

# THE SCHOOL DISTRICT OF LEE COUNTY

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

June 23, 2022  
Meeting Minutes

## Committee Members Present:

Steve Shimp  
Frederick Atkins  
Greta Campbell  
Harlan Parrish  
Chris Simoneau

## Absent Committee Members:

None

## 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 4:10 p.m. The roll was called by Susan Malay, Executive Director Business Services.
- II. Approval of Prior Meeting Meetings  
Motion made by Mr. Steve Shimp.  
Motion seconded by Mr. Harlan Parrish.  
Motion passed unanimously.
- III. Public Comment - None
- IV. Review draft presentation  
Mr. Shimp presented to the subcommittee the draft presentation for the Half-Cent Sales Tax Change for Change Overview that will be taken to the public.
- V. Feedback / Member Comments
  1. Keep timing of presentation to 20 minutes. Look to pare down presentation length.
  2. Slide 13 to busy – highlight and direct to website.
  3. Update data/numbers before each presentation for accuracy.
  4. Use how many sites verses how many acres.
  5. List projects slated to happen, ie Franklin Park.
  6. Select examples from all zones to highlight.

- 7 Suggested to change the “Alternatives slide” to be more personal to students i.e. no chrome books / sharing chrome books, mold, air conditioning loss.
- 8 List of questions and answers for presenters in advance.
- 9 Show how Lee County is growing: size of district, ranking of Lee County in Florida, how Lee County has grown.
- 10 What other districts in Florida have surtax?
- 11 Where to cut from presentation?
  - a. Suggested cut slide 6
  - b. During questions and answer to roll pictures and projects
  - c. Slide 10:
    - eliminate names, two bullets: Quarterly Meetings and Charge.
    - “To date no variances found” – make a positive “All expenditures in compliance.”
- 12 Focus on facts, not political, not emotional – find a balance
- 13 Pictures of old verses new
- 14 Top five projects from IT, Maintenance, Construction, Adult Ed etc to take to Communications to create video of before and after pictures.
- 15 Share debt and interest that would accrue if no tax.

Action Items:

- Have presentation ready for September 22<sup>nd</sup> subcommittee meeting for approval and to take to the Board in October.
- Mrs. Malay to send out revised presentation to subcommittee by mid-August to review and receive feedback from subcommittee.
- Mr. Shimp to meet with Susan early September to review before September 22, 2022 meeting.

VI. Steve Shimp stated a motion to adjourn. Chris Simoneau seconded the motion. The meeting was adjourned at 5:15 p.m.

Next regularly scheduled meetings of the ISSOC Communications Subcommittee

- September 22, 2022, 4:30pm