



**DOVER SCHOOL
DISTRICT**

JOINT BUILDING COMMITTEE DOVER HIGH SCHOOL AND REGIONAL CTC MINUTES

Meeting Type:	Regular Meeting
Meeting Location:	Superintendent's Conference Room, McConnell Center
Meeting Date:	Tuesday, February 17, 2015
Meeting Time:	4:30 p.m.

- I. CALL TO ORDER AND ROLL CALL:** A meeting of the Dover High School and Regional Career Technical Center Joint Building Committee was called to order on Tuesday, February 17, 2015 at 4:35 p.m. at the SAU Superintendent's Conference Room. Present were Robert Carrier, Amanda Russell, Sarah Greenshields, Jason Gagnon and Matt Severson. Wayne Coolidge was excused from the meeting. Also present were, Superintendent Elaine Arbour, Business Administrator Karen Taylor, City of Dover Director of Planning and Community Development Chris Parker, HMFH Project Director Laura Wernick, HMFH Project Coordinator Bobby Williams and Alyson Genovese. Facilities Director Jeff White arrived at 5:18 p.m. Dover High School Principal Peter Driscoll arrived at 5:44 p.m.
- II. APPROVAL OF MEETING MINUTES FROM FEB 3, 2015:** Amanda Russell moved / Sarah Greenshields seconded to approve the minutes of the meeting listed above. An oral **VOTE PASSED 5/0.**
- III. CITIZENS' FORUM:** There were no citizens present.
- IV. FINANCIAL REPORT:** Mr. Carrier requested that VIII. be moved up on the agenda so that they could speak with Alyson Genovese and she would not have to stay for the entire meeting. Matt Severson moved / Amanda Russell seconded moving item VIII. up on the agenda. An oral **VOTE PASSED 5/0.**
- VIII. MATTERS OF INTEREST:** Dr. Arbour shared that the notion of corporate sponsoring came up at the visioning sessions and that while visiting Mount Blue the team had learning that Mt. Blue had run a legacy campaign including selling naming rights to different parts of the building for different levels of donation. She brought up that the JBC may want to take a look at obtaining private funding beyond what the district can raise with local taxes and state funding in regards to the DHS-CTC building project. She introduced Alyson Genovese, an independent consultant who works with companies on philanthropic investment, i.e. Corporate Social Responsibility (CSR) and Corporate Citizenship, to speak about corporate sponsorship and philanthropic donations so the committee could decide whether or not to pursue further information. Mrs. Genovese shared that she was able to review the district's current policies regarding Advertising in the Schools - KHB, Fundraising - JJE and Public Gifts & Donations KCD. She stated that when corporations are thinking about investing in local school districts, there are two avenues: 1) a philanthropic or charitable investment, i.e. IBM donating a computer lab to a Title One school or Nike rebuilding a track & field, which is a tax write off for them or 2) a true marketing sponsorship, where there is advertising. She shared that there is a growing understanding in public schools that public funding is not sustainable for gathering the capital needed to provide a quality education and that other groups besides students and teachers are using the facilities, which allows a company to get there name in front of core consumers. She added that school districts are becoming more comfortable with this and across the country are developing guidelines and policies in order to incorporate this



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more effectively, especially at the high school level. She continued that there is agreement about academic as opposed to non-academic spaces and which are more appropriate, *i.e.* athletic fields, art centers and cafeterias vs. classrooms, libraries and formal academic spaces which are more sacred. She mentioned that that it will be important for the JBC to figure out their comfort level and that the message to the community is not seen as “instead of public funding” but as “supplementary to.” She pointed out that the District has these relationships already; for instance when Hannaford comes in to work with students on nutrition or the dental office comes in and does screening that , although philanthropic, those relationships are marketing opportunities.

Mrs. Greenshields asked about Mrs. Genovese’s background. Mrs. Genovese shared that she has been doing this work for 20 years and has worked with Sprint, Northwestern Mutual, UNH and others to help them understand how to effectively build multi sector partnerships, which means how non-profits and corporations and academia can come together to solve social problems. She shared that although this is an arena she is very familiar with and can speak the language, it is not her skillset, so she would not want to professionally represent the school district. She added that because it is a sophisticated process to understand the valuation and contractual obligations, the district would want a consultant or firm with expertise specific to public schools. She further added that she is fully committed as a Dover citizen and parent to this project and that she would like to be a volunteer resource to the committee.

Mr. Parker asked if this would be the type of endeavor where we would contract someone to go out and solicit funds and then pay them a percentage of the funds raised. Mrs. Genovese answered that there are a couple of ways to do it, the first being that some larger school districts have someone in house, who is responsible for fund raising, the second being hiring a firm where you pay a fee up front for the monthly work and maybe the valuation, but then have volunteers do the solicitation or thirdly, “soup to nuts” with a fee of usually 20-30%. She explained that that last option would include a firm doing all of the research on the valuation, having them understand what the facility would look like, helping understand whether or not there would their need to be policy changes made in the district what language that would include, going out and soliciting on your behalf and finally, securing and writing the contract. She stated that for an organization like the district that is not apt to put out a monthly cash outlay without a guaranteed return, a commission based hire might make more sense. She remarked that the district might want to put out an RFP and see the response and that there are a few large firms that do this kind of work. She shared that she did reach out to see if there were any local firms that did this type of work and had not yet found any. She added that working with a firm regarding large donations would not inhibit us from then going out in the community to smaller companies to ask for donations.

Mrs. Russell commented that a few years ago the School Board talked about increasing advertising and that there would be an opportunity for it when they undertook renovations for this project. She



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continued that even bricks in a walkway for families to have their names on are a way for the community to feel connected to a project for the long term.

Mr. Severson remarked that they would need to talk to the schoolboard about this. He stated that he saw corporate donations most useful as a way to obtain supplies and equipment for the programs inside the school especially the CTC. He voiced concern about trying to build a building on donations. Mrs. Russell responded that Mrs. Genovese had talked about the funding as supplemental. Mrs. Genovese agreed that indeed they need to look at revenue that way. She mentioned that some school districts' policies had the sponsorship funds deposited in a general fund or a maintenance fund and Dover could decide what made sense to them. Ms. Wernick shared that her firm had for the most part seen schools go out and ask for donations once construction was underway, so that the companies' monies were not defining the project. She said that she thought there was value especially in having a professional identify the best resources and do the valuation portion of the process, even if volunteers actually did the soliciting to make sure the district is optimizing their funds opportunity. She further shared that with the CTE component to our project, the district may have the opportunity to look at large national sponsors or philanthropic sources that are interested in maybe getting STEM or manufacturing into high schools. Mr. Parker shared that looking to larger national corporations or philanthropic organizations may be the best route for the district since our large local businesses are always tapped into. He continued that we would need to have the building designed and cost determined and then look to obtaining funding that could lower the city's cost. Ms. Tylor mentioned involving Dover Alumni. Ms. Genovese noted that the two are not mutually exclusive and that when you think about marketing sponsorship it is really about property, but the learning that goes on in those properties is a grant opportunity. She put forth the example of Tendercrop Farm sponsoring the animal husbandry barn, but then having a grant from the Gates Foundation on integrating new technologies into traditional subjects. She repeated that the two are not mutually exclusive but are very different to administer. She continued that the marketing sponsorship is a company giving you money to put their name on something for which they get community goodwill, visibility and maybe additional opportunities to provide service that is negotiated, but when it is a grant, it then becomes part of the curriculum and there are then reporting mechanisms and outcomes and learning that comes from that.

Mr. Gagnon remarked that although he felt many of the ideas being discussed were good, it could be a slippery slope selling marketing rights within the school. He asserted that if we are teaching the students how to think and if the students think the facility is wonderful and then everything they associate with the facility is wonderful, is that going to then include the soft drink company that sponsored part of the building is wonderful and then they go further and think, well, this soft drink must also be great. He stated that he knows funds are tight, but he does not want to sell our students in ways that may not be in their long term best interest. He continued that he believes receiving funds in certain ways is great or if it is an educational partnership, but if it is simply taking money in



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return for students seeing somebody's name and purchasing their product, it may not be a very good use of an educational facility. Dr. Arbour agreed and stated that this would be one reason they would need to re-visit policy around this topic, if this is something the committee is interested in. She added it would be important that the district have the right to refuse any potential advertiser because they need to be careful about what is brought into the school and that gets back to being very careful and thoughtful about whom the district chooses to work with. Mrs. Russell mentioned that the current policy did include verbiage about staying consistent with current wellness policy. Mr. Gagnon commented that anything they can do to help fund education is a good thing, but they need to be aware of unintended consequences and that we are not selling our educational opportunity to the highest bidder, but trying to enhance our educational opportunity to the students. Mrs. Genovese noted that how this is communicated to the general public will be of the utmost importance since there is a lot of opportunity for misinformation. She added that the committee can send out an RFP and then once they receive responses, decide that this is not the right path. She also mentioned that it is important for this committee and the community at large to realize that we currently advertise in our schools in exchange for money. She pointed out that when you walk into a school lobby and there is a box for Campbell's Soup labels, Boxtops for Education and Hannaford receipts - that is exactly what they are talking about, although it is delivered differently. There is no educational reason for those boxes to be there, they are putting advertising in our schools in exchange for revenue. She stated that is called a philanthropic partnership. Mr. Carrier suggested that Mrs. Genovese work with the Superintendent to fine tune a possible approach, then bring it up with the School Board and once that is done they can continue the discussion and decide what steps to take.

IV. FINANCIAL REPORT CONTINUED:

- a. **AUTHORIZATIONS:** Ms. Taylor passed out a Capital Improvements Summary for the Regional Career Technical Center Improvements and the High School & Dunaway Field Improvements that listed FY 15 Appropriations and Expenditures to date. She pointed out that the first three items listed are:
 - i. City Appropriation #1 (FY15), Issued 3/1/14 for \$328,500.00, which we have an account number for
 - ii. City Appropriation #2 (FY15, Issued 3/1/14: 25% for \$7,500,000.00, part that the bond was approved for but there is no account number yet
 - iii. State Appropriation #1 (FY15): 75% for \$10,700,000.00, approved by the state and waiting for an account number from them

She indicated that the state is very interested in starting to receive invoices and that part of this worksheet is to assist in first, dividing the 24% that we are allocating to the CTC versus the 76% we are allocating to the high school and second, taking the charges and further



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allocating 75% to the state and 25% to local. Mrs. Greenshields asked how the 24% and 76% were come up with. Ms. Taylor responded that they used the square footage of the current building, which is based on the existing conditions. Mr. Carrier remarked that it sounded like it was not the state that mandated using the sq. footage formula and that if later in the project it was decide that a different ratio made more sense, they could change it. Ms. Taylor responded yes. She added that the 25% 7.5M is based on current numbers and could change if the state allocation changes. She continued that the second page is for the high school and a bit simpler because there is only one appropriation.

Ms. Taylor explained that the checks are printed by the city and that she has a manifest cover sheet which includes the two account numbers where the charges will be billed to and that once the manifest is approved, it will go to the city, go into the AP cue and they will cut the check and file the manifest there. Amanda Russell motioned / Matt Severson seconded to approve the first manifest in the amount of \$130,400.00 for two invoices from HMFH (\$31,296.00 & \$99,104.00). A roll call **VOTE PASSED 5/0**.

- a. **FUNDING FROM THE DOE:** Dr. Arbour shared that they have had communication with the New Hampshire Department of Education (NHDOE) Administrator for Career Development Bureau and State Director of Career & Technical Education, Lisa Danley, and that a couple of times, she (Ms. Danely) has used the wrong email for both she and the business administrator and they are working with her to make sure that is corrected. She continued that, at this point, Ms. Danley is reviewing the draft existing conditions report, the meeting minutes and waiting for the Visioning report in order that she can advocate for carrying Dover's state approved funding forward into the next biennium for the governor's budget. The governor's budget currently has a little over three million in it for the remaining portion of Dover's CTE funding. Mr. Carrier asked to clarify that the city fronts the monies for the project and then the city bills the state. Ms. Taylor confirmed that that was the procedure.

V. UPDATES ON OLD BUSINESS:

- a. **VISIONING SESSIONS:** Dr. Arbour shared that Frank Locker is finishing the report and it will be shared with the committee for review once she has a complete draft. She continued that once it has been proofed and finalized, it will then be shared with the Visioning Session participants and the community at large. Ms. Wernick confirmed that an article about the visioning was sent to Fosters. Dr. Arbour shared that some of the predominate themes around education delivery were that it be collaborative and individualized. She continued that concepts regarding facilities were that they be flexible, open and diverse. Principle Driscoll remarked that the students were very vocal about having spaces where they could collaborate. He continued that the other main concern has



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been how are we going to create smaller learning communities within the school? He remarked that the entire thing comes down to relationships and if students have a relationship with an adult, they will be successful in our school and if the adults have a collaborative relationship, then they are going to be successful with one another and that is going to help the students, as well. He stated that these are issues to be address with both the programming and the facility. Dr. Arbour shared that the students were impressive in how they represented Dover and among the best participants.

- b. **PRELIMINARY SPACE NEEDS:** Dr. Arbour shared that the weather cancellations have interfered with her being able to talk to the school board yet about the issue. She continued that she will be bringing up to the school board the idea about bringing the 8th grade up to the high school and then looking at possibly grouping them with the 9th and 10th graders. She reiterated that there are some very time sensitive space issues at the middle school and no options around adding on to the building and although that is not a direct charge of the JBC, since moving them to the high school could be a solution, it needs to be included in discussions. She stated that she has been discussing with both the high school and middle school principals how they could achieve age appropriate curriculum and grouping if they were to bring the 8th graders up to the high school. She added that she has emailed the city manager and city planner about the idea, so they are aware it is being discussed and she is hopeful to have a community discussion soon, once she can speak to the school board. Mr. Carrier commented that with this project and the Garrison renovations that still need to be done, to talk to the community about building a new elementary school would just be too much and therefore it makes fiscal sense to entertain this shift, if done in an educational sound way. Mrs. Russell agreed and commented that it would actually then create more value to the shared space in the high school.

Principal Driscoll commented that they already have a shared campus that includes contact between the grades. He continued that the challenge is really for the freshman and how you align them – do you align 8 & 9 or do you align 8, 9 and 10? He continued that educationally, there are some pros. He indicated that a major educational concern is how you get freshman to be sophomores, because if you can get them to be sophomores, they will graduate. But the freshmen, who remain freshmen (or Froshmores) who are in their second year of high school but credit wise freshmen, can be a losing battle and if that transition was more 8, 9, 10, it could be successful. He pointed out that there is already a bigger leap between sophomore and junior year and that in addition; sophomores already often really need attention. He remarked that contact concerns are valid and would need to be worked through responsibly. He also shared that the students in the visioning sessions were very adamant about not having freshmen separated from the rest of the school. Mr.



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Carrier stated that this decision will need to be made soon because it will affect the later portion of the feasibility study. Ms. Wernick shared that they have been looking at the space requirements for the current programming at the high school and CTC and have been using the number 1800 as a starting place. She continued that if you are adding on 400 students, which is a third of the population, you are not adding on a 3rd of the cost. She noted that it would still be more expensive, but there would be a lot of savings. Mr. Williams shared the worksheet they have been working on for the cost of each classroom needed to support the programming.

- c. **EXISTING CONDITIONS REPORT:** Ms. Wernick shared that they took back the comments from the committee and are working to update the report to meet their needs and hope to have it done before the next meeting. She further shared that they have really been concentrating on looking at the oldest portion of the building to see if it would be at all cost effective to renovate and everything that they are seeing so far is looking like it would be cost prohibitive. She said that the cost for that portion would probably be the same as new construction. Mr. Severson asked what the status of the HZMAT was. Mr. Williams indicated it was probably in his in box, as he had been supposed to receive it that afternoon.

VI. RE-VISIT SCHEDULE AND NEXT STEPS: Ms. Wernick stated that they have a lot of work to do as far as turning the work that was done in the visioning sessions into diagrams, but until they get the population they will not be able to go much further.

VII. DISCUSS STRATEGY FOR COMMUNICATING WITH THE COMMUNITY ABOUT THE PROJECT: Mr. Carrier mentioned that he is still stunned that there are city councilors saying, "Oh, we are building a new high school?" even with all the information they have shared with the school board and city council. He continued that on that note, it is imperative that they get in place a plan and schedule for rolling out this information to the community. Dr. Arbour agreed that they need to schedule information sessions at the high school, so that the community can really see the conditions we are placing our students in. Mr. Carrier asked that they create a complete timeline regarding the information sessions. The recording secretary shared that dates were already in the process of being chosen. Ms. Taylor remarked that it would be useful to actually hold the information sessions in the actual classrooms, so that the community could really experience what the students and faculty do. Mr. Parker mentioned that there would be real value in a rolling presentation and tours on a Saturday. Mr. Severson commented that it will be really important to communicate with the parents of the elementary school students, since their children will be ultimately attending that school. Dr. Arbour mentioned they will utilize OneCall system. Mr. Carrier mentioned that he and Dr. Arbour have been asked to speak on Open Mike. Dr. Arbour mentioned they will also plan to speak to smaller groups such as the rotary. Mrs. Greenshields asked HMFH what they assist with as part of their scope of work. Ms. Wernick stated that the



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community outreach will be the most important step and their role is to produce information to support us and to be able to answer questions regarding their findings and process. She stated that they do not oversee the process, but actively participate in it. She continued that then later in the process when they have plans they will work us to present again. Mr. Gagnon asked HMFH if they had worked with other districts that hired someone to manage this process. Ms. Wernick stated they have and could connect us with people that do that. Mr. Carrier suggested forming a sub-committee. Dr. Arbour mentioned making sure to include Nottingham and Barrington in the communication. Mr. Gagnon re-iterated that it is important to proactively get accurate information out to the public before any misinformation takes hold. Mrs. Russell and Mr. Gagnon and Mr. Severson volunteered to join the sub-committee.

- a. **PHOTOGRAPHER AND/OR VIDEOGRAPHER:** The recording secretary shared that Mr. Gillis said that he has the ability to both photograph and/or film items for us and will facilitate placing it on the educational channel and channel 22. She continued that he said he is at our disposal and there would be no fees involved since the school district is part of the city.

VIII. MATTERS OF INTEREST: (moved up to IV.)

IX. BUILD NEXT AGENDA & REVIEW ACTION ITEMS: Dr. Arbour mentioned one item that needs to be added is the question of whether or not they hire a construction manager.

X. ADJOURNMENT: Jason Gagnon / Amanda Russell seconded to adjourn the JBC meeting at 7:38 p.m. An oral **VOTE PASSED 5/0.**

Respectfully submitted,

Melissa Glidden

Melissa Glidden, Recording Secretary