

**EDUCATION ADVISORY COMMITTEE
MINUTES
February 11, 2019**

Present	Absent
Mitch Anton	Mari Khoury
Dr. Daniel Derrico	Grahm Rubin
Carol Fischer	
Jacqueline Grant*	
Donna Greene	
Emily Kriger	
Matthew Laskowski	
Dr. Joel Levine	
Allan Libero	
Cheree Liebowitz	
Ellen Suppa	
Dr. Kathy Thomas	

*Arrived after meeting began.

Staff

Clay Milan – Staff Liaison

Peggy Eads – Administrative Assistant 1, Community Development Division

Non-Members

Eduardo Aguilar, Principal, Oakridge Elementary School

Dave Norman, Assistant to Ann Murray, Broward Co. District 1 School Board Member

Jose Laverde, Assistant Director, Sheridan Technical School

Richard Blattner, Hollywood City Commissioner, District 4

Call to Order/Roll Call

The presence of a quorum was noted and Dr. Derrico called the meeting to order at 6:00 p.m. Attendance was taken and it is noted above.

Approval of Minutes

Dr. Derrico asked if there were any comments or changes to the January 7, 2019 minutes. Hearing none, Mr. Libero **motioned** to approve the minutes, Ms. Liebowitz seconded the **motion** and the minutes were approved unanimously by voice **vote**.

NEW BUSINESS

Presentation by Joann Hussey, Communications Manager, Department of Communications, Marketing and Economic Development (CMED), On Promoting Local Schools

Ms. Hussey began by giving the Committee an overview of the CMED department. In 2018 the Public Affairs and Marketing Department was merged with the Economic Development Division to become CMED. CMED is comprised of two divisions: the Communications Division which is responsible for marketing, social media, advertising and the government access channel among other things, and the Economic Development Division, responsible for businesses moving into the City, the growth of current businesses in the City and employment opportunities in the City. She went on to list a number of projects that the Communications Division had worked on: Stop the Bleed Program, After School Feeding Program, School Choice, Black History Month, Ed Talks, Food Drives, Merit Awards, Walk With a Cop, Youth Ambassador Program, and Hollywood Happy Days, among others. Ms. Hussey then spoke about opportunities, including improving the flow of information to the CMED office, particularly news about Hollywood schools. She noted that the main area of school information on the website is under Boards and Committees, Education Advisory Committee page. Dr. Levine asked if the City has a web designer, and Ms. Hussey said they don't, but instead they work with a template-based company called Civic Plus to design the website.

She went on to talk about the possibility of creating a school page on the website, with information coming from the schools, but maintained by the web liaison. She then encouraged the members to participate in school-related initiatives so that their involvement could be publicized. She then directed the Committee's attention to the website calendar, where any event happening in the City can be seen and is sent to 30,000 subscribers. Ms. Hussey went on to say that she is working with Orange Brook Elementary to promote their Autism Awareness Initiative.

Ms. Hussey asked the members what questions they had for her. Dr. Levine asked how the City could gain more subscribers and how prospective new residents could be notified. She answered that the Notify Me app is promoted in New Horizons and there is information on the City's website. Mr. Anton asked how schools would go about having the City publicize an event. She answered that they could give the information to a Committee member or to the Community Development Department and ask to have it placed on the website calendar. Mr. Libero asked if the event had to be free to the public, and Ms. Hussey answered that if tickets were sold for the event for the purpose of donating to a student trip, for example, the City could still promote the event. Ms. Liebowitz asked if the PTAs at the various schools could be notified at the first of the school year to contact EAC members about happenings at their school. Mr. Libero said that he had a list of PTA presidents. Mr. Anton suggested assigning a number of schools to each member so that they could focus on publicizing happenings at their assigned schools. Ms. Liebowitz asked where parents are directed when they ask about schools, and Ms. Hussey said they are directed to Broward County Public Schools.

Mr. Aguilar gave an example of a school event he had publicized through the City's website which was very successful. Mr. Laskowski asked if the Sunshine Law applies to interactions on social media, and Ms. Hussey said yes it does apply. Dr. Levine asked how many Notify Me subscribers are businesses. Ms. Hussey said she didn't know but the list of subscribers is public record and can be requested.

Dr. Derrico thanked Ms. Hussey for her presentation.

Discussion on Public Forum on Education (District 1 Town Hall) Proposed by School Board Member Ann Murray

Mr. Norman said due to Ms. Murray's recent surgery, the Public Forum had been postponed to March 21st or April 11th. As far as the structure of the event. It would start with each school highlighting the current happenings at their school, a Smart Program update on all of the schools in District 1, Ms. Murray would then speak on school AP courses and magnet programs, and then Superintendent Runcie would speak on school security and the future of education in District 1. At that time, constituents would be allowed to ask questions. Mr. Norman reminded the committee members that for any proposition to move forward, five votes are necessary. He encouraged the members to reach out to the two at-large members and then two more members who are supportive of their cause.

Ms. Liebowitz mentioned that March 21st is the first day of Spring Break, so it might not be a good day to hold the Town Hall. Mr. Norman said the date would most likely be April 11th. Mr. Milan asked if there would be an opportunity for the Committee to play a part in the Town Hall. Mr. Norman answered that since the event had changed from being a Hollywood event to a District 1 event, that opportunity would not be available, except as individuals. Mr. Libero asked if the Sunshine Law would apply to the meeting, and Mr. Milan said yes, it would apply.

Dr. Levine asked if any action steps would be taken after the meeting, and Mr. Norman responded that it depended on what happens at the meeting.

Dr. Derrico thanked Mr. Norman for attending.

Old Business

Discussion on Newly-Added Goal #7

Ms. Liebowitz said the gist of the goal was to provide input on how to improve Hollywood schools. She went on to say that she feels Hollywood Hills High School needs to have a different magnet program, rather than the entrepreneurship/military program. She said she feels that a school in Hollywood needs to have an International Baccalaureate (IB) Program. Mr. Anton said he feels that a performing arts program would be an asset at Hollywood Hills. A general discussion ensued on the various possibilities for magnet programs.

Dr. Thomas and Ms. Grant then reported on the recent Open House they had attended at Attucks Middle School and said that it was well attended.

Mr. Aguilar said that safety and security are very important factors in schools at this time but he doesn't want parents to feel "walled off" from the school. He also said that all schools should have SROs.

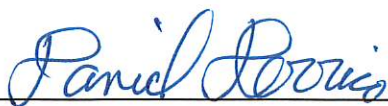
Mr. Anton suggested continuing the discussion on Goal # 7 at the next meeting.

Staff Report

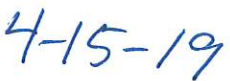
Mr. Milan said that the appointment cycle for board appointments was starting. He went on to read what the Boards and Committees Handbook states is the purpose for the Education Advisory Committee, and said the members might want to revise it. He also mentioned that he was contacted by a Cadet 1st Sergeant of the South Broward ROTC Program who wanted the City to donate to a scholarship fund in the name of a U.S. Marine Corpsman who had perished and whose brother teaches at the school. He said that the Committee members as individuals might want to contribute. Mr. Milan then said preparations are being made to recognize teachers and administrators who were nominated for Caliber Awards. He went on to say that in conjunction with Black History Month, the African American Advisory Committee would hold a presentation on Black Migrations on February 12, 2019, and would present the 10th Annual Poetry Slam on February 26, 2019.

Adjournment

Mr. Libero made a **motion** to adjourn. Mr. Anton seconded the **motion** and it was unanimously approved by voice **vote**. The meeting adjourned at 7:35 p.m.



Signed



Date