

**EDUCATION ADVISORY BOARD MEETING  
100 NORTH ANDREWS AVENUE, 1<sup>ST</sup> FLOOR CHAMBERS  
FORT LAUDERDALE, FLORIDA  
THURSDAY, OCTOBER 16, 2014 – 6:30 P.M.**

<b>Members</b>	<b>Attendance</b>	<b>April 2014- APRIL 2015</b>	
		<b>Present</b>	<b>Absent</b>
Edna Elijah, <b>Vice-Chair</b>	P	5	1
Gregory T. Boardman	P	5	1
Towana Bonaparte	A	2	1
Maureen S. Dinnen	P	3	3
Rochelle Horowitz	A	4	2
Deniece Jones	A	4	1
Jennifer L. Kimmey	P	5	1
Dr. Magdalene Lewis	A	1	5
Wayne Neunie	A	2	4
Dr. Maureen Persi	P	5	1
Catherine Pliess	P	4	1
Austin Scott	P	6	0
Lillian Small	A	0	6
Shelby Smith	P	6	0
S. Carey Villeneuve	P	2	0

**Appointed Members to the Board: 15  
Needed to constitute a quorum: 8**

**Staff**

Junia Robinson, Neighbor Support and Staff Liaison  
Charles Webster, Broward County Public Schools (BCPS)

- I. **Opening** – Vice-Chair, Edna Elijah
- II. **Attendance by Roll Call** – Vice-Chair, Edna Elijah
  - Introduce New member: S. Carey Villeneuve

**Determination of quorum**

As of this date, October 16, 2014 there are 15 appointed members to the board, which means 8 would constitute a quorum. At this time, there is a quorum.

- III. **Approve minutes** (September 18, 2014)

**Motion** by Dr. Persi, seconded by Mrs. Jennifer Kimmey, that the said minutes for September 18, 2014 be approved. In a voice vote, the motion passed unanimously.

#### **IV. Current business**

##### **A. Discussion – marketing initiative for City schools:**

Chair Elijah opened the discussion by asking the Board to decide if they would like to pursue the marketing ideas to send to Commissioners.

She asked that everyone especially the new Board members review the marketing ideas before discussion.

Mrs. Dinnen started the discussion by stating that “#4, many of the schools has Career Day and this seems to feed into that”.

Ms. Pliess says she is not sure why “we are marketing schools within the City”.

She expressed that this should be branded and publicized. Ms. Pliess also shared that she has the commitment from Fort Lauderdale Art Institute to work on the logo. Ms. Pliess said that the school can also work on the website because they have an extensive program at the school.

Mr. Smith suggested that the Board should assemble a package which includes the logo idea and send it to Commission for feedback.

Chair Elijah asked the Board if they are going to continue to pursue marketing the schools in the City. She said at one point, she thought the Board decided to move forward and was going to leave the matter alone.

Mr. Smith suggested the Board focus on the logo idea and work with the Art Institute for design.

Ms. Pliess shared some questions the Art Institute had for the Board regarding the logo.

1. What would be the primary use for the logo?
2. Could they use the logo for the City of Fort Lauderdale?

Dr. Persi shared that the City logo is imprinted on “everyone’s brain”, like when you think of Fort Lauderdale or Broward County. She said sometimes the schools and Principals have individual logos that they use for their schools.

She asked “how is this additional logo going to help us”? Dr. Persi said “it’s a great idea but I am not sure if this would help with our problem in making City schools more marketable”.

Ms. Pliess said The Art Institute has a graphic, web and advertising school who would work on the project. She suggested having a representative from the School come to the next meeting to discuss the concept.

Mr. Austin Scott said that he agrees with all the ideas for the logo but suggests the Board help promote events at City schools. Mr. Scott suggests promoting school grades on the city website as well as major events held at the schools.

Ms. Dinnen said “the logo is a mechanism for our purpose and our purpose is to show the excellence of Fort Lauderdale schools”

Mr. Smith said the job of the Board is to make a recommendation to the Commission. He said to move this forward, the Board should send this to the Commission with an idea that they “may or may not want to do”.

Mr. Carey Villeneuve said “I’m new and wasn’t around for the marketing discussions and logo stuff but I’m kind of getting it from what people are describing”. He shared Coca-Cola one of the famous logos around, is only recognized because “you love coke”. The logo couldn’t be created and everyone is like “I love that logo”. Mr. Villeneuve said that the logo has to be paired with content. He continued by saying “we cannot just send the logo to Commission without direction”.

Mr. Smith says that the Board is trying to tell the City that they need to do something. Dr. Persi said “maybe our advice to the Commission is to give them some of our ideas and hopefully they can direct the people who need the direction”.

Mr. Scott said he thinks it’s feasible to send information about school events in like a “blog”.

Vice- Chair Elijah asked the Board how much information is needed in reference to the logo, and “if we plan on using it”. She continued to say that “we need more

information from Ms. Pliess to get some samples together; hopefully before our next meeting.

Ms. Pliess said someone from the Honors program could possibly attend the November meeting to discuss the logo with the Board and return in December with some samples.

Mr. Smith said “would it be wise to tell the Commission that we have a concern based on the survey that was done; that the image of the schools seems to be less than what we like, and we are thinking of doing something like this; and do you all believe this is something we should pursue”?

**MOTION** Ms. Pliess made a motion to send a communication to the board as drafted. Ms. Kimmey seconded the motion.

The board unanimously approved the motion.

Vice-Chair Elijah asked for volunteers from the Board to be available for the next Commission conference meeting to address any questions regarding the communication. Gregory Boardman, Shelby Smith, Jennifer Kimmey and Vice-Chair Elijah have volunteered to attend the conference meeting scheduled for October 21<sup>st</sup>, 2014.

## **B. BCPS updates – Charles Webster**

Mr. Webster opened by thanking the Board for their support of the school bond by sending a communication to the City Commission.

He also made a few news announcements:

- Education NOT Incarceration Community Forum Event Takes Place Monday, October 20, 2014
- Thursday, October 23<sup>rd</sup>, the legislative delegation will have a public hearing on HIV/AIDS. This will be held at Fort Lauderdale High school from 5:00PM – 7:00PM.
- 200 students learned to do CPR techniques – this was an initiative partnered with the City of Fort Lauderdale.
- The last “Conversation with the District” will be held on Monday, October 27, 2014 at Piper High School.

- Ed Talk 2014, Saturday, November 1, 2014 from 9:00 A.M – 1:15 PM at the Broward County Convention Center.

Vice-chair Elijah asked Mr. Webster for updated information on the Student Success Opportunity Schools (SSOS).

Mr. Webster said he has not heard any scheduled meetings planned as yet. He said there was a few in Pompano and at Coconut Creek and Arthur Ashe. Mr. Webster says as soon as he finds out more information, he will share with the Board.

### **C. City Staff update:**

Ms. Junia Robinson reported Superintendent Runcie will be speaking at the Commission conference meeting scheduled for Tuesday, October 21<sup>st</sup>. She also announced that she reached out to the EAB student members and while some have graduated and are now in college, 4 students have committed to returning to the Board for this year.

### **D. Elections – vote for new Chair**

Vice-chair Elijah announced that Chair Ludwig resigned from the Board at last month's meeting. She said "therefore the Board needs to vote for a new Chair". Vice-chair expressed that Chair Ludwig will be missed and the Board will definitely consider the suggestions he offered during last month's meeting. She continued by saying he did a fantastic job and "we are hoping to move forward with this direction".

Vice-chair Elijah said "at this time the floor is open for a new Chair, we need a new Chair up for nominations".

Mr. Gregory Boardman said "I would like to nominate Mrs. Elijah for Chair".

Vice-chair Elijah asked "is there anyone else who would like to be nominated as Chair"?

She continued by saying "if I decided to take this position, the Board must be mindful in knowing that a new Vice-Chair must be nominated".

Vice-chair Elijah accepted the nomination as Chair without any other Board members running against her.

Mr. Boardman said "I would like to nominate Mr. Austin Scott for Vice-chair"; which was 2<sup>nd</sup> by Mr. Shelby Smith.

#### **V. Communication to City Commission**

In response to the City's Neighborhood survey, conducted by ETC Institute on May 28<sup>th</sup>, 2014 and the negative results and perception of City Schools. The Fort Lauderdale Educational Advisory Board supports the development of a marketing initiative. We, the Educational Advisory Board are recommending a creation of a logo recognizing all Fort Lauderdale Schools.

#### **VI. New Future Business**

1. Mr. Boardman encouraged the Board to attend the upcoming Broward County Public Schools, Ed Talk 2014 event scheduled for Saturday, November 01<sup>st</sup>, 2014.

#### **VII. Next Meeting and Closing**

The next meeting November 20<sup>th</sup>, 2014

City Hall, 8<sup>th</sup> floor conference room

Vice-Chair Elijah adjourned meeting at 8:15 P.M