



Pat Escalante <pescalante@hbcasd.org>

Fwd: Marketing the Long Range Master Facilities Plan

1 message

Monique Ehsan <monique.ehsan@gmail.com>

Sun, Oct 19, 2014 at 2:23 PM

To: Patti Ackerman <packerman@hbcisd.org>

Cc: Pat Escalante <pescalante@hbcasd.org>, Ryan Nowicki <ryandnowicki@yahoo.com>

Patti, first let me express my gratitude for how hard you and the Board worked on behalf of the families in Hemosa Beach. I am writing just to clarify a matter with regard to the FPAC so that we don't fan the flames of the opposition. Your Letter to the Editor last week indicated that the FPAC considered Prospect Heights, South School, the Time Warner building, and the Community Center. The FPAC never discussed Prospect Heights or South School because we didn't understand the history of the School District with regard to the sale of these properties and any leaseback options nor did we have a mandate to do historical research. Katrina Bacallao, on her own time and with her own funds, exhaustively researched the history of the District but her findings were presented to Pat, not to the FPAC. At a couple of meetings Pat brought up the Community Center and the fact that we don't own it but we never had an FPAC discussion about the State rep's tour of the facility, the Title V inadequacies, the MOA, etc... I know all of this stuff because of my relationship with Katrina. Time Warner involved a brief FPAC discussion with Mr. Butcher indicating that adding more buildings or more kids to Valley didn't solve anything - it just ate up valuable open space. When I made the FPAC presentation to the Board, I asked for more time to explore a "hybrid option" which would include reaching out to the owners of the Time Warner lot, so that we could at least demonstrate that we left no stone unturned. The Board did not respond to this request.

As everyone knows, I firmly believe that North School is the only logical long term option to solve the overcrowding crisis. Our critics, however, are very focused on the process we undertook to arrive at North School as the only option and they sat through many, if not all, of our meetings so they are aware of what we did and did not do.

I included the e-mail below just as a reminder that I felt it was important to talk about history going into the bond vote because I knew that the opposition would focus on the Community Center.

We are all in this together but given that the opposition is well organized and litigious, I feel it is important to be as accurate as possible.

Sincerely,
Monique

----- Forwarded message -----

From: Monique Ehsan <monique.ehsan@gmail.com>

Date: Wed, Jun 4, 2014 at 2:44 PM

Subject: Marketing the Long Range Master Facilities Plan

To: packerman@hbcbsd.org, lclaypoole@hbcbsd.org, Mary Campbell <mcampbell@caps.usc.edu>, mcampbell@hbcbsd.org, cbeste@hbcbsd.org, claypoole@verizon.net, hbcarteen@verizon.net, MBove-LaMonica@hbcbsd.org, Pat Escalante <pescalante@hbcbsd.org>

Members of the Board.

We have all worked hard over the last year to address the overcrowding crisis in our district. The one certainty at this point is that any solution will require money. I am deeply concerned that the broader community is either uninformed of the issues facing the school district or already opposed to a bond. Both are a function of a lack of adequate community outreach, especially with regard to the history of the School District and the Community Center in particular. The Board Highlights and other e-mails, while helpful, only reach the parent community, a fraction of the population. If the Board decides to go forward with a bond measure, I believe it will only succeed with a strategic marketing plan that begins with a history of the School District: Where we were, why we are now in the position we are in, what "right to use/lease" options we currently have access to. It should discuss the Community Center and cite the Memorandum of Understanding with the City of the