

**MADERA COUNTY SCHOOL BOARDS ASSOCIATION  
EXECUTIVE COMMITTEE MEETING  
Wednesday, August 27, 2008  
Coarsegold Elementary  
45426 Road 415  
Coarsegold, CA 93614**

**MINUTES**

**Committee Members present:** President Mona Diaz (Golden Valley Unified), Clay Haynes (Alview-Dairyland), Gary Schuh (Chowchilla Elementary), Charlene Espinola (Chowchilla Union High), Audrey Stock (Golden Valley Unified), Treasurer Grant Sturm (Madera County), Sara Wilkins (Madera County), Gary Adams (Madera Unified), Heather Abrahams (Raymond-Knowles Union), John Reynolds (Yosemite Unified), Greg Schoonard (Yosemite Unified)

**Absent Members:** Diane Peterson (Bass Lake), Barbara Bigelow (Chawanakee Unified), Cathie Bustos (Madera County), Isabel Barreras (State Center Community College)

**Others Present:** Executive Secretary Sally Frazier (Madera County Superintendent of Schools)

**1.0 Opening Remarks**

President Mona Diaz welcomed everyone at the meeting.

**2.0 Consideration of Minutes**

**2.1 May 28, 2008 – Executive Committee Meeting and General Membership Meeting**

A correction was noted on the time the meeting adjourned. It should have been 11:00 AM instead of 11:00 PM. Treasurer Grant Sturm moved that the minutes be approved as corrected, seconded by Gary Adams with unanimous approval by the committee.

**3.0 Treasurer's Report**

**3.1 Year-End Report**

**3.2 Report on Financial Activity**

Treasurer Grant Sturm reviewed the year-end report and the financial activity and was pleased to report that all districts had paid their annual dues, thereby having a balance of \$8,127.33. President Diaz indicated that the Association has been working on reducing the ending balance and that the marketing campaign was credited with the increased expense in 2004-2005, 2005-2006, and 2006-2007 years. Audrey Stock moved to accept the Treasurer's Report as presented, seconded by Gary Schuh with unanimous approval by the committee.

#### **4.0 Action/Discussion Items**

##### **4.1 Scholarship Application for Board Member Development**

It was noted that Raymond-Knowles Union Elementary School District had not yet submitted an application and it is in the cycle for their district to be the recipient. Heather Abrahams reported that their board plans to submit its application prior to the September 22<sup>nd</sup> due date.

##### **4.2 Update on Marketing Schools in Madera County**

###### **4.2.1 Marketing Materials Financial Report**

President Diaz provided an update on the marketing campaign. The financial report shows \$1,500 has been allocated for the 2008-2009 year. She described the mug distribution whereby each member district of the Association will be billed \$50 for 8 cups which they can sell for \$6.25 each or can give out to speakers, as awards, etc. The cups were distributed to each participating Association member. The intent is to generate income for the marketing project. Dr. Frazier reported that even though MCOE does not display a budget amount for this campaign, Karen Roget included the "It's All Here" logo and a short article on the Association's campaign in Madera Tribune's "Welcome to Madera" special issue (see enclosed tabloid dated August 2008 - pages 20-21). Karen Roget was commended for her efforts in preparing the financial reports. This type of partnership or contribution was not allocated at a cost. MCOE will continue to support the Association.

###### **4.2.2 Success Story Application**

President Diaz reviewed the success story application and encouraged Committee members to submit applications. Individual board members were reminded to be contacts for local newspapers.

###### **4.2.3 Marketing Campaign**

As a result of the discussion at the last Executive Committee meeting, President Diaz reported that Karen Roget received information from Rochelle Noblett of Pete's Sports Shop regarding the purchase of a large banner. After discussion about usage and purpose, upon motion by Heather Abrahams, second by Audrey Stock, it was decided to purchase eight 4'x8' banners, one per district with Chowchilla School District sharing with Chowchilla Union High School District because of similar territory. Each district indicated accepting the responsibility to find spots to display the banners and to provide any infrastructure necessary to display.

## **5.0 Reports of Committees**

### **5.1 Sara Wilkins, CSBA Director-at-Large, County**

Sara Wilkins had no report.

### **5.2 Cathie Bustos, CSBA County Delegate Region 10**

Cathie Bustos was unable to attend the meeting.

### **5.3 John Reynolds, CSBA Madera County Delegate**

John Reynolds indicated he had sent a written report last May. He reported that CSBA's Annual Conference will be in San Diego and encouraged all districts to participate.

## **6.0 New Business**

### **6.1 Date and Location for Next MCSBA Meeting**

The next MCSBA meeting is on Wednesday, February 4, 2009. Madera Unified will host and the meeting will likely be held at Parkwood Elementary, the newest elementary school.

### **6.2 Program**

It was requested that Dr. Sally Frazier and MCOE staff give the State of the County address.

## **7.0 Adjournment**

The meeting was adjourned to the general meeting and dinner at 6:50 PM.

Respectfully Submitted,

Sally L. Frazier, Ed.D.  
Executive Secretary

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GENERAL MEMBERSHIP MEETING  
Wednesday, August 27, 2008  
Coarsegold Elementary  
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**MINUTES**

**1.0 Opening Remarks**

President Mona Diaz welcomed everyone to the meeting and thanked Superintendent Bill McCabe and his board as well as site personnel for all the arrangements that were made to accommodate this evening's meeting. Those providing the meals and student servers were acknowledged.

**2.0 Introductions and Greetings**

President Diaz then introduced Mr. Larry Powell, Fresno County Superintendent of Schools, and thanked him for his willingness to attend the meeting.

Gary Adams asked for the opportunity to introduce Madera Unified's new superintendent John Stafford and John was welcomed into the group.

**3.0 Treasurer's Report**

**3.1 Report on Activity 2008-2009**

President Diaz asked Treasurer Grant Sturm to give a report on the financial activity which he did and noted that the Executive Committee members had a more thorough discussion and can review that with their respective members.

**4.0 Action/Discussion Items:**

**4.1 Scholarship Application for Board Member Development**

President Diaz reported that Raymond-Knowles Union Elementary School District has indicated its board plans to submit its application prior to the September 22<sup>nd</sup> due date.

**4.2 Update on Marketing Schools in Madera County**

President Diaz reported on the distribution of mugs and purchase of banners and stated that Executive Committee members can provide further details on that. She also reminded all members of the success story application.

**5.0 Reports**

**5.1 Susan Markarian, Region 10 Director**

Susan Markarian was unable to attend the meeting. President Diaz provided John Reynolds and Sara Wilkins an opportunity to address the group. John encouraged everyone to attend the CSBA Annual Conference

in San Diego. Sara provided more details about the specific programming and planning process.

#### **6.0 Guest Speaker**

**Larry Powell, Fresno County Superintendent of Schools**

*Topic:* Digital Natives, Digital Immigrants, Digital Dinosaurs

Dinner was served and the meeting was reconvened after dinner with an introduction of Mr. Larry Powell whose topic on the impact of digital media on teaching and learning was provocative and informative and generated many questions.

#### **7.0 Next Meeting Date/Program**

The next MCSBA meeting is on Wednesday, February 4, 2009. Madera Unified will host and the meeting will likely be held at Parkwood Elementary, the newest elementary school.

#### **8.0 Adjournment**

The meeting was adjourned at approximately 9:00 PM.

Respectfully Submitted,

Sally L. Frazier, Ed.D.  
Executive Secretary