

Date: Thursday, February 9, 2023

Time: 4:30 – 6:30 p.m.

Location: Fort Bend ISD Board Room and Virtual

Presenters:

Matt Gamble - Baselice & Associates, Inc. (via Zoom)
Ronna Johnson – Edvantage Strategy Group

Members in Attendance:

BOC Members:

Chips Adams
Patrina Carter (via Zoom)
Joanne Gore
Rashid Khokhar
Orjanel Lewis (via Zoom)
Tammy Marino
Stephanie Means-Brown (via Zoom)
Cindy Picazo
Kali Shiller
Jeff Wiley

FBISD Staff:

Steve Bassett
Beth Martinez
Carolina Fuzetti
Bryan Guinn
Jojo Jacob
Mike Jones
Long Pham
Chief David Rider
Damian Viltz
Sherry Williams
Laura Alvarez (virtual)
Jeanette Boleware
Jeanelle Fisher
Terrilyn Holmes
Suzanne Owen (virtual)

Kelly Schlacks
Shannon South (virtual)
Nan Stout
Jane Thompson (Jacobs Engineering)
Trekisa Sykes (IT Support)
Joaquin Mubarak (IT Support)

BOC Chair Rashid Khokhar opened the meeting at 4:35 p.m. Steve Bassett also welcomed attendees.

Matt Gamble with Baselice & Associates, Inc. presented on the results of the survey conducted January 26-30 regarding the proposed bond. The approach to this public affairs survey was explained. 350 respondents were surveyed with the margin of error for results being $\pm 5.2\%$. The objectives for the survey were:

1. To measure initial levels of support for various bond proposals, testing ballot language.
2. To test the favorability of potential bond projects and the impact of additional information about the bonds.
3. To measure informed levels of support for bond proposals, after respondents have learned more about them.

Overall, the general view of FBISD is positive, as is the quality of education received. Educating voters on the bond is critical as the wording on the ballot is confusion (property taxes are mentioned). The majority of responses provided in the survey were all positive.

Ronna Johnson then discussed Edvantage Strategy Group's role in the bond election. The company provides voting analysis, communications and strategy for bond elections. When questioned if 350 survey respondents is adequate, she explained the 266,000 voters are represented in the 350 sample voters. This reflects the voter file of this school district exactly, so survey results are predictive of voters and outcomes.

Voter turnout and education will be encouraged through electronic/digital means as well as mailers and meetings. Educating voters on what and why projects are in the bond are critical as well as the effect this will have on teaching and learning. It is important to note bonds are not about tax dollars and bricks & mortar structures, but creating opportunities for learning.

Comments/clarification/questions presented by the BOC:

- Parent voters surveyed are those who currently have students enrolled in FBISD schools
- Election turnout is critical
- Tammy Marino stated it seems there is a large number of senior voters who turn out for May elections. Educating them on the benefit of passing the bond and that this will have no effect on their taxes (property taxes are frozen) is important.
- Orjanel Lewis said the district needs to work hard to "fact check naysayers" (even members of this committee)
- Cindy Picazo said we need to focus on consistent, positive messages.

- Rashid Khokhar stated he feels there is a strong correlation between the quality of the school district and property values, so this is important to all.
- Kali Shiller questioned the different scenarios presented during the BOT Workshop held just prior to the BOC meeting. What does it mean? Steve explained there was some concern with the bond amount, but scenario D got the bond under \$1B. The natatorium and technology portions will be in their own propositions.
- Kali Shiller pointed out she feels the ballot language is misleading and communication should be tied to voter education.

Steve Bassett encouraged BOC members to attend the upcoming FBISD BOT Business Meeting on Monday, February 13 at 6 p.m. to support the passage of calling for the bond election. Sherry Williams will distribute a link and instructions to sign up to speak during the BOT meeting.

The meeting adjourned at 6:08 p.m.

Please mark your calendars for the following:

FEBRUARY 2023

- **13th – Board of Trustees Approval**

APRIL 2023

- 20th – BOC Meeting

MAY 2023

- **6th – Election Day**