MEASURE D CITIZEN’S OVERSIGHT COMMITTEE
June 14, 2005
Minutes

The third meeting of the Measure D Citizen’s Oversight Committee was held at the Sesnon House, 6500 Soquel Drive, Aptos, CA on Tuesday March 8, 2005. Chairman Kris Reyes opened the session at 10:00AM.

Present: Jack Baskin (At Large), Rodney Brooks (At Large), Harriet Duzet (Senior Citizen), Tila Guerrero (College Support Organization), Chloe La Fortune (Student), Kris Reyes (Business), and Louis Tuosto (Tax Payer Association).

Absent: None

Cabrillo College staff members in attendance: Pegi Ard, Doug Deaver, Dave Rowan, Cathy Summa

I. Agenda Modifications

No agenda modifications were proposed.

II. Approval of Minutes

No Changes to the minutes of the March 8, 2005 meeting were requested.

Chloe La Fortune made a motion that the minutes be accepted; Lou Tuosto seconded the motion.

The minutes were approved unanimously.

III. Comments from the Public

There were no public comments.

IV. Membership Term – one year members

Pegi Ard advised the committee that she had spoken to David Casnocha, (District bond counsel) regarding the process to fill the vacancies created by the expiration of the terms of the members selected for one year. David stated that the process would be the same process as the one used initially. Therefore, the District will issue a press release in mid July to advise interested members of the community that they are invited to submit an application. If Harriet or Tila are interested in continuing they will not be required to re-submit an application to be considered. Applications are due by July 15. President Brian King will make a
recommendation to the Governing Board at the August 1st meeting regarding the appointment of members to fill the vacant positions.

V. Sample Annual Report

Staff provided the Citizens Oversight Committee (COC) a sample annual report. The members were asked to review the content of the sample report and to call or email any proposed changes/additions to Doug Deaver at least one week prior to the next meeting. Revisions will be incorporated into updated version to be handed out in the next meeting. The goal is to present the final report to the Governing Board at the September 12, 2005 meeting.

Rodney Brooks recommended that the report have links to the District’s Bond Oversight web site so that interested members of the community can access more information and pictures regarding the Measure D projects.

Cathy Summa said that she would have a photographer present at the July meeting to take photographs of the COC members for the report.

VI. Marketing Plan

Cathy Summa presented to the COC a proposed plan to communicate the Committee report to the community. The plan consisted of distributing the report to District stakeholders (foundation supporters, national and state legislators representing the Santa Cruz area, county and city government representatives, advisory members, local libraries, and internal Cabrillo College students, faculty, and staff. This would require printing approximately 14,000 copies of the report.

Jack Baskin suggested that the District should combine this report with the Foundation report. Harriet Duzet suggested that maybe the District should reduce cost by eliminating the 4-color artwork. Cathy Summa suggested that we could reduce the cost by reducing or eliminating the mailing of the reports. Tila Guerrero suggested that the report needs to be “stand alone”, and not tied to existing District or Foundation correspondence. Kris Reyes also agreed that the report should be a “stand alone” report. He suggested that the District might make the report available to interested voters, and in addition the District should try to get some “free press” from the Sentinel. He also suggested that the District use existing publications to “direct” the public to locations or web sites where the report can be located. Rodney Brooks suggested that the District have reports around the campus and at the community libraries.

Cathy Summa summarized the recommendations as follows:

- Reduce the cost of the report as much as possible while maintaining a professional look.
o Publish a “stand alone” version and not integrate the report into existing publications.

o Distribute the report to local libraries and to heavily populated areas of the campus.

o Use “earned” media if possible to promote the report.

o Submit a desk column in local media stating where members of the public can get more information.

o Use other Cabrillo newsletters, etc. to show where the report is available.

The committee agreed with the summary, and District staff agreed to present a proposal at the next meeting using the recommendations.

VI. Measure D Projects Update

Dave Rowan discussed the current status of the Measure D projects. He also handed out a financial summary each project status including spending to date. In addition he discussed of the Arts Education Project. The multiple prime project bids were opened on June 1st. Arts Education consists of 11 bid packages; one has already been awarded (site utility relocation), 7 packages were bid very close to budget, 2 packages were significantly over budget, and 1 package had no bidders. With Board approval, staff asked 7 bidders to hold their bids for an additional 30 days while the architect and construction managers work on a process to get the remaining 3 packages back to bid. The District wants to start site work this summer; however, staff cannot recommend commencing with the site work until the project cost is in line with the budget. The situation at Cabrillo is not unique; San Jose experienced a similar situation on their fine arts facility project. It is possible that the outcome of the Arts Education bids will not be known by the July COC meeting.

Kris Reyes asked if there was any concern that the District would not be able to do all the projects listed in the bond measure. Dave Rowan was optimistic that there was enough money in contingency to complete the projects presented to the public in the ballot measure. In addition, he was optimistic that the state would fund $8 million of the Allied Health project and possibly $5.6 million of other projects. Rodney Brooks also emphasized that the District has to do everything included in the ballot measure. Tila Guerrero stated that the presentation of the material was good.
VII. Next Meeting

The next meeting was set for Tuesday, July 12, 2005 at 10AM in the Sesnon House.

IX. Agenda Building

Approve the annual report and the marketing plan for the report.

The meeting was adjourned at 11:00 AM by Kris Reyes.