



Facilities Planning Committee May 9, 2018 Meeting Summary

Call to Order

Co-chair Luke Francois called the 18th and final meeting of the Facilities Planning Committee was called to order at the District Services Center at 6:30 p.m.

Committee members present: Luke Francois, Luke Fuszard, Mike Gall, Seth Johnson, Ryan Kallies, Sara Ludtke, Alejandro Martinez, Mark Opitz, Dorothy Paler, Abbie Rodriguez, Bill Vogel.

Committee members not present: Paul Braun, Heidi Casey, Jack Hemb, Bob Hesselbein, Farhan Khatri, Sam Wilson.

Others present: Superintendent George Mavroulis, Assistant Superintendent Sherri Cyra, Director of Business Services Lori Ames, Board of Education president Bob Green, Andy Lyons from Eppstein Uhen Architects and Christin Mlsna and Matt Premo from J.H. Findorff & Son.

Survey Results Review & Implications

Luke Francois briefly reviewed the agenda. He told members the District wanted to get feedback at the end of the meeting about what worked and what could be improved in this process.

Superintendent George Mavroulis then reviewed the results of the community survey that was offered last month. Owner Bill Foster presented a 36-page report to the Board of Education at its meeting on Monday, May 7.

Mavroulis noted nearly 3,400 people took the survey, which worked out to about an 18 percent participation rate. Foster had indicated that was a good response. The margin of error for all information on the survey was plus-minus 1.7 percent.

“What is the survey? It’s our community. It’s their voice. It’s how they feel about the recommendations you made to the Board,” Mavroulis said.

He then briefly the demographics of who took the survey before reviewing the results of each option that was presented in the survey. He noted there was strong support in most areas regardless of whether the person taking the survey worked in the District or had children in any MCPASD schools.

Mavroulis noted the potential Park project had the most support among non-parents and non-staff of any option. He said Foster had cautioned the Board on Monday that while the potential

Breitenbach Stadium had support he feared adding it to a capital referendum question might cause some to vote for that reason alone.

Foster recommended to the Board asking a capital referendum question of up to \$138 million, Mavroulis said. While there is strong support for \$160 million or more from staff and families with children in the schools, more than two-thirds of eligible voters don't fall in those categories.

The FPC wondered if only a single middle school question had been asked what the results might have been. Mavroulis noted a single option likely would have received more support but doubted it would have changed how much money residents are willing to support in a referendum.

Mavroulis also noted the state passed a new law this year and that districts can only ask up to two referendum questions every calendar year. After November 2018, the next chance MCPASD would have to a referendum question on the ballot would be April 2019.

Members then split into two groups to discuss the results of the survey and their key takeaways. Among the information shared out:

There was concern that asking for more money to do additional projects would hurt getting anything passed. Matt Premo noted there is a cost range in every proposed project and that Findorff would work to stay within whatever amount the Board agrees upon.

While some members worry about not doing anything at the middle schools, there was also a belief that the public's perception is the 2012 referendum was about that level so there might be less support to do more there now. Members felt it was important to continue to address why boundary changes aren't being considered now and why students who live in the City of Madison or Verona attend MCPASD schools.

If there are questions about capacity challenges, members said it was important to note that an addition is already being planned for 2018-18 at West Middleton due to enrollment growth. The District will also need to address why expanding the high school is the right solution instead of building a second high school, and also answer questions related to parking. There was also support to do the Park cafeteria project, believing it might help undecided voters in Cross Plains.

Board update, Communication Plans

Mavroulis reviewed the upcoming meetings where the Board of Education plans to have more discussions about the community survey results. The Board plans to also discuss what might be included in the referendum questions on the November ballot. The Board has indicated it wants to vote on the referendum questions at its first meeting in August.

Director of Communications Perry Hibner then reviewed the District's communication plan for the upcoming referendum. He noted efforts will increase once the school board makes a final determination. The District plans to use social media, video, mailings, local newspapers and much more to get the word out.

He said plans are to send to all District households one postcard and one newsletter in September and another newsletter and postcard in October. He wants to make sure most of the mailings are

in resident's hands before early and absentee voting begins so they feel like they have the necessary information on the referendum.

The District will also be putting together a fact sheet and a series of FAQs around topics that appeared in comments from survey participants. He said one newsletter and the fact sheet will also be translated into Spanish.

The District has also been identifying organizations and events where administrators can go to cover the District's needs. He noted that he and retired Superintendent Don Johnson appeared at more than 100 such events before the 2012 referendum. Besides Hibner, Mavroulis, Ames and Cyra will also do presentations, he said. Presentations will also be made to staff at every building, along with the all-staff get-together in August.

Hibner also suggested the FPC write a letter to the editor that could appear in the Middleton-Cross Plains Times-Tribune and Middleton Review explaining the work they did and what happens next.

Process Review, Conclusion

Mavroulis asked members to consider what they thought worked and wasn't quite as effective during their time on the FPC. Among the items brought up:

- Size of the original group seemed large at the start but considering how many months the group met and how some people had to drop off it was probably the right choice.
- Touring District schools and buildings in other districts was well-received.
- Having an agenda and generally keeping to the time allocated was appreciated, as was having night meetings.
- Multiple people thought the process was too long and suggested waiting until the most current enrollment numbers are available to start going forward.
- Would have benefited from having talking points to share with neighbors, especially early on in the process.
- Wished the District had been clearer about limitations or parameters as it would have helped narrow the FPC's scope. Feeling among many that once that did occur it helped.
- Questions about how to get key communicators more involved.

Mavroulis noted the District will continue to have cross section of volunteers who represent all five areas of MCPASD and different professions going forward. Francois, Mavroulis and Green then thanked EUA, Findorff, District staff and FPC for all of their efforts.

The meeting adjourned at 7:52 p.m.