

Citizens for Federal Way Schools
Campaign Meeting
November 15, 2011

The meeting was called to order at 4:30pm at Umpqua Bank on 320th St. In attendance, Nikhil Bedi, Cindy Ducich, Kris Milholland, Audrey Germanis, Deb Stenberg and Diane Turner (who arrived a bit late).

The following meeting dates were established for the campaign meetings:

November 29th
December 6th
December 20th
January 3rd
January 10th
January 17th
January 24th
February 7th

All meetings will begin at 4:30pm and will take place in the conference room at Umpqua Bank on 320th Street. Thanks to Marty Markey for offering use of her facilities.

There was some discussion on what committees should be established and who would head them. The following was decided:

Car and business signs – Kelley Tanner

It was recommended that the reverse side be a fact sheet on the levies Cindy Ducich indicated she would contact the woman who delivers the Centerstage posters to get a list of businesses that are willing to post signs at their business.

Direct Mail – Audrey Germanis

Yard Sign Building and Placement – **Currently unassigned**

Adult Doorbelling – Kelley Tanner (suggested dates 1/28. 2/4. 2/11)

Student Sign Waving – Audrey Germanis (suggested dates 1/28. 2/4. 2/11)

Senior Citizen Contact – Audrey Germanis

Facebook/Twitter/You Tube Videos – Nikhil Bedi

Electronic Sign Support – **Currently unassigned**

Website – Kevin Wolff

Federal Way Mirror (Boxes of support and advertising) – Cindy Ducich

State of the Schools Prep (January 18th) – Deb Stenberg

Donor Request Envelopes Mailed – Audrey Germanis

Letters to the Editor and Articles from Students – Ming Lane

Endorsements – Currently unassigned

There was extensive discussion on the dates/cost of the Support Boxes in the Mirror. It was determined that the boxes would cost \$30 each and we would attempt to promote them in two different publication dates. The first would be January 27th and the 2nd would be February 10th. The initial “sales” pitch will be \$60 for 2 ads. The Mirror is unable to offer a promotional price for a political organization. By promoting on those dates, we would be able to ask for support at the State of the Schools chamber meeting on the 18th.

Cindy also shared a past ad in the Mirror where individuals simply had their name printed in support of the levies. She will put together a pricing program for us to get the most exposure for the best deal.

Since there will be so much focus on the youth, it may be worthwhile considering a QR code which can be purchased for \$35 for 30 days through the Mirror. This would automatically connect folks to our Facebook and website.

Nikhil agreed to contact Riley Germanis to be appointed as an administrator of the Facebook page for students. He will take responsibility for keeping the Facebook page updated. It would be important to connect with Kevin Wolff on what is being placed on the website and work together to share info.

Nikhil also took on the responsibility of working with students in the district and at Highline, where he attends classes, to register to vote. Since this will not be a “Yes” message we are pretty sure he will be able to do that on school grounds and during school hours.

Some ideas for possible endorsements and letters to the editor would be:

- PTA’s
- Chamber of Commerce
- City Council Members including the mayor
- Historical Society
- Alumni
- Tracey Eide, Mark Miloscia and Katrina Asay
- TJ Raider Movement

Former Board Members (Suzanne Smith and Amye Bronson Dougherty)
Communities in Schools
Students from district high schools

Deb Stenberg brought along some fact sheets and old articles from the Mirror that discussed the rebuilding of FWHS when it was on an old levy proposition. Diane discussed the district's plan to contact staff by department to explain the levy proposition on the ballot. They confirmed that the district would be responsible for a Federal Way High School Open House – a video of FWHS (which is already in the works) 2 progress reports and 2 informational mail pieces.

During the meeting, the group was able to stamp, stuff and address envelopes for a donor request mailing.

The meeting was adjourned at 5:45 pm.