

THE SCHOOL DISTRICT OF LEE COUNTY

Independent Sales Surtax Oversight Committee
Communications Subcommittee
2855 Colonial Blvd, Fort Myers, FL 33966

Thursday, May 26, 2022
Meeting Minutes

Committee Members Present:

Steve Shimp
Frederick Atkins
Greta Campbell
Chris Simoneau

Absent Committee Members:

Harlan Parrish

Lee County School Personnel Present:

Susan Malay, Executive Director Business Services
Anissa Drzymala, Executive Secretary, Business Services

- I. Welcome and Roll Call
Steve Shimp welcomed the committee members and called the meeting to order at 5:00 p.m. The roll was called by Susan Malay, Executive Director Business Services.
- II. Public Comment – None
- III. Purpose of Subcommittee
To brainstorm and provide input on the communication of the sales surtax benefits to the community.
- IV. Review Board Presentation
To start the discussion on how to communicate and present to the public Steve Shimp reviewed the presentation that was presented to the School Board.
- V. Discussion
How to present?
 - Use PowerPoint for presentations with visuals (example before and after pictures)
 - Identify specific examples to use in presentation that would not have happened without funding of sales surtax
 - Presenters should include ISSOC member with a senior district staff member
Where to present?
 - Service Clubs – identify groups: Rotaries, Kiwanis
 - National Panhellenic Council

- Schools Foundation
- Horizon Council

Other communications to include:

- Send editorials to multiple outlets to include Community Press, Florida Weekly
- Letters to the editor
- Organize interviews
- Suggest having the District highlight in real time when there is an opportunity to show where sales surtax was used.

There was considerable discussion regarding potential presentation content. Notes of the discussion were taken by staff and it was agreed that Steve Shimp and Susan Malay would use those notes and the discussion to develop a first draft presentation for the subcommittee's review and comment at the next meeting.

- VI. Steve Shimp stated a motion to adjourn. Greta Campbell seconded the motion. The meeting was adjourned at 6:20 p.m.

Next regularly scheduled meetings of the ISSOC Communications Subcommittee

- June 23, 2022, 4:00pm
- September 22, 2022, 4:30pm