

# METROPOLITAN EDUCATION DISTRICT

Governing Board Meeting Minutes  
July 31, 2014

## I. CALL TO ORDER/ROLL CALL CLOSED SESSION

The meeting of the Governing Board of the Metropolitan Education District was called to order by President Bobay at 11:12 AM, at 760 Hillsdale Avenue, Building 400, San Jose, California.

All Members present, except when noted "absent":

Daniel Bobay	Milpitas Unified School District
Jim Canova	Santa Clara Unified School District
Cynthia Chang	Los Gatos-Saratoga Union High School District
Matthew Dean	Campbell Union High School District (11:45 AM)
Richard Garcia	San Jose Unified School District
J. Manuel Herrera	East Side Union High School District – Alternate
Lan Nguyen	East Side Union High School District – Absent

## II. PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by President Daniel Bobay.

## III. ADOPT AGENDA

**MOTION:** It was moved to adopt the agenda. M/Chang, S/Garcia; Vote: 6 Ayes, Bobay, Canova, Chang, Dean, Garcia, and Herrera; 0 No

## IV. PUBLIC COMMENTS

None.

## V. APPROVAL OF METROED NEW HIRES

It was moved to approve MetroED new hires of administrative personnel, certificated personnel, and classified personnel. M/Chang, S/Herrera; Vote: 6 Ayes, Bobay, Canova, Chang, Dean, Garcia, and Herrera; 0 No

## VI. EQUALIZATION FUNDING FORMULA

Ron Bennett, Chief Executive Officer of School Services of California, attended the meeting for one hour to present the School Services Equalized Funding Model report to the Governing Board. Mr. Bennett provided a history of Metropolitan Education District, reviewed salary schedules from other districts, and supplied information about charter schools. He completed the review by clarifying the funding options and different methodologies that the JPA Superintendents could discuss based on the charts he created, which exemplified equalizing the costs of sending students to Silicon Valley CTE Center. Mr. Bennett allocated time for questions from the Board Members.

## VII. MARKETING PLAN FOR METROED

Dan Orloff, President of Orloff Williams Full Service Marketing Communications, provided a 30-minute presentation on the marketing research conducted by Orloff Williams to create a new tagline for Silicon Valley CTE (SVCTE). Using a PowerPoint presentation, Mr. Orloff shared samples of the new SVCTE business cards, email signatures, future websites, and a brochure for SVCTE. Mr. Orloff indicated that upon completing work for SVCTE, he would update materials for Metropolitan Education District and Silicon Valley Adult Education.

**VIII. ACTION ITEM: AGREEMENT WITH INDEPENDENT CONTRACTOR, RHONDA FARBER: \$5,000**

Vice President Dean: He said he would support the agreement with Independent Contractor, Rhonda Farber, if it was brought back for discussion. He said he had made his comments in Closed Session on June 25, and Superintendent Lynch has had time to consider his feedback. He said Superintendent Lynch feels Ms. Farber is the appropriate coach to hire.

President Bobay: He asked Vice President Dean if he felt Ms. Farber was still not an appropriate choice.

Vice President Dean: He said because he is not the recipient of Ms. Farber's coaching, only Superintendent Lynch may guide her in the areas of which she requires to be coached with input from the Board President. He said he determines his decisions or recommendations on whether he has confidence in the subject or does not have confidence in it. He said Ms. Farber is very intelligent and a hard worker.

Member Garcia: He said the Board was aware of Vice President Dean's concerns; he wanted assurance that Superintendent Lynch and Ms. Farber were aware of Vice President Dean's concerns.

Superintendent Lynch: She affirmed that she and Ms. Farber are aware of Vice President Dean's concerns.

It was moved to approve the Independent Contractor Agreement for a Special Services agreement with Rhonda Farber and Metropolitan Education District for the period 7/1/14 to 6/30/15 school year. M/Chang, S/Garcia; Vote: 6 Ayes, Bobay, Canova, Chang, Dean, Garcia, and Herrera; 0 No

**IX. ORGANIZATIONAL PLANNING**

The MetroED Governing Board and Superintendent Alyssa Lynch discussed organizational planning for MetroED for the new school year and beyond, which included the following areas:

1. Communication Coach
2. Independent Study Programs
3. Goal Setting
4. District Update
5. Funding District Counselors

**X. ADJOURNMENT**

President Bobay adjourned the meeting at 3:04 PM.

  
\_\_\_\_\_  
Lan Nguyen, Clerk of the Board