneurial
 - iv. Partnerships with other entities
 - v. Summer school
 - vi. CTE
 - vii. Fluid
 - viii. Flexible
- dd. Reasons facilities are in disrepair:
 - i. They are old
 - ii. Lifespan
 - iii. Outgrown
 - iv. We've gotten our money's worth out of buildings
- ee. What would a "facility of the future" look like?
- ff. Strengths:
 - i. Seismic grants (1.5 million)
- gg. Build a sense of urgency
- hh. Why now?
 - i. State matching funds
 - ii. Look at other communities around us
 - iii. Look at what can be
 - iv. We are losing market share because our schools aren't keeping up with the times

- v. Make a recommendation – what do we want to pursue?
 - vi. District investment as an economic driver
 - vii. Property values
 - viii. Business will benefit
 - ix. Build excitement
- ii. Presentation from group
 - i. Highlights
 - ii. Background documentation
 - iii. Have a press release prepared from the board
 - iv. Objectives
 - v. Meetings
 - vi. Purpose
 - vii. What is our message
 - viii. Strategy
 - ix. Calculated approach
 - x. Concluded assessment
 - xi. Make it clear that we've not arrived at a foregone conclusion – all we've done this far is gather facts to present to the board.
 - xii. Caren Appler will let us know how she would strategize communications
 - xiii. What is our mission?
 - xiv. Reasons – here's why
- jj. Take aways:
 - i. Presentation
 - ii. Marketing strategy
 - iii. Board statement
- kk. Next meeting: November 7, 2016 at 5:30