

DOCUMENT 6

Emphasis Added By Grand Jury's Underscoring

CAPISTRANO UNIFIED SCHOOL DISTRICT
MINUTES - CLOSED SESSION
MARCH 6, 1989

It was moved by Trustee Haseman, seconded by Trustee Kochendorfer and carried unanimously to approve a consulting contract between CUSD and Russo, Watts & Rollins relating to Measure A election activities for which the District can legally pay.


Mello-Roos


President, Board of Trustees

Trustee Draper MMS
Trustee Gude RDJ
Trustee Haseman HSE
Trustee Kopp G. Kopp
Trustee Kochendorfer UK
Trustee Westberg _____

Certification Stamp:

This is to certify that this is an exact copy of the portion of the minutes approved at the meeting of the Board of Trustees on 3-6-89


Clerk/Secretary
CAPISTRANO UNIFIED SCHOOL DISTRICT

Rec. 9/6/89 S.A. 89-178
CWS #63

CAPISTRANO UNIFIED SCHOOL DISTRICT
San Juan Capistrano, California

March 6, 1988

TO: Brian R. Demsey, President
and Members
Board of Trustees, Capistrano Unified School District

FROM: Jerry Thornsley, District Superintendent

SUBJECT: MEASURE A ELECTION

BACKGROUND INFORMATION

As Trustees are aware, a group of citizens has formed a political action committee to promote the passage of CUSD's Measure A election May 9, 1989. Among other things, the PAC has engaged the services of a professional consultant who works for the firm of Russo, Watts, Rollins, Inc. The firm operates out of Sacramento, California and the specific consultant is David Muller.

The School Board and District staff obviously are deeply involved in the election. Activities that CUSD can engage in and spend funds for are essentially governed by State law. Also, the Superintendent asked for and received a written legal opinion from Ron Wenkart governing Trustees' and staff members' involvement in the election. This opinion was previously given to Trustees.

CURRENT CONSIDERATIONS

This agenda item pertains to consideration of approving a consultant agreement between CUSD and Russo, Watts & Rollins to assist CUSD in communicating with and informing voters of pertinent facts relating to the Mello-Roos election. Also, it is recommended the District be authorized to pay directly for services provided by other vendors for items related to the election which can be legally paid for by CUSD. The recommended agreement for consultant services is submitted to Trustees under Exhibit A.

As of the time of the writing of this memorandum, the Superintendent was unable to get the hourly rate for the consulting firm. It will be available at the Board meeting as the Board considers this item.

Concerning the PAC and its activities, Trustees are presented for information purposes a copy of their original budget - Exhibit B. Since presentation of the original budget, there has been some discussion by the PAC concerning a revised budget somewhere in the neighborhood of \$80,000 to \$100,000.

MEASURE A ELECTION CONSULTANT

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Staff feels that realistically the PAC may raise \$30,000 to \$50,000, although conceivably they could raise more. Obviously this would not permit all the activities desired by the PAC to be completed. In light of this comes the recommendation from staff that the District pay for activities and services which are legally permissible.

It would be potentially disastrous if the PAC spent its funds early on in the campaign, then came up short for the critical mailings which only they can do during the last ten days before the election. These would be mailings advocating a "yes" vote. If this occurs, the campaign would fall flat on its face at a critical time because political mailing firms want their money up-front. This doesn't leave time to scurry around and try to raise additional funds.

The staff recommendation is for the District to pay all legally permissible bills, starting immediately. This will leave the PAC with funds they raise to be used for those activities which only they can conduct.

For Trustee information, the budget which has been set up by CUSD for the Measure A campaign is contained in Exhibit C.

FINANCIAL IMPLICATIONS

The cost of paying directly for services relating to the Measure A election incurred through Russo, Watts & Rollins and bills which can be paid directly to firms who provide services to CUSD (such as buying computer tape, conducting phone surveys, etc.) are anticipated to amount to approximately \$50,000 to \$70,000.

STAFF RECOMMENDATION

It is respectfully requested the Board President recognize the Superintendent who will report to the Board concerning activities in which CUSD may legally be involved and pay for relating to the Measure A election May 9, 1989.

Following discussion, it is specifically recommended the Board approve:

1. Consulting agreement between CUSD and Russo, Watts & Rollins - Exhibit A.
2. Authorization for CUSD to pay vendors directly for services provided CUSD relating to Measure A election activities - those which the District can legally pay.