

**TAMPA BAY AREA COALITION**  
**49<sup>th</sup> BIMONTHLY**  
**LUNCHEON MEETING**  
**Wednesday, January 19, 2011, 11:30 AM**  
**Gary Adult High School**  
**5103 N 40<sup>th</sup> Street**  
**Tampa, FL**  
**(Lunch served from 11:30 a.m. to 12 Noon)**

Members present: Marjorie Ebersbach (Brevard); John Miliziano, Jean Leone, & Ken Allen (Hillsborough); David Underhill (Manatee); Dennis Griffin (Pinellas); Bill Londeree (Polk); Richard Wells (Seminole); Dody Sapp (Volusia)

Members absent: John Weant (Charlotte); Barbara Kidder (Hernando); Ed Stickles (Lee); Bob Clark (Orange); Rob Aguis and Terry Aunchman (Pasco); Peggy Johns (Pinellas); Leona Collesano & Melodie Deeds (Sarasota)

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

John welcomed everyone to the 49<sup>th</sup> bimonthly meeting of the Tampa Bay Area Coalition.

**2. Approval of TBA Coalition Minutes of November 10, 2010 Meeting (John Miliziano for Rob Aguis)** On motion of Marjorie Ebersbach, second by Dennis Griffin, the minutes were unanimously approved as presented.

John reported that he electronically sent to members an article by Mark Davies regarding FRS. For those that went to Tallahassee for HASA Legislative Days, Juhan Mixon developed minutes, which John also widely distributed. John noted that if any members come across articles that would be of interest to members, please send them to him for distribution.

We have a little over 3,000 administrators that are members of our Coalition that are on our radar. Del Diaz, Bill Lee, and Janet Knott are also building email distribution lists.

**3. Approval of Treasurer's Report (Marjorie Ebersbach)**

Marjorie reported that everyone has paid their dues and we currently have a balance of \$4707.29. John explained that we were intermingling funds with HASA but the auditor advised this was not good practice, so a separate checking account was opened for the Coalition. There were a few items that were questioned on the treasurer's report and John provided the following explanation:

1. On June 6, 2010, a HASA debit purchase for \$33.71 to Target Printing for the Coalition meeting copies. Check 4458 was issued to John in error since the HASA debit card was used instead of John's personal credit card. John issued his personal check 6366 for \$33.71 to reimburse HASA
2. September 2, 2010, expense of \$41.81 to Hal Nelson was to discuss TBAC and the future of FASA and should have been charged to HASA not the Coalition
3. December 7, 2010, balance adjustment to cover a \$233.66 discrepancy because the HASA debit card was used for three TBAC expenditures: 11/9/10 to Publix for \$29.75

for paper goods for meeting; 11/12/10 to Target Printing for \$59.92 for copying materials for meeting; 11/12/10 to Publix for \$143.99 for food for meeting.

On motion of Dave Underhill, second by Bill Londeree the Treasurer's Report was unanimously approved with the corrections as shown. Richard asked what the monthly expenses are for the Coalition and if we had the money to cover these expenses. John explained the expenses were for salary for him and JoAnn, along with printing costs and food for the bimonthly meetings. John noted that we would consider revisiting the dues schedule this summer, should additional funds become necessary.

#### **4. Discussion of Issues**

##### **a. Rename our Coalition "FASA Central Florida Regional Coalition"**

There was question at FASA Legislative Days that we should think about the name of our Coalition to coincide more with other three regional coalitions. The names would be FASA Panhandle Regional Coalition, FASA Northeast Florida Regional Coalition, **FASA Central Florida Regional Coalition**, and FASA South Florida Regional Coalition. Those in attendance agreed with renaming the Coalition as recommended. A vote will be taken at the next meeting when there are more Coalition members present. There was discussion as to whether we would be legal with our bank account being under the HASA umbrella. A question was also raised about our connection with FASA.

##### **b. Report on FASA Legislative Days**

Marjorie felt FASA was really organized in keeping the group busy. She had meetings scheduled with Sen. Mike Haridopolos and Rep. Thad Altman. Senator Haridopolos said he would try to work with us on our issues. He noted that Medicaid is consuming a larger portion of the state's budget and that will hurt education, and that there is a \$3.5 billion shortfall in the state's budget. She responded that we would like to be involved in the son of Senate Bill 6. There was discussion of not providing stipends for master's degrees in other than content area. There was also discussion about changes in FRS and phasing in the changes. They brought up the question of Governor Scott's 16% property tax and it was stated that would probably not come to fruition. They told all legislators that we would like to be contacted for input.

Dennis Griffin noted that FASA has been in the habit of using people from the school-based administrators' level to speak to bills coming up before committee hearings, but because the schedule is so tentative, the general practice has been to ask administrators in the immediate Tallahassee area to be called upon for the task. Dennis felt it was a productive session – one of the best organized and asked that this information be passed on to Juhan Mixon. Pinellas will be meeting tomorrow with their lobbyist, Steve Swartzel. They are hoping to push for more members in the local association. John added this seems to be the mutual feeling around the state that we must increase memberships to FASA.

Marjorie heard that Juhan Mixon reported that if people join between now and June, the dues would be \$188 as opposed to \$216. Companies like Valic or Axa have offered to sponsor receptions for membership drives.

**c. Follow-up on Salary Study**

John asked for comments or thoughts on the study. Marjorie asked her Assistant Superintendent for Finance to include Brevard's information to make a comparison. Dennis felt it was a good tool and good reference material.

Bill noted that school size is part of the salary structure in Polk County, and Dennis reported that Pinellas has some of that but has a two-year phase out rule built in. John noted that the primary reason for the study was that if a teacher wanted to become an administrator, they would have to take a pay cut. Hillsborough is exploring the possibility of asking the Board to establish a career ladder program for administrators like the one being developed for teachers. You could be at the highest level in 7-8 years, as opposed to 27 years. He has met individually with each Board member and they seem to be receptive. We still have to meet with our 900 HASA members. Initially the money could come from the Gates grant. All this is in the talking stage.

It was noted that Florida school districts are listed in the top 5% but receive an "F" in salaries. We are doing a good job with little money.

**d. Progress of Regional Coalitions**

John reported that Del Diaz, Bill Lee, and Janet Knott are developing email lists of members in their regions.

**e. FASA Restructuring**

John reported that FASA is experiencing a bit of internal turmoil. There are some elementary principals that don't want to eliminate the fact that if you join FASA you must join the national association. The problem with membership is that many individuals are not able to pay \$500 yearly to join all these associations. We have people on the FASA board that are skeptical about how FASA is being run. We are hopeful this will all be worked out. John, Del Diaz, Bill Lee, and Janet Knott are on the board. The Board did approve the selection of Juhan Mixon as the new executive director for two years. Some either abstained or refused to vote for him. There was concern whether or not Juhan would have time to manage FASA when he runs other companies. He will have Larry Wood help him run the day to day operations of FASA. Juhan is paid \$64,000 yearly (and he pays Larry Wood out of that money). In addition, \$42,750 is paid to Juhan's consulting firm.

There was concern about Juhan being spread too thin, and the possibility of conflict of interest. For those reasons, a one year contract was proposed for Juhan, with the understanding that if FASA had to sever the contract before term end, he would be paid half of his monthly stipend until the contract ends. This proposal was not accepted and a two-year contract was approved. There are approximately 2000 members in FASA

presently with a goal to add 500 new members this year. John stressed the importance of Juhan Mixon visiting associations in their home districts to help recruit new members..

Jean Leone noted that the national association came to all state associations indicating that if people joined their membership that a kickback would be given to the state association. A mandatory requirement for secondary administrators joining the national association has been eliminated. Eliminating the same mandatory requirement for elementary administrators is being rejected by the elementary group.

Jean felt the visitations this year were excellent. It just seemed to be a little early for visits as legislators were still unpacking and getting settled into their offices.

Marjorie encouraged everyone to visit their representatives in their home districts when legislators have more time.

**f. FASA Membership Task Force Recommendation on Affiliations**

This was a recommendation from the Membership Task Force. The Task Force has come up with strategies to improve membership for FASA. One recommendation is to ask all districts that have local associations to join FASA as affiliates. The question that remains unanswered is, "what does it mean to be a FASA affiliate?"

**g. Proposed Statewide FASA Public Relations Campaign**

John noted that Ron Sachs with Ron Sachs Communications made a presentation that if we are going to inform or convince legislators with facts and figures, they are not going to listen. It is best to get parents to do testimonials that our public schools are good and doing well. Ron suggested that this can be done through public service announcements, etc. Get NEA, FEA, FASA, the Regional Coalitions, and the School Boards and Superintendents associations, and all local associations to put money in a pot and band together.

Marjorie noted that Ron's product is pretty pricey and Brevard is doing what he sells on their own and doing well. Fund Ed Now is doing it in Orange County. What Ron is talking about will cost a lot of money and we would have to get public sponsors. John stated Ron was talking about a \$1 million campaign. If we can get educators to contribute \$5, then we could probably pull it off. Dody indicated this was done in Miami-Dade.

John suggested that our members write letters to members in their districts to create a trust fund. Marjorie feels people would have to see what Ron is talking about before agreeing to a buy-in. John stated this is going to have to be done sooner rather than later because the direction of the legislature is scary.

Dave feels what is going to have to happen is that we will have to get rid of elective courses and make students take the basics. Charter schools in Miami and Tampa are all

A & B schools, but they only have about 150 students. He feels to some degree it will have to hit home with parents.

John feels that the legislators' plans are to balance the budget based on the backs of state employees by taking away benefits that have been given the last 40-50 years. He has talked with senior teachers in the last few days who have indicated they are leaving the profession before they lose any benefits.

Dennis feels we would be better off creating grants from the \$1 million we could raise to develop programs. He doesn't feel the testimonials will help.

Marjorie stated that Senator Haridopolos said that new hires will no longer be allowed to go into the FRS defined benefit plan.

The members present were not receptive (lukewarm) to this idea of raising money to fund a public relations campaign.

**h. Sponsor Hospitality Room at FASA's Summer Conference July 14-17**

John noted that in the past HASA has sponsored a hospitality room during the summer conference and would have 150-200 people visit. It was suggested that this hospitality room could be sponsored by companies like Balfour, Valic, etc. John noted that in the past, we used FASA's Executive Director's suite for the hospitality room. It was stopped during Jim Warford's administration. We felt it would be nice to do it again with the help of the four regions giving a contribution.

This year the conference will be at the Lake Buena Vista Palace. The attendance last year was great because Hillsborough County was given a pass to attend the bullying session. This year they wanted to join with the Superintendent's association, but that might have to wait until next year.

It was the consensus of the group to move forward with this recommendation. John stated it would include liquor, wine, sodas, finger foods and in the past it ran us about \$400-\$500. We will need help with set up.

There was a motion by Marjorie that the Tampa Bay Area Coalition contributes not more than \$300 for the hospitality room at the summer conference. This motion was seconded by Bill Londeree, and was unanimously approved.

**i. Strategic Goals Planning Session**

John noted that this is the Tampa Bay Area Coalition's ninth year in existence and asked if it would be advisable to dedicate one of our future sessions to strategic planning to evaluate where we've been, where we are going, and where we want to go. It was the consensus of the group that this would be well worth the time. Dave feels if we are going to include FASA in our name, we need to be in line with what FASA is doing. He expressed concern with "FASA" being included in our name. John asked about

dedicating our next session to a strategic planning session. Marjorie suggested using a facilitator for the session. Bill agreed with Dave about the FASA name. Marjorie stated we need to look at what we can do at the local level. John stated that the last few years we stressed to FASA the need for them to hear from us, and now that we've gotten there, we are questioning our involvement with FASA. Dave stated that as we create strategic goals we need to keep in mind FASA's strategic plan.

By consensus, it was agreed that the next meeting will be devoted to a strategic planning session using a facilitator who is familiar with the organization. Agenda items could include: dues structure, relationship with FASA, by-laws, etc. John asked for ideas from members to be discussed on issues and interests for our Coalition as we move forward with our relationship with other coalitions and FASA.

Suggestions for facilitators: Marjorie suggested one person from Brevard County that may be available to serve as a facilitator.

John noted that four years ago HASA held a strategic planning session, and ten goals were adopted at that session.

**5. Roundtable Discussion (Member Participation)**

Bill noted that Polk will lose \$20 million

Jean enjoys being with everyone

Dave said we have some tough days in front of us.

**6. Schedule next March 2011 Meeting**

The next meeting was scheduled for March 16, 2011. Since we will include the strategic planning session, we will begin at 11 a.m. and end at 2 or 2:30 p.m.

As there was no further business, the meeting adjourned at 1:45 p.m.