

**Meeting of the San Bernardino Community College District Board of Trustees  
Study Session Minutes  
District Board Room  
January 11, 2018, 12:00 p.m.**

**PRESENT**

Joseph Williams, President  
Gloria Macías Harrison, Vice President  
Dr. Anne L. Viricel, Clerk  
Donna Ferracone, Trustee  
John Longville, Trustee (arrived 12:20 p.m.)  
Dr. Donald L. Singer, Trustee

**ABSENT**

Frank Reyes, Trustee  
Jajuan Dotson, CHC Student Trustee  
Autumn Blackburn, SBVC Student Trustee

**CALL TO ORDER – PLEDGE OF ALLEGIANCE**

President Williams called the meeting to order at 12:03 pm. Trustee Singer led the pledge of allegiance.

**PUBLIC COMMENTS ON AGENDA ITEMS**

None

**PRESENTATION - BOND CAMPAIGNING**

Vice Chancellor Jose Torres introduced Bond Attorney David Casnocha of Stradling Yocca Carlson & Rauth and Jared Boigon of TBWB Strategies.

**Rules of Conduct in Context of Possible Bond Election**

Mr. Casnocha led the presentation on potential bond measure rules of conduct. Sometime in July the Board, if it decides to move forward with a bond measure, will adopt a resolution containing ballot language. The time between now and that decision is the planning phase. From July to the election is the advocacy phase. Expenses paid during the first phase will not be reimbursed from the bond.

In the second phase, emphasis will shift to a privately funded advocacy effort. The law demands neutrality in the use of public funds for a bond measure that the public is undecided about. The County will charge a couple hundred thousand in election costs. If a bond measure passes, SBCCD can elect to reimburse itself from the first bond issuance.

2018 Potential Bond Measure – Public Outreach

Mr. Boigon and Lauren Babb of TBWB Strategies made a presentation on the planning stage (which occurs prior to the advocacy stage) and what outreach can be done. Board members should be confident in discussing the bond during this time. Data suggests that the most of the public is open-minded about this bond.

Trustee Williams asked for about the survey data broken out by trustee area. Mr. Boigon said he will forward that information. In the next six months the Board of Trustees will want to have conversations with opinion makers in the area. If SBCCD took the poll results and did nothing else, then a bond measure would not be likely to pass. Questions from the public should be responded to consistently. Kiwanis should hear what other groups like Rotary hear. Input gathered from the community can be included in ballot.

Lauren Babb spoke about “tool kit” which contained several documents. She advised that everyone should use the Fact Sheet. Trustee feedback was given on the tool kit. Mr. Boigon advised he would retrieve any further feedback through Chancellor Baron’s office and update the materials.

The document entitled Talking Points was discussed. This is an internal guide and not for distribution. It will be updated as new questions arise and are answered. Trustee Williams wants to schedule an opportunity to talk about the projects which were board approved on May 11, 2017.

Trustee Longville commented that page 4 of the Talking Points should specifically state that SBCCD did NOT sell KVCR.

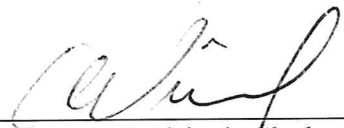
Mr. Boigon, Vice Chancellor Torres and Director of Marketing Angel Rodriguez will work to develop a schedule of meetings to move the outreach effort forward.

**PUBLIC COMMENT ON NON-AGENDA ITEMS**

None

**ADJOURN**

The next meeting of the Board: Business Meeting, January 18, at 4pm. President Williams adjourned the meeting at 2:00 p.m.

  
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Dr. Anne L. Viricel, Clerk  
SBCCD Board of Trustees