

**MINUTES
BOARD OF EDUCATION
ELIZABETH CITY-PASQUOTANK PUBLIC SCHOOLS
March 9, 2018**

The Elizabeth City-Pasquotank Board of Education met on Friday, March 9, 2018, at 3:45 p.m., in the Board Room of the Administration Building for the purpose of holding a work session. The following Board members were present and constituted a quorum:

Ms. Sharon Warden, Chair

Mr. Walter Jolly

Mrs. Virginia Houston

Dr. Sheila Williams

Mrs. Pam Pureza

Mr. Barry Overman

The following Central Office and District staff members were present:

Dr. Larry W. Cartner, Superintendent

Mr. Steve Lassiter, Assistant Superintendent

Dr. Joanne Sanders, Chief Academic Officer

Mr. Andrew Cox, Chief Financial Officer

Ms. Tammy W. Sawyer, Community Schools Director/Public Information Officer

Ms. Jennifer Hawkins, Testing/Accountability Director

Ms. Tracy Davenport, Federal Programs Director

Ms. Amber Godfrey, Technology Director

Chair Warden called the meeting to order and explained the purpose of the meeting was to discuss plans regarding the ¼ cent sales tax referendum that the Board of County Commissioners approved for placement on the May 2018 ballot.

Dr. Cartner explained that he had Tammy Sawyer work on a proposed plan. He reminded board members that the district can educate and inform the public on the plan; however, employees and board members cannot encourage anyone to vote “for” or “against” the referendum when acting in their employee/board member capacity.

Ms. Sawyer shared the “Education/Information Plan” she designed to market the ¼ cent sales tax referendum to parents, staff and the community. The purpose of the plan is to educate and inform key audiences about the referendum through the following:

- Social Media
- Website
- Newspaper Ad/Article
- Civic Groups
- Public Forums
- ECSU Radio
- Resolution Adoption
- Flyers
- Educational Video Completion
- Request Support of Education Foundation in Educating
- PTO/PTA Meetings

- Blackboard Connect
- Present at Polls
- Family & Community Center
Community Expo
- Staff Meetings
- Request Support of Churches in
educating community members
- Referendum Signs/Stakes

Ms. Sawyer shared a draft copy of a proposed advertisement to be place in *The Daily Advance*.

Board members discussed the proposed Education/Information Plan and made suggestions for additional marketing ideas. They also suggested minor revisions to the wording of the proposed advertisement.

Ms. Sawyer will provide members with information regarding upcoming meetings (school level meetings, civic meetings, etc.) that they can sign up to attend and share information.

There being no further business to come before the Board, the meeting adjourned at 4:11 p.m.

Chair

Secretary