

TAMPA BAY AREA COALITION
52nd BIMONTHLY
LUNCHEON MEETING
Wednesday, July 20, 2011, 11:30 a.m.
Hillsborough Education Foundation
2306 North Howard Avenue
Tampa, FL 33607
(Lunch served from 11:30 a.m. – 12 noon)

Attendees: Larry Wood (FASA); Denise Willis & Richard Van Gulik (Citrus); Connie Milito, Jean Leone, Ernie Fernandez & John Miliziano (Hillsborough); Charlie McDaniel, Doreathe Cole, Aurelia Cole, & Julie Robinson-Lueallen (Lake); Bob Clark (Orange); Terry Aunchman (Pasco); Dennis Griffin & Peggy Johns (Pinellas); Bill Londeree (Polk); Melodie Deeds (Sarasota); Richard Wells (Seminole); Dody Sapp (Volusia);

Members absent: Marjorie Ebersbach (Brevard); John Weant (Charlotte); Barbara Kidder (Hernando); Ken Allen (Hillsborough); Marty Mesch (Lee); David Underhill (Manatee); Rob Aguis (Pasco); Leona Collesano (Sarasota)

1. Opening Remarks & Introduction of Guests (Dr. John Miliziano)

John introduced Bob Krouse with the Hillsborough Education Foundation who welcomed everyone to their offices.

John called the meeting to order at 11:35 a.m. He passed around a list of members and asked that changes/updates be made. He provided an overview of the handouts included in the agenda packet. At this point, he began a roundtable introduction of those present.

Connie Milito noted that we are seeing a very difficult time because of our economy. This year, the Legislature did everything they could to keep programs and not raise taxes. Changes were made to the retirement system to help balance the budget. We were hit with modest changes once it all played out. We will have to continue to protect what existing employees in the retirement system currently receive.

She said the Legislators will now focus on trying to get money to districts to implement the teacher program. We will see many changes in charter schools, voucher program.

2. Approval of TBA Coalition Minutes of May 4, 2011 Meeting (Terry Aunchman for Rob Aguis)

Terry reviewed the minutes from the May 4, 2011, meeting. On motion of Jean Leone second by Dody Sapp, the minutes were unanimously approved as presented.

3. Approval of Treasurer's Report (John Miliziano for Marjorie Ebersbach)

John reviewed the treasurer's report for Marjorie Ebersbach. He noted that as of the end of this reporting period ending in May, we have \$3,024.52 left in the account. The June

report has not as yet been finalized but there are some expenses that have been incurred during that period.

John brought up the possibility of raising the dues to \$1.50. Bob Clark noted that in Orange there has been discussion in his association with lowering dues because of the economic situation. He suggested the possibility of holding off making a decision on raising dues until a later date. Dennis Griffin agreed with Bob. It was the general consensus to leave the dues as is and John will send out invoices for this year's dues as they currently stand. If funds become very low, an assessment could be imposed.

John noted that many years ago FASA was a very thriving organization, but then there began a decline. We had a dispute with then Senator John McKay from Sarasota because he wanted to change the sick leave payout. When he became president of the senate, he got his bill passed. FASA leadership wanted to negotiate with Senator McKay but the local associations did not agree. As a result, FASA membership began to decline.

It is important to keep lines of communication open with FASA. As a result of help from FASA and local lobbyists, the request for employee contribution to the retirement system was decreased to 3%. Connie suggested using the word "deregulation" when approaching legislators in the future.

Rep. Workman, who spoke at the FASA conference, wants our retirement system to eventually eliminate the existing defined benefits plan and go to defined contribution plan. His concept is to give new hires choices. Connie cautioned that we should be careful what we ask for because the defined contribution plan has some advantages; keep in mind what we can also do for legislators so we win their confidence.

4. Approval of Amended TBAC Constitution and By-Laws

Motion of Melodie Deeds, second by Bob Clark to accept the amended TBAC Constitution and by-laws. The amended TBAC Constitution and by-laws were unanimously approved with a minor correction to the spelling of Sumter in the by-laws (shown as Sumner)

5. Review Strategic Goals (Member Participation)

- **Goals Addressed at the May 4 meeting (Goals 1, 2, 3 & 7)**

These goals were addressed at the May 4 meeting. Dennis reported that if every association webpage adds a link to FASA Facebook and twitter, it would be more effective than setting up a Coalition Facebook page. There could be problems with using school district equipment, etc.

- **Goals to be addressed this meeting (Goals 4, 5, & 6)**

It was the consensus to defer discussion of these three goals to the next meeting

6. July 13 Regional Coalition Directors Meeting Report

- **Set some specific goals**

The following were suggested goals to help move forward the regional coalitions:

- Find out how many districts have administrators' associations (5 years ago there were 31)
- FASA will provide us a list of all Florida administrators and FASA members and all their contact information divided by regions
- Larry Wood will try to get information about the regional coalition initiative on the Friday FACTS and NEWS TRACKERS.
- FASA can also advertise the regional coalition initiatives with email blasters.
- VALIC offered to let the regional directors use their telephone messaging system.
- The regional coalition directors need to meet and confer several times per year in addition to meeting at FASA conferences. VALIC agreed to help in any way they can with travel and meeting expenses that the regional directors may incur.

It was noted that Bill Lee in the Northwest area has a large widespread area and as a result has held a couple of regional meetings trying to find which districts are interested in collaborating with that region's coalition. The main ingredient is to link that region's administrators with one source. He doesn't have money to host meetings but VALIC has agreed to help fund these meetings. Janet Knott with the Northeastern Coalition has a much smaller area. She has many responsibilities in her district but is working to build her coalition. Delio Diaz in the southern part of the state is trying to work with the larger districts in his region.

Larry Wood feels it is important that regions know they can be different and not a carbon copy of the TBAC. While Janet does not have a lot of time, many things are being done in that region. We have a challenge in the southern region in that we have very few FASA members from Miami-Dade. He feels the reason is that they are charging a large amount of money to be members of the local association.

Dennis asked if a position was taken to the request that VALIC be the exclusive sponsor for the coalition. John responded this was not officially done. John noted that having 14 exclusive business partners in HASA has proven to be a positive force.

Bob Clark noted there was a rule regarding internal accounts being allowed to pay dues to institutional membership to FASA. John responded that dues paid to the local associations through payroll deduction are permitted in some districts and not in others. Hillsborough allows payroll deduction.

John reported that Hillsborough County allows for one administrator per school to join FASA as an institutional member and internal accounts funds may be used. FASA addresses mail to the institutional member to distribute information to other administrators at their school.

- **VALIC has agreed to help sponsor the Regional Coalition Initiative whenever possible**

7. Report on FASA Summer Conference

John provided a written recap of the FASA Summer Conference that included the following information:

- **FASA's Seven Goals for 2011-2012**
 - Increase membership by 50 additional new members
 - Set a goal to increase attendance at FASA sponsored conferences by 100%
 - Increase business sponsorships by 165% from this year's \$49,000 to \$130,000
 - Increase grants revenue 195% from \$44,000 to \$130,000
 - Increase advertising revenue by 200%
 - Reduce FASA's debt by 49%
 - A public relations campaign will start as an in-house project until some funds are raised to be able to hire a public relations firm.

John noted that FASA has been criticized on the following things in the past:

- Transparency (John received info this morning from FASA providing information on their budget, what transpired at FASA conference and other info. John will forward this email information to those at this meeting)
 - Expenditure of funds
 - Accurate and timely information
- **Comments by Senator Rick Workman (DROP & Pension Reform)**
 - **Dr. Tom Pearson & Lhisa Almashy (School Reform in the Arts)**
 - **CDCP Gerald Robinson "Missing link In Education Reform"**

8. Sponsor Hospitality Room at FASA's Summer Conference

- **Expenses**
- **Door prize by VALIC**
- **50/50 Raffle**

9. Proposed Statewide FASA Public Relations Campaign

10. Constitutional Amendment, Aid to Religious Institutions & Law Suite over 3% contribution to Retirement Fund

Larry Wood reported that the lawsuit against the 3% is going to lose. FASA chose not to get involved because FASA is not a union. FASA has agreed to join in the opposition of providing aid to religious institutions (any funds would go to charter school that supports a church).

11. Senator Bill Montford is up for re-election

We are hopeful that local associations will support his bid for re-election

12. Roundtable Comments (Member Participation)

John noted that he is hopeful that those in attendance felt the meeting was worth attending and that they will return for future meetings. He offered his help to the two new counties (Citrus and Lake) to establish a local association.

Larry Wood thanked John for what he does

Jean Leone noted that at the FASA Conference we collected \$199.97 for the 50/50 raffle of which half (\$100) went to the public relations campaign. John noted the original PR campaign was going to cost approximately \$200,000 and it was obvious we could not raise this sum. FASA will try to do the PR campaign in-house through social media.

Charlie McDaniel expressed his thanks for being invited to the meeting

Aurelia Cole felt she received good information and is going back home to discuss the possibility of becoming members

Terry Aunchman thanked John for organizing the meeting

Denise Willis enjoyed the meeting

Richard Van Gulik appreciates the invitation and felt the meeting was enjoyable

Bob Clark feels his main concern is to maintain membership through payroll deduction.

Dody Sapp noted that Volusia now has four principals that oversee two schools each

Dennis Griffin reported that the 50/50 raffle raised about \$200 and half or \$100 went to the PAR campaign

Peggy Johns felt the food and the venue of the FASA conference was the best

Larry reported there were 563 people attending the conference. They are working on setting up a conference committee so if anyone is interested please let him know.

John noted that FASA's goal to surpass their goal of 500 new members was achieved. Their new goal for the coming year is to increase membership by 25%. This past year's president Susan Persus, wrote a paper on her year as president of FASA and what FASA did for us this year. There is also included in the packet a list of FASA's Legislative Victories.

Larry noted that for those members who did not attend the conference, the power points will be provided to members via the internet.

13. Schedule next Meeting

The next meeting was scheduled for September 21, 2011, 11:30 a.m.

As there was no further business, the meeting adjourned at 1:50 p.m.