

**GAVILAN JOINT COMMUNITY COLLEGE DISTRICT
FACILITIES DEVELOPMENT AND UTILIZATION COMMITTEE
COMMITTEE TO THE BOARD OF TRUSTEES**

Tuesday, July 11, 2017

5:00 p.m. – 6:00 p.m.

Room: GECA Multi-Purpose Room

Minutes

Committee Members: Mark Dover (Chair), Jonathan Brusco, and Walt Glines. ABSENT: Daniel Chavez

Resources: Dr. Kathleen Rose and Fred Harris

Other Attendees: Jared Boigon (Partner, TBWB), Kent Childs, Laura Perry, Kathleen Moberg, Michelle Bresso, Wade Ellis, CPA, Bobbie Jo Palmer, and Debbie Britt-Petty (recorder)

1. Call Meeting to Order at 5:06 p.m.: The meeting was called to order by Mark Dover at 5:34 p.m.
2. Approve Minutes: Minutes from the June 7, 2017 meeting were approved. MSC (W. Glines/J. Brusco) 3 ayes, 0 nays to **approve**.
3. Comments from the Public: No comments.
4. Consider Approval of an Agreement with Terris Barnes Walter Boigon Heath, Inc. to provide General Obligation Bond Measure Pre-Election Public Information, Campaign and Strategy Services: Fred Harris introduced Jared Boigon of TBWB Strategies. Fred stated that there is interest in working with Jared and TBWBH to prepare for a possible general obligation bond campaign in 2018. They would work with us in three parts; a community survey/feasibility study, pre-election and post-election. The financial impact would be \$6,500 per month, with a \$50,000 cap.

Dr. Kathleen Rose wanted to let the committee members know that she and the other administrators have met with Jared already in preparation for a possible bond campaign in 2018.

Walt Glines asked how TBWBH Strategies was determined to be the top recommendation. Fred Harris responded that he reached out to his colleagues throughout the state for advice, in particular Hartnell CEO Willard Llewelyn, since they recently had a successful bond measure. They all spoke quite highly of TBWBH, who had helped them get through rough issues within the community.

Jared Boigon thanked the committee for inviting him to the meeting. He explained that TBWBH is a non-partisan firm that focuses on the passage of revenue measures for local government agencies. A general obligation bond measure is much different than a candidate race, and TBWBH has heavy experience in this area. They have a nearly 90% success rate, and did not lose one ballot measure during the last cycle. They are very familiar with our communities and the different and complex concerns in each area.

TBWBH has worked with the San Benito High School District, the Gilroy Unified School District, as well as assisted the Santa Clara County Open Space Authority pass their parcel tax. The firm also helped the Santa Clara County Water District pass two parcel taxes, and helped pass the county-wide transportation measure.

Jared stated that he is typically against School Facilities Improvement Districts (SFID), because they tend to cause divisions in the communities. The preferred approach is to tailor a message for the different areas and communicate in specific ways that will reach each area. Jared explained four steps to the process: the first is a feasibility study/voter survey. This is a very big opportunity to have the community come together, not just for voting day. If Gavilan can learn about the community values and also find out what the obstacles are, they can use the opportunity to become more transparent and more unified. The second step is to build consensus. If it feels like an opportune time, the third step is to build a strong measure, and the fourth step is to campaign for the win.

The committee discussed many factors and variables when campaigning such as mailers vs. social media, renters vs. buyers, and TV advertisements. Jared explained that they would look into the community to see where the strengths and obstacles are and decisions can be made with those results. He even mentioned the possibility of using flyers that do not look political, but instead gains interest in the district by providing information. This is a good way to make standing gains in the community.

Walt Glines asked if we are getting started too late. Jared said that we are fine. Gavilan already exists so we are not starting from scratch.

Fred Harris stated that TBWBH really stands out. In August, he will have an agenda item to ask the Board to agree to General Obligation Bond Pre-election Services. He said there is a possibility for the committee to sign an agreement tonight so we can get started, and then make it official at the August Board Meeting. Dr. Kathleen Rose questioned whether we should go forward or take it to the retreat in order to have a solid consensus. It was decided that a special Board Meeting would be added to the retreat. There will be discussion during tonight's Board Meeting during the committee reports.

5. Adjournment: The Committee was adjourned at 5:51 p.m.